Learn about the Magic of Innovation & How it Happens  
Emerging Technologies & Business Models 

Location: Disneyland’s Grand Californian Hotel, Anaheim, California 

**Disney Grand Californian Hotel & Spa**  
Open Innovation in Designing Creative Theme Parks  
Pre-event & Day 1: April 19 & 20 

**NASA Jet Propulsion Laboratory (JPL)**  
Open Innovation in Space Exploration  
Day 2: April 21, 9:30am - 12pm 

**California Institute of Technology (CALTECH)**  
Emerging and Anticipated Technologies 
Day 2: April 21, 1pm-5pm 

**Northrop Grumman Aerospace**  
Innovation in Factories: Factories of the Future & Beyond  
Day 3: April 22, 11am-1pm
Key Learnings & Value Propositions for BIF Members

At Disney: “It is kind of fun to do the impossible” - Walt Disney
1. Learning about the History of Innovation in Entertainment
2. Learning about Stuntronics - Application of AI & Robotics: Behind the Scenes of the Spiderman Show - Disney
3. Customizing Your Tools for Open Innovation: Open Innovation Workshop by Nine Sigma
4. METAVERSE: The Future Is Already Here - No Turning Back: Presentation by Nvidia
5. Transforming your Business Model with Digital Tools: C-Suite Panel from AirAsia, Microsoft and Apollo Hospitals
6. Enhancing and Extending Brand Awareness: Open Innovation Challenge by Fujitsu
7. Networking with Innovators Across Industries

At NASA JPL: The Sky is Never too High
1. Learning from History of Space Technology: Museums of historical artifacts of space exploration
2. Planning the Next Trip to Mars: Opportunities, Challenges, and Risks - A Zero Room for Error
3. Building Vehicles for Space: Visit to the Rover Technology Testing Site
4. Controlling the Space Mission: Visit to the Command Control Center
5. Understanding our Changing Planet: Earth Science Center
6. Upcoming Projects at JPL: Larry James, JPL Director
7. Learning from Chesbrough: Latest Research on Application of Open Innovation by Prof. Chesbrough
8. Networking with Innovators (with JPL, Caltech Scientists, and BIF Members): Lunch at Caltech

At Caltech: Our Future is Here to Consider
1. Learning about History of Breakthrough Innovations: Caltech Museum
2. Accelerating our Future: Breakthroughs in Quantum Computing
3. Augmenting our Human Capabilities: New Developments in Robotics
4. Surpassing our Cerebral Intelligence: Advances in (AI) Artificial Intelligence
5. Extending your Mind: Emerging Solutions in Neuroscience
6. Enhancing your Health and Longevity: Latest in Biosciences
7. Sustaining our Planet: Emerging Facts, Figures, and Trends about our Planet

At SpaceX Talk: Imagination & Technology has no Boundaries
1. Learning about Future Business Opportunities Associated with Space Travel Industry
2. Understanding Risks in Space Travel: Questions and Answers

At Northrop Grumman: Pushing the Limits of Technology
1. Innovation in Factories: Factories of the Future & Beyond: Tour & Presentation
2. Creating “Minimum Viable Digital Ecosystems” to Expand Markets: Innovation Round Table by Prof. Darwin
**Pre-event & Dinner: Tuesday, April 19, 2022**
**Location: Visit to Disneyland, Anaheim, California**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00pm - 6:00pm</td>
<td>Informal Networking Reception at Disney’s Grand Californian Hotel &amp; Spa Bar</td>
<td>Sequoia Ballroom</td>
</tr>
<tr>
<td>6:00 - 6:10pm</td>
<td>Welcome &amp; Introduction by Solomon Darwin - Sequoia Ballroom</td>
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</tr>
<tr>
<td>6:10 - 7:00pm</td>
<td>Networking Welcome Dinner – Disney’s Grand Californian Hotel and Spa - Sequoia Ballroom</td>
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<tr>
<td>7:00pm - 8:00pm</td>
<td>Evening Keynote</td>
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**Solomon Darwin**

Executive Director
Garwood Center for Corporate Innovation

Solomon Darwin is the executive director, Garwood Center for Corporate Innovation and former executive director of Financial Reporting and Management, at the Haas School of Business. Prior to joining UC Berkeley he was an Associate professor at the University of Southern California from 1996 – 2005. Solomon Darwin has more than 13 years of Industry experience at Bank of America and Motorola.

**Bob Weis**

Global Imagineering Ambassador, Walt Disney Imagineering

Bob Weis is Global Imagineering Ambassador for Walt Disney Imagineering, the team that creates, designs and develops Disney’s theme parks, attractions, resort hotels, cruise ships, and retail, dining and entertainment centers. Bob has led Disney projects around the globe over several decades, and most recently served as president of Imagineering for more than five years. In his current role, Bob leverages the deep legacy of Imagineering along with his personal experience to advocate for and mentor current Imagineers, works to ensure a steady pipeline of diverse future talent by forging strong relationships with universities and other organizations, and focuses on finding new ways to leverage Imagineering’s rich culture of storytelling in media and publishing.
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<tr>
<td>6:45am</td>
<td>Meet at Hotel Lobby</td>
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<tr>
<td>7:00am - 8:00am</td>
<td>Stuntronics: Behind the Scenes of the Spiderman Show - Disney California Adventure Park</td>
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<tr>
<td>8:00am - 8:15am</td>
<td>Walk back to Disney’s Grand Californian Hotel</td>
</tr>
<tr>
<td>8:15am - 8:45am</td>
<td>Registration &amp; Networking Breakfast at Disney’s Grand Californian Hotel - Sequoia Ballroom</td>
</tr>
<tr>
<td>8:45am - 9:00am</td>
<td>Welcome by Henry Chesbrough</td>
</tr>
<tr>
<td>9:00am - 10:00am</td>
<td>Networking: Speed Dating</td>
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<tr>
<td>10:00am - 10:30am</td>
<td>Networking Speaker</td>
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<tr>
<td>10:30am - 11:00am</td>
<td>Networking Break</td>
</tr>
<tr>
<td>11:00am - 12:00pm</td>
<td>Challenge: Creating the Theme Park of the Future</td>
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<tr>
<td>12:00pm - 1:30pm</td>
<td>Networking Lunch at Disney’s Grand Californian Hotel &amp; Spa Conference Center - Trillium Ballroom</td>
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</tbody>
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**Henry Chesbrough**  
Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley  

Henry Chesbrough is a professor at the Haas Business School, UC Berkeley, and faculty director of the Garwood Center for Corporate Innovation. An internationally acclaimed author, Dr. Chesbrough’s Open Innovation concept was first introduced in his award-winning book, “Open Innovation: The New Imperative for Creating and Profiting from Technology” (2003). When he coined the term Open Innovation, he defined an approach that companies around the globe now use to innovate. Today, Chesbrough works directly with companies through Garwood’s programs to apply the principles of Open Innovation, and he continues to refine our understanding through his research and books.

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**Conrad Sigma**  
Chief Minister  
State of Megalaya, India  

1. What emerging technology could be utilized to entertain the next generation in a nature setting?  
2. How do you prepare to overcome the constraints of the next pandemic?  
3. What design elements should be incorporated for a versatile & “Pandemic Proof” park?  
4. How can you divert the use of park assets to generate alternative sources of income?  
5. List types of entertainment that thrive under a pandemic sourced from the park’s physical location?  
6. What policies are needed to incorporate “Going Green” to preserve the planet?  
7. Is there a digital opportunity to address the park experience, if a park is not operational?
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6. What policies are needed to incorporate “Going Green” to preserve the planet?

7. Is there a digital opportunity to address the park experience, if a park is not operational?

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Key Learnings:

- The future: virtual worlds will co-exist with the physical world, across every dimension of life
- The misconception: only one “metaverse” and it is primarily for people to connect, game and shop
- The truth: millions upon millions of virtual worlds, most being industrial-enterprise digital twins
- Real world: more than visual experiences, they will accurately simulate physics, transforming science, engineering, design, and collaboration.
- Paradigm shift: the virtual economies – many times larger than our current world economy
- Digital twins for earth, nations, cities, even humans, etc., predicting the future of all life on earth.

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METAVERSE: The Future Is Already Here - No Turning Back

2:30pm - 4:00pm

**C-Suite Panel: Digital Business Model Transformation**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keith Strier</td>
<td>VP, Worldwide, AI Initiatives, Nvidia</td>
<td>NVIDIA</td>
</tr>
<tr>
<td>Satish Reddy</td>
<td>Chairma, Dr. Reddy’s Laboratories Ltd</td>
<td>Dr. Reddy’s Labs</td>
</tr>
<tr>
<td>Aireen Omar</td>
<td>President, Air Asia</td>
<td>Air Asia</td>
</tr>
<tr>
<td>Preetha Reddy</td>
<td>Executive Vice Chairperson, Apollo Hospitals</td>
<td>Apollo Hospitals Enterprise Limited</td>
</tr>
<tr>
<td>Kamakshi Sivaramakrishnan</td>
<td>CEO, Drawbridge (part of Microsoft)</td>
<td>Drawbridge</td>
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**Key Learnings:**

- Organizational transformation to accelerate digital strategy to deliver services - opportunities, challenges, and lessons learned.
- Industry transformation in times of crisis to expedite solutions through alliances and partnerships.

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Keith Strier is Vice President, Worldwide AI Initiatives at NVIDIA. He leads NVIDIA’s global public sector portfolio and AI Nations partnership Initiative, advising governments on domestic AI infrastructure policy. Keith was recently appointed by the OECD as Co-Chair, AI Compute Task Force to lead the development of a new framework to help government leaders measure and benchmark national AI compute capacity.

Satish Reddy is the Chairman of Reddy Labs, a multinational pharmaceutical firm that manufactures and markets a wide range of products world-wide. The firm has over 190 medications, 60 APIs, diagnostic kits, critical care, and biotechnology products and is listed among the most trusted brands. During the Covid pandemic, Satish was deeply involved in forming global partnerships on industry issues. As the head of Indian Pharmaceutical Alliance, a group of 24 leading Pharma companies, working closely with the Indian Government during this unprecedented crisis. At an organisational level, he has overseen his firm undergo transformation in accelerating their digital strategy by introducing to the market the most affordable and innovative therapeutics and vaccines.

At AirAsia, Aireen is responsible for its digital strategy, promoting innovation throughout the group and encouraging collaboration across AirAsia’s businesses and markets. She oversees large, digital strategic group-wide initiatives to help transform AirAsia Group into a global, cloud and data-driven and platform company. At AirAsia Digital, Aireen is also pivotal in incubating and growing the digital and fintech businesses.

Dr. Preetha Reddy is the Executive Vice Chairperson of Apollo Hospitals Enterprise Limited and a member of its founding family. She is widely recognized for her contributions in making high quality healthcare accessible to millions and for her support to various entities and industry bodies, working for the betterment of India. Apollo Hospitals is the pioneer of private healthcare in India and is Asia’s foremost integrated healthcare conglomerate. Since its inception, in 1983, the Group has touched the lives of more than 200 million individuals from over 140 countries.

Kamakshi Sivaramakrishnan’s is the CEO Drawbridge. The company was founded in 2010; it uses large-scale AI and machine learning to identify the different devices people use based on data generated from their devices, like the WiFi network a person connects to. Drawbridge then calculates the probability of one person using multiple devices. Drawbridge has raised $68.7 million from investors, including Sequoia Capital. Before starting Drawbridge, Sivaramakrishnan worked as a data scientist at mobile ad platform AdMob, which was acquired by Google in 2009 for $750 million, and received her PhD in information theory and algorithms from Stanford.
Day 2: Thursday, April 21, 2022
Location: NASA Jet Propulsion Laboratory & CalTech

6:30am - 7:00am
Hotel Checkout & Boxed Breakfast

7:00am - 8:30am
Bus Leaves to NASA-Jet Propulsion Laboratory (4800 Oak Grove Dr, Pasadena, CA)

5:00pm - 5:15pm
Recap by Solomon Darwin, Executive Director

5:15pm - 6:15pm
Networking Cocktail Reception - Brisa Courtyard

6:15pm
End of Program

Fujitsu is a global leader in technology and business solutions that transform organizations and the world around us. Fujitsu has a long heritage of bringing innovation and expertise, continuously working to contribute to the growth of society and our customers.

Henry Chesbrough is a professor at the Haas Business School, UC Berkeley, and faculty director of the Garwood Center for Corporate Innovation. An internationally acclaimed author, Dr. Chesbrough's Open Innovation concept was first introduced in his award-winning book, “Open Innovation: The New Imperative for Creating and Profiting from Technology” (2003). When he coined the term Open Innovation, he defined an approach that companies around the globe now use to innovate. Today, Chesbrough works directly with companies through Garwood’s programs to apply the principles of Open Innovation, and he continues to refine our understanding through his research and books.

Larry James is the Laboratory’s COO responsible to the director for the day-to-day management of JPL’s resources and activities. This includes managing the laboratory’s solar system exploration, Mars, astronomy, physics, Earth science, interplanetary network programs, and all business operations. These activities employ 6,000 scientists, engineers, technicians, and business support personnel, generating $2.6 billion in annual revenues.

Henry Chesbrough
Faculty Director,
Garwood Center for Corporate Innovation,
UC Berkeley

Larry James
COO & Deputy Director, JPL

Solomon Darwin
Executive Director
Garwood Center for Corporate Innovation

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<td>12:00pm - 12:15pm</td>
<td>Bus Leaves to CalTech</td>
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<tr>
<td>12:15pm - 1:30pm</td>
<td>Lunch: Caltech Faculty Club – Lunch Keynote (TBC) Clear &amp; Imminent Danger-Next Global Crisis</td>
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<tr>
<td>1:30pm – 4pm</td>
<td><strong>Caltech</strong>&lt;br&gt;Showcasing Emerging &amp; Anticipated Solutions for Societal, Business and Human problems.&lt;br&gt;Faculty Talks and Tours: Quantum Computing, AI, Robotics, Neuro &amp; Bio Sciences</td>
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<tr>
<td>4:30pm</td>
<td>Bus leaves to AC Hotel by Marriott Los Angeles (2130 E Maple Ave, El Segundo, CA 90245)</td>
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**Post-Event: Friday, April 22, 2022**
**Location: Northrop Grumman (1 Hornet Way, El Segundo, CA 90245)**

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<tbody>
<tr>
<td>8:45am</td>
<td>Bus leaves AC Hotel by Marriott Los Angeles (2130 E Maple Ave, El Segundo, CA 90245) to Northrop Grumman (1 Hornet Way, El Segundo, CA 90245)</td>
</tr>
<tr>
<td>9:00am-10:30am</td>
<td><strong>Keynote: Space, the Final Frontier and a Case Study in Disruption</strong></td>
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<td>Steve Jurvetson&lt;br&gt;Board Member, SpaceX&lt;br&gt;Co-founder, Future Ventures&lt;br&gt;Steve is a board member at SpaceX, and was the early VC investor for SpaceX, Tesla, Planet, Memphis Meats, Hotmail, D-Wave, Boring, Zoox and the deep learning companies Mythic and Nervana. Steve Jurvetson is an early-stage venture capitalist with a focus on founder-led, mission-driven companies at the cutting edge of disruptive technology and new industry formation. He also led founding investments in five companies that went public in successful IPOs and several others that became billion-dollar acquisitions. Before co-founding Future Ventures and Draper Fisher Jurvetson, Steve was an R&amp;D Engineer at Hewlett-Packard, where seven of his chip designs were fabricated. He also worked in product marketing at Apple and NeXT and management consulting with Bain &amp; Company.</td>
</tr>
<tr>
<td>11:00am -12:00pm</td>
<td><strong>Northrop Grumman:</strong>&lt;br&gt;Innovation in Factories: Factories of the Future &amp; Beyond - Presentation &amp; Tour</td>
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*note: SpaceX facilities will not be accessible.*
12:00pm - 1:30pm  Innovation Round Table & Working Lunch

Solomon Darwin
Executive Director
Garwood Center for Corporate Innovation
(Moderator)

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Members of the Berkeley Innovation Forum

[Logos of various companies and institutions]