

Invention to Venture: Sustainable Development, Invention and Entrepreneurship

pre-conference track

Wednesday, September 29th

OVERVIEW

This pre-conference to the Sustainable Resources conference (www.sustainableresources.org) is a discussion of the development process for entrepreneurial ventures targeting "bottom of the pyramid" market opportunities in developing countries. The event has a particular focus on technology-based ventures. It is designed to develop a dialog among presenters and participants about these issues with the goal of furthering the conversation about sustainable development, invention and entrepreneurship and articulating best practices.

Some of the questions the event will address include:

1. How does the business development model for entrepreneurial startups differ when addressing so-called "bottom of the pyramid" market opportunities?
2. In what ways do entrepreneurs need to think differently when addressing products to customers in developing countries?
3. What is the ideal interplay between the design process and the entrepreneurial process when developing products that address the needs of the urban and rural poor?
4. How can market principles be employed to support environmental sustainability and sustainable economic development?
5. Can entrepreneurial ventures companies set a high growth trajectory and provide adequate return to investors and still

advance human development in a socially and environmentally sustainable way?

Background

The National Collegiate Inventors & Innovators Alliance is convening this event under its Invention to Venture program. The NCIIA supports technology entrepreneurship at colleges and universities throughout the United States through grant funding and program development assistance. In 2003 NCIIA launched the Invention to Venture program to provide technology entrepreneurship seminars to science and technology faculty and students. This Invention to Venture event at the Sustainable Resources conference is the first in the "I2V" series focusing on sustainable development. More information about Invention to Venture can be found at www.invention2venture.org and information about NCIIA at www.nciia.org.



Sustainable Resources

SOLUTIONS TO WORLD POVERTY CONFERENCE 2004
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Sustainable Resources: Solutions to World Poverty provides a forum to draw together experts from a diverse range of industries and cultures. The 2004 Conference is host to 14 different tracks that center around issues and given topics affecting our global community. We invite you as an expert in your field to explore and create a world of difference.

Conference Fees

Regular	\$400
NGO/Non-profit	\$300
Presenter	\$150
Student	\$150
Sponsor	\$500

For more information and registration: www.sustainableresources.org
303-998-1323 • 888-317-1600 • Fax 303-449-1348 • info@sustainableresources.org