

Lux Executive Summit Europe 2017: Mastering the Trends that Drive Growth

May 31 – June 1, 2017
Amsterdam, Netherlands

Wednesday, June 1, 2016	
6:30 pm–9:30 pm	<p>Welcome Cocktail / Dinner</p> <p>Location: ROSARIUM Europaboulevard, Amstelpark 11083 HZ AMSTERDAM</p>

Thursday, June 2, 2016	
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Location: Novotel Amsterdam City, Europaboulevard 10, 1083 AD Amsterdam, Netherlands

8:00 am - 8:30 am	Conference Registration and Information Desk Open
8:30 am – 8:45 am	<p>Welcome and Introductions <i>Mike Coyne, CEO, Lux Research</i></p>
Opening Keynotes	
8:45 am – 9:15 am	<p>Lux Research Keynote Address: The Innovation Paradox <i>Michael Holman, Ph.D., VP Research, Lux Research</i></p> <p>An eye-popping variety of inventions are making us more connected, providing us more choices, and giving us more capabilities than ever before. But despite this cornucopia of technologies, too often companies, industries, and nations struggle still to find real growth. Political discontent is on the rise, and a swelling group of skeptics lament slow productivity gains and ask plaintively why we got 140 characters instead of flying cars. The pace of technology change seems greater than ever, but why hasn't the flood of innovation and disruption made our world happier and more prosperous? And how can companies sort through the flood of data and information to focus on those innovations that will really move the needle for growth?</p>
9:15 am – 9:45 am	<p>External Keynote <i>TBD</i></p>
9:45 am – 10:15 am	Networking Break

Breakout sessions

Lux Executive Summit Europe will break into tracks for deeper discussion of key cross-cutting themes that affect the opportunities for growth – and threats to existing businesses – across multiple industries.

	Track Theme: Digital Transformation of Industry	Track Theme: The Rise of Consumer Health and Wellness
10:15 am – 10:45 am	<p>Track Keynote: From IoT and AI to Robotics: Applying the Right Tools for Your Digital Transformation <i>Kevin See, Ph.D., Research Director, Lux Research</i></p> <p>Digital Transformation is a universal theme, applying to businesses across the spectrum from commodity chemical producers, to the most cutting edge social media company. At the core is a set of quickly evolving tools, including robots, artificial intelligence, and the Internet of Things. These spaces are teeming with developers big and small, and confusion reigns about what tools fit what use cases, and ultimately how businesses can use these tools to both grow the top line, and enhance the bottom line. This talk will discuss the evolution of these tools, sort through the confusion, and uncover how businesses can truly leverage these tools for growth.</p>	<p>Track Keynote: Selling Wellness: Do Consumers Pay for Perceived or Actual Value? <i>Jon Melnick, Ph.D., Senior Analyst, Lux Research</i></p> <p>From non-GMO and organic food to activity tracking and "natural" ingredients, consumers care about and are willing to pay for wellness. Some estimates put the wellness market at nearly \$4 trillion, but do these products actually improve wellness or are they merely gimmicks masquerading as solutions? With definitions of wellness as varied as the solutions promising to deliver it, we examine the commercial opportunities to understand which solutions actually deliver value and which are just snake oil. We'll also explore how companies can engage, retain, and sell wellness to consumers and whether consumers are willing to pay more for actual value.</p>
10:45 am – 11:15 am	<p>Lux Case Studies: <i>Alex Herceg, Analyst, Lux Research</i></p>	<p>Lux Case Studies: <i>Arnold Bos, Consultant, Lux Research</i></p>
11:15 am – 12:00 pm	<p>Startup Pitches: <i>Alex Hill, Co-Founder, Senseye</i></p>	<p>Startup Pitches: <i>Companies TBC</i></p>

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12:00 pm – 1:30 pm	Networking Lunch	
	Track Theme: The Great Energy Transition	Track Theme: The Materials-Manufacturing Nexus
1:30 pm – 2:00 pm	<p>Track Keynote: The Five Technologies That Will Change the Way We Use Energy <i>Arij van Berkel, Ph.D., Research Director, Lux Research</i></p> <p>Energy is essential to modern society, and the companies that provide it are some of the largest in the world. However, the way we get and use our energy is undergoing big changes as new technology is poised to disrupt current businesses and shift the balance of power between consumers and producers of energy. Every company is a user of energy, and many sell into the energy value chain besides, so deciding how to position your firm in this dynamic evolving landscape is essential – this presentation shows the methodologies Lux uses to help find the right technology bets and hedges.</p>	<p>Track Keynote: Divergent Paths: The Materials vs. Products Commercialization Conundrum <i>Ross Kozarsky, Senior Analyst, Lux Research</i></p> <p>Materials technologies are critical to disruption and transformational growth across industries, but improved performance at the material level is a far cry from commercial success. While compelling properties at lab scale are generally prerequisites for value proposition of the ultimate end part, they are far from sufficient. Beyond the obvious cost and time challenges of bringing new materials to market, property translation from material to product form factor and business and partnership strategy are just as critical, and often underemphasized. This talk will discuss emerging design and manufacturing tools that accelerate commercialization of products fabricated from novel materials, explore new business models enabled by these innovations, and examine how companies across the value chain can best position themselves for growth.</p>
2:00 pm – 2:30 pm	<p>Lux Case Studies: <i>Abhirabh Basu, Research Associate, Lux Research</i></p>	<p>Lux Case Studies: <i>Tugce Uslu, Research Associate, Lux Research</i></p>
2:30 pm – 3:00 pm	<p>Startup Pitches: <i>Christian Rood, Founder, LeydenJar Technologies</i></p>	<p>Startup Pitches: <i>Cédric Michel, CEO and Co-Founder, Pollen</i></p>
3:00 pm – 3:30 pm	Networking Break	
Closing Keynotes		
3:30 pm – 4:00 pm	<p>External Keynote TBD</p>	
4:00 pm – 4:30 pm	<p>Lux Research Keynote Address: 2020 Vision <i>Mark Bünger, VP Research, Lux Research</i></p> <p>The year 2020 has long been a milestone of the future; a time ahead when the world's most pressing problems would be solved in a dreamy technoutopia, or – more pessimistically – so out of control that civilization itself would collapse into a new stone age. Now 2020 is well within most corporations' strategic planning horizons, but still a mystery; as with human vision, our ability to see clearly both near and far is deteriorating. Will technology for human rights be the next cleantech; how will post-capitalist economics work; will we finally have flying cars? Find out what will be world-changing or meh, inevitable and impossible, over the next 3 years and thirty – when the 2050 milestone will be upon us before we know it.</p>	
4:30 pm – 4:40 pm	<p>Wrap Up <i>Mike Coyne, CEO, Lux Research</i></p>	
4:40 pm – 5:30 pm	Afternoon Reception / Refreshments	