

# Lux Executive Summit: Mastering the Trends that Drive Growth

April 4<sup>th</sup> – April 6<sup>th</sup>, 2017  
Boston, MA

Tuesday, April 4, 2017	
4:00 pm–6:00 pm	<b>Conference Registration and Information Desk Open</b>
5:00 pm–7:00 pm	<b>Welcome Cocktail Hour</b>

Wednesday, April 5, 2017	
7:00 am	<b>Conference Registration and Information Desk Open</b>
7:00 am–8:30 am	<b>Breakfast Reception</b>
8:30 am–8:45 am	<b>Welcome and Introduction</b> <i>Mike Coyne, CEO, Lux Research</i>
8:45 am–9:15 am	<b>Lux Research Keynote Address: The Innovation Paradox</b> <i>Michael Holman, Ph.D., Vice President, Research, Lux Research</i>
9:15 am–9:45 am	<b>KEYNOTE</b>
9:45 am–10:15 am	<b>Lux Research Keynote Address: The Five Technologies That Will Change the Way We Use Energy</b> <i>Arj van Berkel, Ph.D., Research Director, Lux Research</i>
10:15 am–10:45 am	<b>Networking Break</b>

### Break into tracks

*On each day of the Lux Executive Summit we 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. In each track a Lux Research presentation kicks off the session, followed by an interactive conversation with the Lux speaker, moderator, selected “discussion starters” from relevant industries, and participation from the audience.*

*On day one, the tracks continue after lunch with a start-up “speed pitch” session where 5 companies present to a panel of three corporate judges – who then get the opportunity to reveal their leading choice and why, and ask the further questions they would want to explore with the company before pursuing a partnership and/or investment.*

Break into tracks	<b><u>Future of Mobility</u></b>	<b><u>Evolving Energy Infrastructure</u></b>	<b><u>Personalized Health &amp; Nutrition</u></b>
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10:45 am–11:15am	<b>Track Keynote</b> <b>Fast and Furious: The Race is On For the Future of Mobility</b>  <i>Isaac Brown, Analyst, Lux Research</i>	<b>Track Keynote</b> <b>Not Your Grandma’s Power Lines: The Next Generation of Energy Infrastructure</b>  <i>Katrina Westerhof, Analyst, Lux Research</i>	<b>Track Keynote</b> <b>Up Close and Personal: Ordering the Chaos of Personalized Nutrition</b>  <i>Camilla Stlce, Ph.D., Analyst, Lux Research</i>
11:15 am–12:00 pm	<b>Interactive Session:</b> <b>Future of Mobility</b>	<b>Interactive Session:</b> <b>Evolving Energy Infrastructure</b>	<b>Interactive Session:</b> <b>Personalized Health &amp; Nutrition</b>
12:00 pm–1:30 pm	<b>Lunch and Networking Dessert</b>		
1:30 pm–3:00 pm	<b>Start-up Speed Pitches:</b> <b>Future of Mobility</b>	<b>Start-up Speed Pitches:</b> <b>Evolving Energy Infrastructure</b>	<b>Start-up Speed Pitches:</b> <b>Personalized Health &amp; Nutrition</b>
3:00 pm–3:30 pm	<b>Networking break</b>		
3:30 pm–4:00 pm	<b>Lux Research Keynote Address: Selling Wellness: Do Consumers Pay for Perceived or Actual Value?</b> <i>Sara Olson, Ph.D., Senior Analyst, Lux Research</i>  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.		
4:00 pm–4:30 pm	<b>KEYNOTE</b>		
4:30 pm–5:00 pm	<b>Wrap Up</b> <i>Mike Coyne, CEO, Lux Research</i>		
5:00 pm–7:30 pm	<b>Evening Reception</b>		

Thursday, April 6, 2017	
7:00 am–8:30 am	<b>Breakfast Reception</b>
8:30 am–8:45 am	<b>Day Two Welcome</b> <i>Michael Holman, Ph.D., VP of Research, Lux Research</i>

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8:45 am–9:15 am	<p><b>Lux Research Keynote Address: 2020 Vision</b> <i>Mark Bünger, Vice President, 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>		
9:15 am–9:45 am	<b>KEYNOTE</b>		
9:45 am–10:15 am	<p><b>Lux Research Keynote Address: Divergent Paths: The Materials vs. Products Commercialization Conundrum</b> <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>		
10:15 am–10:45 am	<b>Networking Break</b>		
<p><b>Break into tracks</b></p> <p><i>On day two of the Lux Executive Summit we 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. In each track a Lux Research presentation kicks off the session, followed by an interactive conversation with the Lux speaker, moderator, selected “discussion starters” from relevant industries, and participation from the audience.</i></p>			
Break into tracks	<p><b><u>Driving Healthy Consumer Choices</u></b></p>	<p><b><u>Materials Sustainability Meets Performance</u></b></p>	<p><b><u>Future of the Energy Industry</u></b></p>
10:45 am–11:15am	<p><b>Track Keynote Profiting From the Well Consumer</b></p> <p><i>Noa Ghersin, Analyst, Lux Research</i></p>	<p><b>Track Keynote Message in a Bottle: How Performance Enables Sustainability for Tomorrow’s Products</b></p> <p><i>Victor Oh, Analyst, Lux Research</i></p>	<p><b>Track Keynote Energy Majors in the 21st Century</b></p> <p><i>Colleen Kennedy, Senior, Lux Research</i></p>
11:15 am–12:00 pm	<p><b>Interactive Session: Driving Healthy Consumer Choices</b></p>	<p><b>Interactive Session: Materials Sustainability Meets Performance</b></p>	<p><b>Interactive Session: Future of the Energy Industry</b></p>
12:00 pm–1:30 pm	<b>Lunch and Networking Dessert</b>		

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1:30 pm–2:00 pm	<p><b>Lux Research Keynote Address: IoT and AI to Robotics: Applying the Right Tools for Your Digital Transformation</b> <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>
2:00 pm–2:30 pm	<p><b>KEYNOTE</b></p>
2:30 pm	<p><b>Wrap Up</b> <i>Mike Coyne, CEO, Lux Research</i></p>
2:45 pm	<p><i>Lux Executive Summit 2017 adjourns</i></p>