

GROWTH AND CORPORATE VENTURING

BRIDGING THE EMERGING TECHNOLOGY AND CORPORATE COMMUNITIES

*A free educational seminar
for business leaders
looking to ensure
long-term growth.*

Presented by



Pepper Hamilton LLP
Attorneys at Law



Thursday, February 20, 2003

8:00 – 10:30 a.m.

Bridgewater Marriott

700 Commons Way

Bridgewater, NJ

Tuesday, February 25, 2003

8:00 – 10:30 a.m.

The Union League

140 South Broad Street

Philadelphia, PA

Two dates, two locations – same valuable insight.

Continental breakfast will be served.

This seminar is by invitation only and seating is limited, so make your reservation early.

***To reserve your seat at this free seminar, please RSVP by Friday,
February 14 to events@gatesandcompany.com or 302-994-9173***

Corporate Venturing . . . expands corporate opportunities by helping companies better understand new or changing markets or technologies, and how to best exploit these opportunities for continued growth . . .

**BUT HOW DOES A CORPORATION BUILD A BRIDGE
BETWEEN ITSELF AND AN EMERGING TECHNOLOGY COMPANY?**

Internal and external incubation . . . minority equity investment . . . strategic alliances . . . joint ventures . . . acquisitions . . . spin-offs . . .

- What are the benefits of corporate venturing and what are the proven frameworks for setting up a corporate venturing unit?
- How do you expand opportunities outside the corporation without losing focus on the core business?
- How do you monitor emerging technologies in an ever-changing market? How do you choose the ideas to pursue?
- How do you transfer and internalize knowledge and understanding of changing markets? What role should in- and out-licensing play?
- What due diligence is necessary before forming contractual relationships?
- In establishing strategic alliances, what are some of the legal pitfalls to avoid and structures to consider to maximize the leverage offered by complimentary products and services for joint development, co-marketing, solution selling, etc.?
- How can two companies contributing assets and resources to a new joint venture maximize results while minimizing tax consequences?

Even though corporate venturing is an attractive growth alternative, most companies find it difficult to establish systems, capabilities, and cultures that make good “venture incubation” environments. Corporate managers seldom have the freedom to fund innovative projects or to cancel them midstream, and their skills are honed for managing mature businesses rather than early-stage companies.

Our panel of experts and experienced business leaders understands the unique characteristics of the venture model and will share their insight and recommendations, including trends and best practices in corporate venturing.