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THE EXECUTIVES' CLUB OF CHICAGO

CONNECTING CHICAGO'S BUSINESS LEADERS SINCE 1911

In alignment with the Innovation Committee

Innovation Program

"Lean Innovation: Principals of Successful Startups for Established Organizations"

Tuesday, February 16, 2016

In 2011, Eric Ries authored the bestselling book, *The Lean Startup*, outlining the principles of success for startups – a type of business traditionally known for its rate of failure. Since then, lean startup methodologies rapidly gained traction not only with new businesses, but within major corporations, where the need to be agile and adaptable is today, key. These resulting corporate units are part incubator, part accelerator, and 100 percent innovation.

On February 16, hear from this expert panel on Lean Startup methodologies, their experiences with the model, and best practices for harnessing these principles for success within your organization.



PANELIST

Viv Goldstein

Director, Innovation Acceleration and Co-Founder, FastWorks, GE



PANELIST

Coco Meers

Founder & General Manager, PrettyQuick



PANELIST

Dave Wolf

Managing Director Digital and Mobile Solutions, KPMG LLP



MODERATOR

Mark Tebbe

Adjunct Professor of Entrepreneurship, University of Chicago Booth School of Business

Why you should attend:

- Hear from innovation leaders about how they have led innovation at their own companies.
- Gain insight into what it means to develop a startup within your company that is agile and can easily adapt to changing markets.
- Gather ideas for your own organization's innovation projects.

Ticket Information:

Member: \$59 | Non-Member: \$79

The discounted prices listed above apply until seven days prior to the event, after which the full price applies.

Group Tickets of Five:

Member: \$345

Non-Member: \$425

Includes access to preferred seating.

When:

Registration & Networking: 5:00 p.m.

Panel Discussion: 6:00 - 7:00 p.m.

Where:

Chicago Booth's Gleacher Center
6th Floor, Room 621
450 North Cityfront Plaza Dr.
Chicago, Illinois 60611

For more information on sponsorship opportunities or to register for this program visit:

www.ExecutivesClub.org or call: (312) 263-3500

Innovation Committee Co-Chairs:



Hosted By:



Polsky Center
for Entrepreneurship
and Innovation