

Doug Rand is the Assistant Director for Entrepreneurship at the White House Office of Science and Technology Policy, where his work focuses on the Startup America initiative and efforts to promote entrepreneurship across the country. Prior to working at the White House, Rand served as co-founder and CEO of the innovative publishing company Playscripts, Inc., as well as a co-founder of the review aggregator StageGrade. He is a graduate of Yale Law School and the Yale School of Management, and received Master's and undergraduate degrees from Harvard, where he studied evolutionary biology. As a writer, Rand's plays have been performed worldwide, and he has published numerous articles covering subjects from theater to politics to insects.

Nathan Newman (Moderator) is Microsoft Research Fellow of the Information Law Institute at New York University. He has been writing about public policy and the Internet for over 20 years, and has a long history effectively using the Internet as a tool to move public debate. Newman has a Ph.D. from UC-Berkeley and a J.D. from Yale Law School. His Ph.D. on Internet public policy and its relationship to local economic development was turned into a book, *Net Loss: Internet Prophets, Private Profits and the Costs to Community*, which the *Harvard Business Review* described as a "provocative case for business civic-mindedness" in the context of the information economy. As early as 1994, a website he co-created was named one of 29 "Highlights of the Internet" by *PC Computing*, while *USA Today* and *The Nation* in the following year highlighted his pioneering role in "electronic organizing."

Georges Nahon is Vice President of U.S. Orange and Director of Orange Labs San Francisco, a team of multidisciplinary experts (computer scientists, engineers, sociologists, economists and designers) developing innovative products and services in the fields of Internet, wireless communications and new television formats. Nahon also chairs the Orange Institute, established in September 2009, a new global research initiative created and led by Orange, intended to create an independent platform in the world in which actors from academia or business can freely exchange ideas on the future of all kinds of networks and their impact on the economic, cultural and social life in the world.

Uri Levine is a Co-Founder and President at Waze Mobile Ltd and a Co-Founder of FeeX - Wisdom of the Crowds LTD. Prior to this, he served as an Independent Strategic Consultant and earlier, the Vice President of Marketing at Openwave (OPWV). Before Openwave, Levine held senior engineering and product management positions in Celltrex and Comverse. He serves as a Member of the Advisory Board of Plus Ventures LTD and Explore Tech Ventures LTD and as a Director of TranzMate Ltd. and Roomer Ltd. He has over 20 years of extensive experience in marketing and business development in the wireless arena. Levine holds a B.A. in Economics from Tel-Aviv University.

Brad Burnham is a managing partner at Union Square Ventures. He started working in information technology with AT&T in 1979. Burnham spun Echo Logic out of Bell Laboratories in 1989 and joined AT&T Ventures in 1993. He co-founded TACODA in 2001 before joining Fred to create Union Square Ventures in 2003. Burnham majored in political science at Wesleyan University.

Michael Burstein (Moderator) is Assistant Professor of Law at Cardozo School of Law. His research focuses on the institutional structures - both private and public - that shape innovation. He is interested primarily in the intersections between intellectual property and both corporate law and public law. Professor Burstein has previously written about the administrative structure of the U.S. Patent and Trademark Office. He is currently working on projects to clarify the law of patent standing, and to develop insights into how private and public sector actors can make effective use of prizes for innovation. He was previously a Climenko Fellow at Harvard Law School. Professor Burstein received a B.A. in Molecular Biophysics and Biochemistry, and Ethics, Politics and Economics from Yale University, and a J.D. magna cum laude from the New York University School of Law.

CARDOZO LAW

TRILATERAL INNOVATION FORUM: FRANCE, ISRAEL AND THE U.S.

FOSTERING & FINANCING THE INNOVATION ECOSYSTEM: A PRIVATE SECTOR – PUBLIC SECTOR DIALOGUE

JUNE 30, 2014

8:30 A.M. – 1:30 P.M.

Governments around the world have made it a priority to spark entrepreneurship and innovation-led growth. But there is little consensus about how governments and the private sector can best work together to bring about such growth. At this conference, we are linking science, business and policy-making by exploring the role of governments and the private sector in financing innovation.

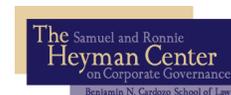
We are bringing together representatives from three paradigmatic jurisdictions – France, Israel, and the United States – to compare different approaches taken by leading countries on innovation policy. Leading investors and entrepreneurs from each country will explore how the private sector responds to and builds upon these government policies to bring tomorrow's promising technologies to market. This dialogue will help to surface best practices across countries, businesses, and policies, and lay a foundation for continued engagement about how best to harness law and capital to promote innovation for economic growth.

CONFERENCE DIRECTORS:

SOPHIE L'HÉLIAS
Senior Fellow

VAL MYTEBERI
Program Director

The Samuel & Ronnie Heyman Center on Corporate Governance
Benjamin N. Cardozo School of Law
55 Fifth Avenue
New York, NY 10003
Phone: 212.790.0257
Email: heymancenter@yu.edu



REGISTRATION & BREAKFAST (8:30 – 9:00 A.M.)

WELCOMING REMARKS (9:00 – 9:10 A.M.)

SOPHIE L'HELIAS DELATTRE, Senior Fellow, Heyman Center

Dean **MATTHEW DILLER**, Cardozo School of Law – Yeshiva University

INTRODUCTION (9:10 – 9:30 A.M.)

H.E. FRANÇOIS DELATTRE, Ambassador of France in the United States

H.E. IDO AHARONI, Ambassador, Consul General of Israel in New York

STATE AS A “MARKET-MAKER” NOT JUST A “MARKET-FIXER”: THE CASE FOR A CLEARER RISK-REWARD RELATIONSHIP (9:30 – 10:15 A.M.)

Professor **MARIANA MAZZUCATO**, Author of *The Entrepreneurial State: Debunking Public vs. Private Sector Myths*; R.M. Phillips Professor in the Economics of Innovation, Science Policy Research Unit, University of Sussex

COMMENTATOR: Professor **SCOTT STERN**, David Sarnoff Professor of Management and Technology, Massachusetts Institute of Technology

COMPARATIVE INNOVATION POLICY: FRANCE, ISRAEL AND THE UNITED STATES (10:15 – 11:15 A.M.)

AXELLE LEMAIRE, Deputy Minister for Digital Affairs (Live video conference from Paris, Tentative)

NILI SHALEV, Minister of Economy to North America, State of Israel

DOUG RAND, Assistant Director for Entrepreneurship, White House Office of Science and Technology Policy, United States of America

NATHAN NEWMAN (Moderator), Microsoft Research Fellow of the Information Law Institute, New York University

BREAK (11:15 – 11:30 A.M.)

PRIVATE SECTOR RESPONSES TO GOVERNMENT INNOVATION POLICIES – INVESTORS' PERSPECTIVES (11:30 AM – 12:30 P.M.)

GEORGES NAHON, CEO at Orange Labs, Silicon Valley, Orange Telecommunications

URI LEVINE, Co-founder & President at Waze; Chairman at Feex

BRAD BURNHAM, Managing Partner at Union Square Ventures

MICHAEL BURSTEIN (Moderator), Assistant Professor of Law, Cardozo School of Law

LUNCH (12:30 – 1:30 P.M.)

KEYNOTE ADDRESS: Mayor **BILL DE BLASIO**, New York City (Invited)

H.E. Ambassador François Delattre was appointed Ambassador of France to the United States in February 2011 after serving as Ambassador of France to Canada (2008-2011), Consul General in New York (2004-2008) and Press and Communications Director at the French Embassy in Washington, D.C. (1998-2002). A member of President Jacques Chirac's foreign policy team (1995-1998), François Delattre was responsible for European and trans-Atlantic defense and security matters and managing the Bosnian crisis. He also served as Deputy Director of the French Foreign Minister's Office (2002-2004) and was a member of Foreign Minister Alain Juppé's cabinet (1993-1995), following two years with the Strategic, Security and Disarmament Department of the French Foreign Ministry (1991-1993).

H.E. Ambassador Ido Aharoni assumed the post of Consul General of Israel in New York in February 2011. He has been a member of Israel's Foreign Service since the summer of 1991. During his tenure in Israel's diplomatic corps Aharoni held two overseas positions. From 1994 to 1998, Aharoni served as Israel's Consul for Communications and Public Affairs at the Consulate General of Israel in Los Angeles. Between 2001-2005, Aharoni served as Consul for Media and Public Affairs at the Consulate General of Israel in New York. As the head of the department, Aharoni oversaw the operation of Israel's largest public affairs and media relations apparatus worldwide. Aharoni is known as the founder of the “Brand Israel” movement, which seeks to improve Israel's standing in the world by broadening the public conversation about Israel.

Mariana Mazzucato (PhD) holds the RM Phillips chair in the Economics of Innovation at SPRU in the University of Sussex. Previously she has held academic positions at the University of Denver, London Business School, Open University, and Bocconi University. Her research focuses on the relationship between financial markets, innovation, and economic growth—at the company, industry and national level. Between 2009-2012 she directed a large 3 year European Commission FP7 funded project on Finance and Innovation (FINNOV); her current project on Financing Innovation is funded by the Institute for New Economic Thinking (INET); and her project on Finance and Mission Oriented Investments is funded by the Ford Foundation's Reforming Global Financial Governance initiative. Her new book *The Entrepreneurial State: debunking private vs. public sector myths* (Anthem, 2013)—on the 2013 Books of the Year list of the Financial Times, Forbes and the Huffington Post—focuses on the need to develop new frameworks to understand the role of the state in economic growth—and how to enable rewards from innovation to be just as ‘social’ as the risks taken. In 2013 the New Republic called her one of the ‘3 most important thinkers about innovation’. She advises the UK government and the EC on innovation-led growth. Her research outputs, media engagement, and talks (including her TED Global talk), can be found on her website.

Scott Stern is the David Sarnoff Professor of Management of Technology and Chair of the Technological Innovation, Entrepreneurship, and Strategic Management Group at the MIT Sloan School of Management. Stern started his career at MIT, where he worked from 1995 to 2001. Before returning to MIT in 2009, he held positions as a professor at the Kellogg School of Management and as a Senior Fellow at the Brookings Institution. Stern is the director of the Innovation Policy Working Group at the National Bureau of Economic Research. In 2005, he was awarded the Kauffman Prize Medal for Distinguished Research in Entrepreneurship. Stern holds a B.A. in economics from New York University and a Ph.D. in economics from Stanford University.

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Nili Shalev has been the Economic Minister to North America since August 2011. She has more than 20 years of experience representing the Ministry of Industry and Trade in a wide range of executive positions both in Israel and overseas. Prior to her recent appointment, Shalev was the Director of the International Projects and Financing Department, where she managed several multi million dollar funds in order to promote and finance Israeli industries. In 2004, she served as Israel's Trade Commissioner in Australia and New Zealand and prior to that, she was in charge of the Government SEED Fund at the Office of the Chief Scientist, a multi million dollar support program aimed at providing incentives for prospective investors in Israeli high-tech start-up companies. She holds an MBA (1996), as well as degrees in Communications International Relations from the Hebrew University in Jerusalem.