



**Foley's Emerging Technologies Conference**  
**The New Normal: From Lean Start-Ups to Prosperous Exits**  
 Wednesday, November 2, 2011  
 Westin Copley Place – Boston, Massachusetts

Time	Sessions		
7:30 a.m. – 8:00 a.m.	REGISTRATION & CONTINENTAL BREAKFAST – <i>Essex Ballroom Foyer</i>		
8:00 a.m. – 8:05 a.m.	OPENING REMARKS – <i>Essex Ballroom</i>		
8:05 a.m. – 9:15 a.m.	OPENING GENERAL SESSION – <i>Essex Ballroom</i>  The New Normal: An Investor Perspective		
9:15 a.m. – 9:45 a.m.	NETWORKING BREAK – <i>Essex Ballroom Foyer</i>		
9:45 a.m. – 10:45 a.m.	BREAKOUT SESSION #1 <i>St. George A/B</i>  How to Win a Business Plan Challenge	BREAKOUT SESSION #2 <i>St. George C/D</i>  Lean Cash, Rich Human Capital: Leveraging the Generations	BREAKOUT SESSION #3 <i>Essex North</i>  Has the New Normal Changed Exit Strategies?
10:45 a.m. – 11:00 a.m.	REFRESHMENT BREAK – <i>Essex Ballroom Foyer</i>		
11:00 a.m. – 12:00 p.m.	BREAKOUT SESSION #1 <i>St. George A/B</i>  Positioning Your Early-Stage Financing for the Future	BREAKOUT SESSION #2 <i>St. George C/D</i>  What Makes the Cloud Great – Or Not So Great	BREAKOUT SESSION #3 <i>Essex North</i>  Strategic Partners: Friend or Foe?
12:15 p.m. - 1:15 p.m.	LUNCHEON GENERAL SESSION – <i>Essex Ballroom</i>  The New Normal: A Company Perspective		
1:30 p.m. - 2:30 p.m.	INDUSTRY SEGMENT #1 <i>St. George A/B</i>  Health Information Technology	INDUSTRY SEGMENT #2 <i>St. George C/D</i>  Mobile & Wireless	INDUSTRY SEGMENT #3 <i>Essex North</i>  B-to-C Business
2:30 p.m. – 3:30 p.m.	NETWORKING HOUR – <i>Essex Ballroom Foyer</i>		