



William Davidson Institute
AT THE UNIVERSITY OF MICHIGAN

Agenda

Creating a Shared Roadmap: Collaboratively Advancing the Base of the Pyramid Community

A Conference for Thought Leaders

October 1-3, 2009
Ross School of Business
University of Michigan
Ann Arbor, MI

Thursday, October 1, 2009 (Focus of day: Framing Plenary and Welcome)

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| 3:00 PM | Optional: Bus pick up at Kensington Court and Campus Inn Hotels to arrive at the Ross School of Business, conference venue |
| 2:30 – 3:45 PM | Conference Check In @ Ross Lobby Entrance
1 st Floor, Ross School of Business
Note: Luggage holding room will be available. |
| 4:00 – 6:00 PM | Framing Plenary
Base of the Pyramid: Ten Years After and Beyond
Ted London/Stuart Hart/CK Prahalad
Location: Blau Auditorium (open to the general public; reserved seating for conference attendees) |
| 6:00 – 7:00 PM | Reception courtesy of the William Davidson Institute
Location: Area outside Blau Auditorium, Ross School of Business |
| 7:00 – 8:30 PM | Dinner (for conference attendees only)
Location: The Colloquium, 6 th floor |
| 8:30 PM | Meet at Ross Entrance for shuttle back to Kensington Ct. & Campus Inn
Note: Luggage room will be open for pick up, please have your ticket. |

Friday, October 2, 2009
(Focus of day: Interactive presentations and discussions)

7:45 & 8:15 AM **Bus pick up at Kensington Court and Campus Inn hotels to arrive at the Ross School of Business, conference venue**

8:00 – 9:00 AM **Continental Breakfast/Late Check In**
Location: Ford Conference Center (Lower Level Lounge, Ross School)

9:00 – 9:30 AM **Plenary: Setting the Stage (Ted London/Stuart Hart)**
Location: R0210, Lower Level, Ross School of Business

9:30 – 11:30 AM **Concurrent Sessions**

Cluster 1 – Designing for the BoP

Location: R0220, Lower Level, Ross School of Business

Session lead by Prabhu Kandachar, Madhu Viswanathan, and Patrick Whitney

Cluster 2 – Aligning Business Strategy with the BoP Opportunity

Location: R0230, Lower Level, Ross School of Business

Session lead by Al Hammond, Robert Kennedy, Jacqueline Novogratz, and Erik Simanis

Cluster 3 – Enhancing Sustainability and Catalyzing Innovation

Location: R0240, Lower Level, Ross School of Business

Session lead by Stuart Hart, Ted London, and CK Prahalad

Note: Coffee and refreshments available 9:30 - 11:00 AM
(groups manage own breaks)

11:30 – 12:30 PM **Lunch (6th floor Colloquium)**

12:30 – 2:30 PM **Concurrent Sessions**

Cluster 3 – Designing for the BoP

Location: R0220, Lower Level, Ross School of Business

Session lead by Prabhu Kandachar, Madhu Viswanathan, and Patrick Whitney

Cluster 1 – Aligning Business Strategy with the BoP Opportunity

Location: R0230, Lower Level, Ross School of Business

Session lead by Al Hammond, Robert Kennedy, Jacqueline Novogratz, and Erik Simanis

Cluster 2 – Enhancing Sustainability and Catalyzing Innovation

Location: R0240, Lower Level, Ross School of Business

Session lead by Stuart Hart, Ted London, and CK Prahalad

2:30 – 3:00 PM

Break (coffee available until 4 pm)

3:00 – 5:00 PM

Concurrent Sessions

Cluster 2 – Designing for the BoP

Location: R0220, Lower Level, Ross School of Business

Session lead by Prabhu Kandachar, Madhu Viswanathan, and Patrick Whitney

Cluster 3 – Aligning Business Strategy with the BoP Opportunity

Location: R0230, Lower Level, Ross School of Business

Session lead by Al Hammond, Robert Kennedy, Jacqueline Novogratz, and Erik Simanis

Cluster 1 – Enhancing Sustainability and Catalyzing Innovation

Location: R0240, Lower Level, Ross School of Business

Session lead by Stuart Hart, Ted London, and CK Prahalad

5:00 – 5:30 PM

Concluding Thoughts on Today; Activities for Tomorrow

Location: R0210, Lower Level, Ross School of Business

5:30 – 6:30 PM

Optional Event:

Location: R0320, Lower Level, Ross School of Business

The Emerging Markets Club, a Ross School student organization, is hosting a reception for conference attendees. Your attendance would be welcomed.

6:30 – 9:15 PM

Optional Event:

Dinner in Town (*Please note:* Dinner is participant's responsibility)

6:30 PM

Transportation to Main Street restaurants or back to hotels

Location: Meet at Ross front entrance for bus or vans

9:15 PM

Transportation back to all hotels

Location: Meet at the same drop off point at the corner of Williams & Main St. to return to hotels (Campus Inn, Executive Residence & Kensington Court)

Saturday, October 3, 2009
(Focus of day: Ideas for moving the community forward)

7:45 & 8:15 AM **Bus pick up at Kensington Court and Campus Inn hotels to arrive at Ross School of Business, conference venue**

Note: Luggage holding rooms will be available in lobby.

8:00 – 9:00 AM **Continental Breakfast**

Location: Ford Conference Center (Lower Level Lounge, Ross School)

9:00 – 9:45 AM **Collaboratively Building a Future Roadmap:**

Location: R0210, Lower Level, Ross School of Business

Participants propose topics/issues/concerns for further discussion and consideration. The ones generating the most interest are then assigned to break out rooms for deeper discussion.

10:00 – 11:45 AM **Concurrent Breakout Sessions led by participants that proposed topics**

Location: Lower Level, Ross School of Business

Breakout Session 1: 15-20 people (R0210)

Breakout Session 2: 15-20 people (R0220)

Breakout Session 3: 15-20 people (R0230)

Breakout Session 4: 15-20 people (R0240)

Breakout Session 5: 15-20 people (R0320)

Breakout Session 6: 15-20 people (R0420)

Note:

Coffee and refreshments available 9:45 - 11:30 AM
(groups manage own breaks)

Location: Lower Level, Ross School of Business

12:00 – 1:30 PM **Lunch and Break-Out Reports**

Location: 6th floor Colloquium or Lower Level

1:30 PM **Conference Closing**

2:30 PM **Optional: Transportation back to Airport (DTW) or to Kensington Court**

Location: Ross School lobby entrance (Don't forget your luggage!)

4:30 PM **Second pick-up for transportation to Airport (DTW)**

Location: Ross School lobby entrance (Don't forget your luggage!)