

Dear TBIF Members and Friends,

The 2013 Spring Meeting of the Technology and Business Innovation Forum will take place on Friday, May 31st in the Colloquium Room at the Ross School of Business in Ann Arbor. The topic for the meeting will be:

Emerging Technologies and the Brave New World Of Co-Created Business Value

This inaugural meeting will begin at 8:30 and wrap up at 4:30. It will have four segments:

- Dean's introduction to the Ross School's strategy of "***Leading in Thought and Action***" and an overview of the unique opportunities that the Technology and Business Innovation Forum will provide for regional companies. We will discuss the dual goals of connecting our students and faculty to the real world of business while providing member companies the means for addressing emerging business challenges.
- Accenture will provide a briefing on its ***Technology Vision for 2013***. Information technologies are intertwined in nearly every aspect of business today as the primary driver of market differentiation, business growth and profitability. An understanding of the technology trends that are changing the world as we know it extends well beyond the realm of IT executives – to COOs, CMOs and CEOs. These trends are identified and analyzed.
- Ongoing business research on the ***Power of Value Co-creation*** will be presented by Venkat Ramaswamy, the Hallman Fellow of Electronic Business and Professor of Marketing at the Ross School. While technology as a tool has been used to build engagement platforms to deliver business value in a myriad of forms, the real power of co-creation derives from harnessing the collective intelligence of customers, employees and business partners by building the structures, processes and rewards needed to keep the engagement flowing. Examples of co-creation at existing companies, startups and public-private firms are used to illustrate this fact.
- While the sessions above are designed to be interactive, a facilitated ***Round Table Discussions*** will be used capture participant insights from the day's presentations and to create agenda topics for subsequent meetings, as well as, special interest groups and/or faculty directed MBA projects as appropriate.

Please join us for a very thought provoking meeting. All who attend will receive a copy of both *Accenture Technology Vision 2013* and *The Power of Co-Creation*.
(See <http://www.youtube.com/watch?v=RUQm7cTudqw>)