



Innovator!Days

**A Unique Invitation for Emerging
Technology Companies**

March 2006, EMEA

Hosted by:

Chris Shipley, Executive Producer and Global Research Director



Put Your Company in a Global Spotlight

Having great technology or an excellent product is not enough - young companies need the right platform to help their company to be successful, the right connections to help them get funding, the right feedback to continually refine their business plan and product offering, and the right contacts to help them find their key customers.

Guidewire Group analysts meet with hundreds of innovative companies each year to assess their market potential – from start-ups in stealth mode to established technology leaders. Only the brightest and most unique companies are named **Guidewire Group Global Innovators**. Guidewire Group initiates in-depth coverage and analysis on each company it identifies as a Global Innovator, and creates opportunities for these companies to participate in programs that will accelerate their market advantage. Global Innovators enjoy:

- The imprimatur of Guidewire Group Global Innovator status
- The opportunity to showcase your company at invitation-only events in the US and Europe, including **Innovate!Europe 2006** (<http://www.innovate-events.com>)
- Expert feedback from Guidewire Group analysts on business plans and strategy
- Exposure to the VCs, technology executives and early-adopters which rely on Guidewire Group's analysis to identify important new players.

Apply to be a Guidewire Global Innovator today!

This March, Guidewire Group is hosting Innovator!Days at locations across Europe and the Middle East. During these meetings, analysts from Guidewire Group's global research team, including Guidewire Group's Executive Producer and Global Research Director, Chris Shipley, will meet with dozens of European emerging technology companies to identify those most likely to achieve global success, and name them Guidewire Group Global Innovators.

If you think your company has what it takes to be a Guidewire Group Global Innovator and you would like to request a one-on-one meeting with our expert analysts, please complete the short application form at <http://www.innovate-events.com/meeting>. *There is no cost to participate, and your application will entitle you to receive an invitation to the Innovator!Days cocktail receptions with local investors, entrepreneurs, and members of the press.*

Innovator!Day Locations

Tuesday, 7 March – Paris, France
Thursday, 9 March – Dublin, Ireland
Friday, 10 March – London, England
Monday, 13 March – Tel'Aviv, Israel

Tuesday, 14 March – Tel'Aviv, Israel
Wednesday, 15 March – Barcelona, Spain
Thursday, 16 March – Zaragoza, Spain
Friday, 17 March – Madrid, Spain

Places are strictly limited so please submit your application by February 23, 2006.

Guidewire Group's Global Research Directors



Chris Shipley **Executive Producer and Global Research Director**

Chris Shipley is a leading technology and product analyst. Best known as the executive producer of the [DEMO Conferences](#) for IDG Executive Forums, Shipley has helped technology companies bring over 1,000 new products to market since 1996. As a founding partner and Global Research Director in [Guidewire Group](#), she consults with emerging technology companies around the world to identify market opportunities and accelerate products to market. Fortune Small Business Magazine placed Shipley on its "Top 10 Minds in Small Business," and the San Jose Business Journal named her a "Woman of Distinction." She has often been cited as a leading influencer by Marketing Computers magazine. Shipley has covered personal technology since 1984 and has worked as a writer and editor for a variety of technology and consumer media.



Philip Gallagher **Research Director, EMEA**

Philip Gallagher has followed technology innovation in Europe for 23 years as a journalist, editor and analyst. After working for American, Japanese, and European information companies, in the early 1990s, Gallagher launched a successful subscription-based news service reporting emerging technology markets in Europe. A decade later, the service was acquired by Euromoney Institutional Investor. Gallagher is also the Editorial Director for English-language publishing at CeBIT, the world's largest technology trade fair. Today, he is working with Guidewire Group and a team of top technology journalists to identify and evaluate innovative early-stage companies throughout Europe.

Guidewire Group's Unique Methodology

Only Europe's best entrepreneurs, focused on the global market's most important emerging trends and opportunities, are invited to exhibit at Innovate!Europe.

Taking a wide-angle view of the global technology industry, Guidewire Group's analysts meet with and vet nearly 1,000 emerging technology companies around the world each year. Through meeting these companies, a proportion of which are referred to us by a growing network of investors, technology executives, journalists, entrepreneurs, PR firms, economic development organizations, and university research labs, we develop a unique perspective on the emerging trends and opportunities that the smartest entrepreneurs - and their customers - are focused on.

Innovate!Europe Highlights Europe's Most Promising Companies

Innovate!Europe is a unique two-day executive event designed to explore the most important emerging technology trends, business opportunities, and emerging companies. Guidewire Group Global Innovators enjoy an unparalleled opportunity to reach the 400-500 executives and influencers who will gather to discuss where to direct their energies, their efforts, and their money. Delegates include:

- European and global technology entrepreneurs
- Business development executives from global technology companies
- Savvy investors/venture capitalists
- Technology strategists from leading-edge enterprise companies
- Leading business and technology journalists
- Executives from professional services firms
- European/National government representatives

Programs for Global Innovators

The pre-event **Innovate!Pitch Camp** helps entrepreneurs refine their business and product presentation skills. Led by Guidewire Group analysts, advisors, and select Innovate!Europe sponsors, this unique session provides critical training and feedback in a low-risk environment conducive to relationship building with market influencers. Participants complete the Pitch!Camp by giving their newly-tuned pitches to an audience of qualified investors, customers, and partners.

The **Innovate!Showcase** brings delegates face-to-face with Europe's smartest entrepreneurs. The hands-on exhibits by Global Innovators provide a vibrant environment in which to network and explore new technology products and services. A select group of 40-60 Guidewire Global Innovators will be invited to exhibit in the Innovate!Showcase.

Finally, a limited number of Guidewire Global Innovators will be invited to **demonstrate their products on stage** during the main conference program – a superb opportunity to demonstrate your company's products to a large audience of Europe's most important market influencers.

Innovate!Europe 2006 Advisory Board

The industry leaders on the Innovate!Europe Advisory Board help shape the conference program, identify promising entrepreneurs, and ensure the event delivers exceptional value.

- Philippe Collombel
Partech International
- Giuseppe Curatolo
TLcom Capital Partners
- Fred Destin
Atlas Ventures
- Rosemary Forsyth
The Forsyth Group
- Marc Goldberg
Occam Capital
- Bruno Giussani
Author
- Alberto Haddad
Melcion & Co.
- Miguel Latasa
Infomática El Corte Inglés
- Simon Levene
Yahoo!
- Jonathan Medved
tenXGroup
- Loic LeMeur
SixApart
- Julie Meyer
Ariadne Capital
- Mårten Mickos
MySQL
- Gil Penchina
eBay
- Chemi Peres
Pitango Venture Capital
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DKW
- Danny Rimer
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