

VALUE INNOVATION

New York

September 26-27, 2018

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M-Force is an exclusive private networking event for Miratech clients, partners and friends from around the world. M-Force brings these attendees together from a variety of sectors and disciplines to help gain a deeper understanding of innovations being brought to market by Miratech and our Partners.

This year's theme is Value Innovation. During our two-day conference, we will explore how by creating new approaches to partnering with companies, investors and each other, we can redefine how Information Technology is viewed in the marketplace. Moving from an internal department, beyond just a service, to a true strategic partnership.

In 2018 Miratech is introducing a fabulous new addition to M-Force — “R&D4Equity Pitch Day” held in partnership with Rise New York. Start-up's submit applications to pitch and the top 10 applicants are given the opportunity to present live. Start-up's who receive a commitment for investment, will also receive additional capital from Miratech in the form of full support of their technology development, customization, and implementation efforts in our R&D4Equity program.

WHY ATTEND

Corporations:

- See the latest trends and disruptions that will be affecting your industries
- Network with accelerators and incubators to connect on future opportunities
- Learn about how value innovation is occurring today
- Find potential co-investors and co-creators for your own organizational innovation

Investors/VCs & PE Firms:

- Explore how you can lower your risks and accelerate ROIs by partnering with Miratech and leveraging our professional technologists and global network
- Meet first selections of best-of-breed start-ups exiting accelerators and incubators
- See how the latest trends can help you improve your investment decisions
- Learn how new approaches to IT leadership can support your portfolio companies
- Find investment partners with similar interests

Incubators and Accelerators:

- See fascinating new Value Innovation models and businesses
- Learn about how Miratech can support their operations with technical expertise increasing the success of your start-ups
- Promote your current start-ups to an elite group of investors and business leaders
- Connect with businesses to help them accelerate their innovation

Start-ups:

- Apply to get your 15 minutes of air time in front of leading investment firms, technologists, and corporations
- Meet potential accelerators and incubators to improve your success rate
- Potentially up to \$1 million funding to Series A start-ups and receive Miratech's R&D4Equity support
- Learn how to build Value Innovation into your business model



LEARNING. NETWORKING. ANSWERS.

As technology disrupts every industry and business, Miratech is looking to disrupt the way technology itself is delivered in the marketplace with our Turn-Key Solutions. Come join us as we explore how this will affect our industry and the companies that use technology to accelerate their growth and profitability.

- What is the difference between value innovation and disruption?
- When will IT Outsourcing transition to Value Innovation (Turn-Key) Models like contract manufacturing and 3rd party logistics?
- How do boards assess the risks and rewards of outsourcing entire IT functions and departments?
- How do companies build the trust necessary to engage in "Turn-Key Solutions"?
- How does strategic importance and program complexity affect decision making?
- How will Turn-Key Solutions change the way IT outsourcing companies compete in the marketplace?

AGENDA

Wednesday, September 26

9:30am – 12pm	Partner Session
12pm – 12:45pm	Networking Lunch with Partners
1pm – 4:30pm	R&D4Equity Pitch Day
5pm – 7pm	Welcome Reception

R&D4Equity Pitch Day

1pm – 1:30pm	Registration & Networking
1:30pm – 1:45pm	Welcome by Rise New York and Miratech
1:45pm – 3:15pm	Startup Pitches
3:15pm – 4:30pm	Networking

Thursday, September 27

8:30am – 9:00am	Registration and Networking
9:00am – 9:15am	M-Force Opening , by Valeriy Kutsyy, CEO, Miratech
9:15am – 9:30am	Welcoming , by Markian B. Silecky, Partner, Dentons
9:30am – 10:15am	How Companies Leverage Blockchain , by Richard Bush, President, NYIAX
10:15am – 10:30am	Break
10:30am – 11:15am	Value Innovation of Democratized Artificial Intelligence , by Sameer Maskey, Adj. Asst. Professor, Columbia University, Founder and CEO, Fusemachines
11:15am – 11:30am	Break
11:30am – 12:15pm	Panel Discussion: Building Innovation into Contact Centers , moderated by Tony De Cicco, VP, Customer Intelligence, Miratech
12:15pm – 1pm	Networking Lunch
1pm – 4:30pm	Lightning Round
1pm – 1:30pm	Value Innovation at Philips , by Frank Nijsten, Digital Innovation Manager, Philips
1:30pm – 2pm	Digital Transformation in the Marketplace , by Gregory North, CEO, Globe North Consulting
2pm – 2:15pm	Break
2:15pm – 2:45pm	Genesys. Transforming Customer Experience , by Janelle Dieken, Senior Vice President – Product Marketing at Genesys
2:45 – 3:15pm	Innovating your Digital Transformation , by Alex Stein, CEO, Eccentex
3:15pm – 3:30pm	Break
3:30pm – 4pm	Service Design for Value Innovation , by Daniel Song, Chief Innovation Officer, HealthReDe
4pm – 4:30pm	Innovation Drives Business Success , by Phil Weinzimer, President of Strategere Consulting
4:30pm – 5pm	Transfer to Closing Reception
5pm – 8pm	Closing Reception and Networking



WHO ATTENDS

Over 150 C-level professionals from over 10 countries in Europe and North America.

- Investment Management
- Information Technology
- Telecommunications
- Banking and Financial Services
- Insurance
- Agriculture
- Tobacco
- Retail
- Venture Capital
- Government

