

## Sat 28 Sep

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- 7:55–9:05 Flight from Helsinki to London, **BA 795**
- 11:45–14:35 Flight from London to San Francisco, **BA 285**
- 14:35 Arrival to San Francisco, transportation to Santa Clara, **Hotel Hyatt**

## Sun 29 Sep

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- 18:00 Get-together, **Hotel Hyatt, Cypress room, 2<sup>nd</sup> level, Santa Clara**  
 Contact: Mirja Gröhn, Harri Ojansuu, Kari Ruutu
- Introduction to the program of the conference week, Mirja Gröhn, Sitra (15 min)
  - Round table session “Bay area Health-IT Ecosystem”, Silicon Valley 101 (60 min)
    - Moderators: Pekka Kahri, Tekes and Antti Kivelä, Sitra (10 min)
    - Funding: Michel Wendell, Nexit Ventures, Finland’s Honorary Consulate, San Francisco (10 min)
    - Silicon Valley 101: Hartti Suomela, Finpro (10 min)
    - Business experiences of the Bay area:
      - Ari Tulla, BetterDoctor
      - Nelli Lähteenmäki, Health Puzzle
    - Games for health: Jan Storgårds, Cursor
- Planning and discussions
- Buffet

## Mon 30 Sep

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- 8:30–13:00 Pitching event with a selected group of startups, coordinator and moderator Silicon Vikings, **Santa Clara Convention Center, Team Finland room 209–210, second floor**  
 Contact: Harri Ojansuu
- 08:30–10:00 Preparing startups for pitching to a panel; Marianne Poulsen, SRI
- 10:00–10:30 Presentation of the panel (see also event page):
- Nexit Ventures, Michel Wendell
  - CITRIS, Dr. David Lindeman
  - Garage Technology Ventures, Bill Reichert
  - Nutrition Capital Network, Mike Dovbish
- 10:30–12:00 All startups give a short pitch (1–3 min) for the panel  
 Wellness Foundry, Mendor, Laturi Corporation, Health Puzzle, Premia Solutions, RecoApp, EPID Research, Serious Games Finland, Corefox, SportSetter, Relaxbirth, Omegawave
- 12:00–13:45 Lunch and networking
- 13.00–17:00 Team Finland **room 209–210 (second floor)** available for the meetings
- 14:00 Health 2.0 Conference starts, **Santa Clara Convention Center**
- 16:05 Team Finland presentation on **the Main Stage** (2 min introduction)  
 Pekka Kahri, Tekes

## Tue 1 Oct

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- Health 2.0 Conference continues, [Santa Clara Convention Center](#)
- 8:00–17:00 Team Finland [room 209–210 \(second floor\)](#) available for the meetings
- 10:30–11:15 Breakout demo session: Finnish Delegation Technology Presentation, [Grand Ballroom C, first floor](#)
- Contact: Harri Ojansuu. Moderator: Pekka Kahri, Tekes
- Overview of Finnish health IT, health gaming, wellness/fitness and bio IT companies
  - Pitching/Demos with a selected group of Finnish startups and companies for the investors and the audience of the Conference
- Wellness Foundry, Mendor, Laturi Corporation, Health Puzzle, Premia Solutions, RecoApp, EPID Research, Serious Games Finland, Corefox, SportSetter, Relaxbirth, Omegawave
- 17:00 Transportation from Hotel Hyatt to [Stanford Campus, Palo Alto](#)
- 18:00–20:30 Meetup with Habit Design™ developer community, [Stanford Campus, Palo Alto](#)
- Theme: Behavior change and habit design for health. This event brings you together with thought leaders and innovators in the area of designing lasting healthy habits. Habit design / Quantified Self / Gamification.
- Contact: Eeva Kiuru, [eeva.kiuru@owi.fi](mailto:eeva.kiuru@owi.fi)

## Wed 2 Oct

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- Health 2.0 Conference continues until 17:00, [Santa Clara Convention Center](#)
- 8:00–11:30 and 13:00–17:00 Team Finland [room 209–210 \(second floor\)](#) available for the meetings
- 11:30–13:00 Round table session “San Diego’s Health-IT / Bio-IT Ecosystem”, with Lunch, [Santa Clara Convention Center, Team Finland room 209–210, second floor](#)
- Contact: Harri Ojansuu. Moderator: Indrek Vainu, Greater Helsinki Promotion
- Illumina, Scott Kahn
  - Aberdare Ventures, Mohit Kaushal
  - Qualcomm Life, Vicki Smith
- 13:30 Transportation from Hotel Hyatt to San Francisco (leave your luggage in the bus)
- 15:00–17:00 Visit to USMAC at [Rocket Space, Alfredo Coppola, San Francisco](#)
- Contact: Kari Ruutu
- 17:00 Transportation to the airport
- 19:55–21:25 Flight from San Francisco to San Diego, [VX 964](#)

## Thu 3 Oct, San Diego

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- Informal breakfast at the hotel, Transportation from Best Western hotel  
Contact: Mirja Gröhn
- 08:30–10:00 Qualcomm Life Overview @ Qualcomm  
Contact: Kari Ruutu
- 10:30–12:00 Scripps Translational Science Institute (lunch will be provided)  
Contact: Kari Ruutu
- 12:30–16:00 Workshop “Bioinformatics and Bio-Ecosystem in San Diego area and in USA”,  
University of California, San Diego (UCSD), **Village building, Meeting Room 15-A**  
Contact: Harri Ojansuu. Moderator: Teppo Tuomikoski, Tekes  
Organizers: University of California, San Diego and Global CONNECT
- 12:30 Opening the Workshop – Welcome to UCSD! Leslie K. Bruce, JD Director, Healthcare  
Leadership and Community Outreach, UCSD
- 12:45 Landscape of San Diego’s Bio-Ecosystem, companies and success stories  
Steve Hoey, Director, Business Creation and Development, CONNECT  
Dr. Magda Marquet, Board Chair, Biocom
- 13:30 Is Bioinformatics in San Diego’s Future? Novel Analyses of Big Data!  
MD, PhD Lucila Ohno-Machado, Founding Chief, Division of Biomedical Informatics,  
UCSD
- 14:00 Databases and tools to study the genomes of hundreds of pathogens, plants, and  
mammalian genomes, Ph.D. Richard H. Scheuermann, Director of Informatics, J.  
Craig Venter Institute
- 14:30 The Exposome: wireless, mobile and social technologies to measure the impact  
of environmental influences on individual and population health: implications for  
public health research, M.D., M.S. Kevin Patrick, Professor, Family and Preventive  
Medicine & Director, Center for Wireless and Population Health Systems, California  
Institute for Telecommunications and Information Technology, La Jolla
- 15:00 Coffee break
- 15:20 Tekes Bio-IT Programme, Teppo Tuomikoski, Programme Manager, BioIT, Tekes
- 15:35 Web Microscopy with a Gigantic Multitouch Display, Dr. Johan Lundin, Research  
Director, Institute for Molecular Medicine Finland, FIMM
- 15:50 Auria Biobank, the first clinical biobank established in Finland  
Heli Salminen-Mankonen, PhD, Docent, Auria Biobank, Finland
- 16:05 Finnish know-how on bioinformatics and big data handling  
Blueprint Genetics, EPID Research, Wellness Foundry
- 16:30 Discussion of collaboration between Californian and Finnish companies and  
research organizations
- 17:00 Closing the workshop
- 17:00- Cocktails/Reception and Networking
- 19:00 UCSD, **9600 North Torrey Pines Road, Meeting Room 15-A on the top floor of the  
Village building**

### Thu 3 Oct, Bay area

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- 08:30–12:00      Transportation and visit to NASA Ames Research Center,  
**Mountain View Silicon Valley**  
 Contact: Alfonso Gutierrez, Otaniemi Marketing
- 09:00–11:00      Visit to Kaiser Permanente/Garfield Innovation Center  
**590 Whitney Street, San Leandro, Oakland**  
 Contact: Kristian Ranta, Mendor  
 Mendor, Omegawave, Traxmeet, Wellness Foundy, Business Oulu
- 13:00–20:30      Pitching event , Consulate General of the Netherlands  
**120 Kearny Street, Suite 3100, San Francisco**  
 Contact: John Sperryn, EIT Lab  
 Hosted by EIT, Netherlands Office for Science & Technology (NOST) and Bay Area LifeTech (BALT) network. Very good networking opportunity, mixture of investors, local companies and possible partners.
- 13:00–15:00      Working lunch with presentations on: Do's and Don't's; Overview of Silicon Valley; How to conquer the US market; VCs and Angels; Presentation by PlusHealth
- 15:30–17:00      Pitch practice / other meetings/work
- 18:00–20:30      2 presentations on local medtech, pitching and networking for the companies  
 Relaxbirth, Premia Solutions, RecoApp, Mendor, Ramse
- Option:              Flight to San Diego

### Fri 4 Oct, San Diego

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- 07:00              Transportation from Best Western hotel, breakfast boxes in the bus  
 Contact: Mirja Gröhn
- 08:00–9:30        Life Technologies, Carlsbad (sequencing)  
 Contact: Kari Ruutu
- 10:30–12:00      Salk Institute, La Jolla (biological studies), lunch boxes in the bus  
 Contact: Harri Ojansuu
- 13:00–14:30      Janssen Labs, La Jolla  
 Contact: Kari Ruutu
- 15:00–16:30      West Health, La Jolla  
 Contact: Harri Ojansuu  
 Transportation to the hotel

### Fri 4 Oct, Bay area

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Free program

### Fri 4 Oct, Los Angeles

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Body Computing conference

Contact: Jussi Salonen

### Sat 5 Oct, San Diego

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Free program

10:00

A trip from Best Western to Tijuana, Mexico

17:45

Transportation from Best Western to San Diego airport

Contact: Mirja Gröhn

20:25 (Sat) – 14:45 (Sun) Flight from San Diego to London, [BA 272](#)

### Sun 6 Oct

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18:05–23:00

Flight from London to Helsinki, [BA 6034](#)

## Contact

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Harri Ojansuu, Varsinais-Suomen ELY-keskus  
harri.ojansuu@tekes.fi, tel. +358 295 022 635

Jussi Salonen, Sitra  
jsa@sitra.fi, tel. +358 50 438 3204

Kari Ruutu, Tekes  
kari.ruutu@tekes.fi, tel. +358 50 557 7733

Mirja Gröhn, Sitra  
mg@sitra.fi, tel. +358 50 351 3021

Alfonso Gutierrez, Otaniemi Marketing  
alfonso@otaniemi.fi, tel. +358 40 524 6829

Eeva Kiuru, Oulu Wellness Institute  
eeva.kiuru@owi.fi, tel. +358 40 588 6237

John Sperryn, Wellbring Oy  
john@wellbring.com, tel. +358 45 314 8404

Patrick Ryan, Health 2.0 LLC, Santa Clara  
patrick@health2con.com, tel. +1 781 424 2755

Hyatt Regency Santa Clara  
5101 Great America Parkway, 95054 Santa Clara  
samantha.dolan@hyatt.com, tel. +1 408 200 1234

Best Western Plus Inn by the Sea  
7830 Fay Avenue, 92037-4240, La Jolla  
bwjuanj@aol.com, tel. +1 858 459 4461

Grande Colonial  
910 Prospect Street, 92037, La Jolla  
agillespie@gclj.com, tel. +1 858 729 5381

La Jolla Cove Suites  
1155 Coast Boulevard, 92037 La Jolla  
twhite@lajollacove.com, tel. +1 858 459 2621