

FOR IMMEDIATE RELEASE

## **PAST, PRESENT AND FUTURE OF SILICON VALLEY COMES TO TRONDHEIM**

### **Some of the biggest names in Silicon Valley are to visit Trondheim in March for the Technoport 2015 innovation conference.**

Speakers from Silicon Valley include **Nolan Bushnell**, the founder of the Atari Corporation and founding father of the global video game industry, **Samantha Quist**, an early Product Marketing Manager at Google who now works to inspire young women into entrepreneurship, and **Pascal Finette**, serial entrepreneur working to encourage new social entrepreneurs at Singularity University's Startup Lab.

Joining them on stage in Trondheim will be **Angela Lamont**, the BAFTA-winning broadcaster who is now a Director of the inspiring crowdfunded Lunar Mission One space program, and **Anne Kjær Reichert**, who has taken the successful Peace Innovation Lab concept from Stanford University and launched a spin-off in Berlin.

#### **Norway's link to Silicon Valley**

**Alf-Egil Bogen** and **Geir Førre**, two of Norway's most successful high-tech entrepreneurs, built their careers around the silicon chips from where Silicon Valley takes its name.

For the very first time they will share their stories from the Norwegian semiconductor adventure on the same stage at the same time. Førre and Bogen will reflect over the entrepreneurial life and give their advice to the next generation of entrepreneurial minds at Technoport 2015.

#### **Norway's technology capital**

The former Viking capital of Norway, Trondheim is better known today as Norway's technology capital. The city is known throughout the Nordic region for its focus on technology-based innovation and commercialisation of research.

In 2014 Trondheim celebrated a Nobel Peace Prize thanks to the pioneering work of May-Britt Moser and Edvard I. Moser in discovering the cells that generate GPS-like functionality in the brain.

#### **Awakening the entrepreneurial mindset**

The annual Technoport conference brings together challengers, creators and investors to awaken the entrepreneurial mindset. Gøril Forbord, CEO of Technoport, explains more:

"We strongly believe that developing an entrepreneurial mindset can lead to big breakthroughs in innovation, whether for individual entrepreneurs or internally within large companies. To further develop the entrepreneurial mindset here in Trondheim, we present some of the very best innovators from around the world. The point is to learn from the successes and failures of people from different industries in different markets, and to discuss how we can apply those lessons to better innovate here in Norway."

#### **Be part of innovation with equity crowdfunding**

Technoport 2015 offers participants to become part of innovation in the Live Crowdfunding Experience. Four Norwegian startups will present themselves to a live audience who can then buy shares in the businesses. At last year's conference, \$100,000 was raised on the night.

#### **Technoport 2015**

On 18 & 19 March, Technoport 2015 will mash-up the freshest thoughts and trends within innovation, brought to you by top-notch, thought-provoking speakers from around the globe. We will introduce you to new concepts and

innovations, while testing out new tools for idea development and problem-solving.

Our host this year is the Trondheim Knowledge Centre (Kunnskapssenteret) on the site of the St Olav University Hospital, just a short distance from the city centre and NTNU Gløshaugen.

Further details including the full program and speaker biographies are available online at <http://2015.technoport.no>

**PHOTOGRAPHS:** [https://www.dropbox.com/sh/k93dj6woorkm5n/AADHML3ql1\\_RE9B63kByh-gua?dl=0](https://www.dropbox.com/sh/k93dj6woorkm5n/AADHML3ql1_RE9B63kByh-gua?dl=0)

**PRESS ACCREDITATION:**

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**SELECTED SPEAKER BIOGRAPHIES**

**Nolan Bushnell**  
**Founder, Atari**

Nolan Bushnell is a technology pioneer, entrepreneur, engineer and a bestselling author. Often cited as the Father of the video game industry, he was responsible for bringing Pong, the first ever video game, to market. He introduced America to the home games console and founded the Atari Corporation.

Over the past four decades, Bushnell has been a prolific entrepreneur, founding numerous companies, including: Catalyst Technologies, the first technology incubator; Etak, the first in-car navigation system; Androbot, a personal robotics company; and ByVideo, the first online ordering system.

Today, Nolan is passionate about enhancing and improving the educational process by integrating the latest in brain science and is the founder and CEO of his newest project, the educational gaming company, Brainrush.

**Angela Lamont**  
**Director of Lunar Mission One**

Angela is a BAFTA award-winning British television and radio host of science and technology programmes, who now works as a Director of the Lunar Mission One project, the most inspirational moon mission since the Apollo landings.

Anyone can become involved in Lunar Mission One; man, woman or child, anywhere in the world. The project aims to land near the lunar South pole, drill to a depth of up to 100 metres to answer many questions about the origins of the moon and the earth, making that research available to all.

This serious science project had a serious need for funding, which Angela and her colleagues decided to approach in a rather different way: crowdfunding. By the end of the campaign late last year, over \$1m was pledged to make this mission a reality.

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**CONTACT**

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