

Business Innovation & Incubation Accelerator

Back to the Future: Optimizing the Front-End of Innovation

April 16-17, 2025

The Driskell
604 Brazos Street
Austin, TX 78701
512-439-1234

[Website](#)

Agenda: At-a-Glance

Wednesday, April 16th

12:00 pm	Lunch
1:00 – 5:00 pm	Meeting
5:00 pm	Social Hour
6:00 pm	Dinner

Thursday, April 17th

7:30 – 12:00 pm	Meeting
12:00 pm	Box Lunches

Meeting Registration Detail

We will send a detailed agenda and participant list to all registrants prior to the meeting. In the meantime, here are the basic details you need to plan your trip. Look forward to hosting you!

Registration deadline = Monday, March 24th

Guest room rate: \$334 + \$2.36 Texas Recovery Fee and 17% sales tax. (If you indicate in your registration that you will stay at the hotel, ICEX will take care of making your reservation. You will be asked for a credit card upon check-in for final payment.)

Dress: Business casual

Ground Transportation Information: From *Austin-Bergstrom International Airport*: The best way to get to The Driskell is by taxi or Uber which costs approximately \$25 one-way and takes approximately 15 minutes.

Parking and Directions: Valet parking with in/out privileges is available for \$55 per day.

Link to driving directions: [google.com](https://www.google.com)

Planning Your Departure: Our meeting program ends on April 17th at 12:00 pm. Departure flights from *Austin-Bergstrom International Airport* any time after 1:30 pm will allow sufficient time to get to the airport. We encourage everyone to stay for the full program, so that you ~ and your fellow members ~ get the most out of the meeting

For more information, please contact:

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