



Google – Santa Fe Institute Intersection

Business Network Topical Meeting

Co-hosted by Google

September 29, 2010

Google, 1600 Amphitheatre Parkway, Mountain View, CA

Google and the Santa Fe Institute are boundary-breaking organizations in their respective corporate and academic domains. This Topical Meeting of the SFI Business Network, will explore the intersection of common interests in a number key areas, including the **Theory and Prediction in the Age of Big Data**, **Novel Forms of Computation and Computer Security**, and **Networks and Scaling in Living and Technological Systems**. Exploration of each topic will be launched through short talks by members of Google's and SFI's scientific/technical staff, who will serve as both provocateurs and discussion leaders for the topic.

Co-organized by Graham Spencer, Google and SFI, David Krakauer and Chris Wood, SFI.

Agenda

8:00 am

Registration and Continental Breakfast

Suggest Topics for Foo Sessions*

** In addition to short talks to provoke discussion, there will be two "Foo"-like sessions during the day. Participants are encouraged to write topic(s) of interest on the board in one of the designated three columns. During the two Foo sessions, participants will break into three different groups. The goal is to engender the free, unfettered, and iconoclastic flow of discussion and ideas characteristic of Google's other Foo events.*

9:00 am

Welcome by David Krakauer, SFI and Graham Spencer, Google and SFI

9:05 am

Theory and Prediction in the Age of Big Data

David Krakauer, SFI, Graham Spencer, Google and SFI, and James Crutchfield, SFI and University of California, Davis

10:35 am

Break

10:45 am

Foo Sessions

Topics will be announced. Please go to the assigned venue for the topic of interest.

11:45 am

Lunch

12:45 pm

Novel Forms of Computation and Computer Security

Walter Fontana, SFI and Harvard Medical School, Eric Davis, Google, and David Ackley, SFI and University of New Mexico



2:15 pm	Foo Sessions <i>Topics will be announced. Please go to the assigned venue for the topic of interest.</i>
3:15 pm	Break
3:30 pm	<i>Networks and Scaling in Living and Technological Systems</i> <i>Geoffrey West, SFI, Hal Varian, Google and University of California, Berkeley, and Joseph Smarr, Google</i>
5:00 pm	Continuing Discussion and Cocktails
6:00 pm	Adjourn