

TECHNOLOGY VENTURE LAUNCH PROGRAM 2014

(TVLP14)

ACQUIRE A SILICON VALLEY MINDSET

SUMMER 2014, SILICON VALLEY,

CALIFORNIA - USA

About TVLP

TVLP is a Silicon Valley immersion program on technology venture creation that provides state-of-the-art training along with valuable networking opportunities with Silicon Valley investors, entrepreneurs and service providers.

The program is geared for those seeking to start a technology venture, whether they are scientists, young entrepreneurs, or managers as well as for those looking for learning the Silicon Valley venture capital model. TVLP is delivered in English by Silicon Valley instructors and with contributions by investors, entrepreneurs, and professionals from leading companies in the Silicon Valley area.

It combines lectures, case studies, group projects, networking events, and site visits to notable incubators, startups, and large tech companies.

Upcoming Programs

TVLP will be offered in Silicon Valley on:

- **July 20 - August 2, 2014** (two weeks)
- Spring 2015

Optional third week

To complement the two weeks of training and networking, there is an optional third week of formal mentoring. This includes 10-hours with a mentor to continue your training on building your venture and/or develop custom connections. During this optional third week you can attend events, further build your network, and follow up with any connections you made during the first weeks. Of course, you can also take time to relax in the beautiful San Francisco area.



ph credit: Christian Rondeau

Program structure

The program is made up of three main parts:

- **instructor-led courses (27 hours)**
- **group work led by a mentor (9 hours)**
- **networking events.**

The courses are mainly in the morning, about 3 hours a day, while the afternoons and evening are devoted to group work and networking events.

As part of the networking, you will hear from startup entrepreneurs, former startups that now are large companies, as well as investors.

Any free time will be used to complete your course assignments.



ph credit: Dell Inc.

PROGRAM SCHEDULE

| | SAT/SUN | MON | TUE SAN JOSE | WED SANTA CLARA | THU SUNNYVALE | FRI MOUNTAIN VIEW | SAT/SUN | MON STANFORD | TUE PALO ALTO | WED MENIO PARK | THU | FRI SAN FRANCISCO | SAT | |
|---|--|-------------------------------------|--------------------------|---|------------------------------------|-------------------------------------|----------------------------|-----------------------------|----------------------|---------------------------------|------------------|----------------------|---------------------------------|--------------------------|
| AM | Students land at San Francisco airport | Program overview Bootcamp | 3hr-CLASS | 3hr-CLASS | 3hr-CLASS | 3hr-CLASS | Napa Valley tour | 3hr-CLASS | 4hr-CLASS | 3hr-CLASS | 2hr-CLASS | 3hr-CLASS | Prepare for pitching | |
| PM | Moving to Santa Clara | Welcome lunch with Faculty | Group work | Group work | Group work | Group work | | Group work | | Group work | | Lunch break | | |
| | Settling in Silicon Valley | Groups creation | San Jose incubator visit | INTEL museum visit | Apple campus visit and lunch | Lunch at Red Rock Coffee | Google visit | Lunch at Buck's of Woodside | Lunch at Coupa Cafe | Lunch break | Group work | Draper Univ. visit | | |
| | | Pitch deck introduction | Entrepreneur talk | Company accelerator visit | Plug&Play incubator visit | Company incorporation and Visa talk | Group work and assignments | Visit at BlackBox | Startup advisor talk | Investor talk about fundraising | | IDEO visit | Mind the Bridge incubator visit | Final Pitch to investors |
| | Logitech visit | Networking event at PayPal | Networking event | Networking event: dinner with an entrepreneur | Networking event with BAIA network | | Visit Stanford Univ. | Group work | | Networking event at Microsoft | | TechShop visit | Visit at Studio Fathom | GREAT CELEBRATION PARTY |
| | Entrepreneur talk | | | | | | | | | | Networking event | Free time | | |
| The evening is a good time for doing group work or for getting the assignments done | | | | | | | | | | | | | | |

This is a possible schedule. The actual program is subject to change without notice due to the availability of instructors, entrepreneurs, investors, companies, facilities and networking events.

Part A – Course work

TVLP provides the business fundamentals necessary to successfully launch a technology venture. Classes are taught by a faculty who are renowned Silicon Valley university professors and top-level professionals.

Case study materials will be provided to students in advance of the program, following the American business school model. These case studies will be used during in-class discussions.

The curriculum consists of classes covering both startup fundamentals and functional skills. The topics we will cover include:

- **Team building**
(Leadership, cofounders, incentives, contracts, etc.)
- **Strategic positioning**
(Market research, product management, customer targets, value, cost, price and revenue models)
- **Product development**
(Project management, agile/lean startup methods)
- **Business development**
(Marketing, sales, partnerships)
- **Startup finance**
(Bootstrapping, fundraising, income statements, presenting/pitch decks, exit strategies)



ph credit: Tulane Public Relation

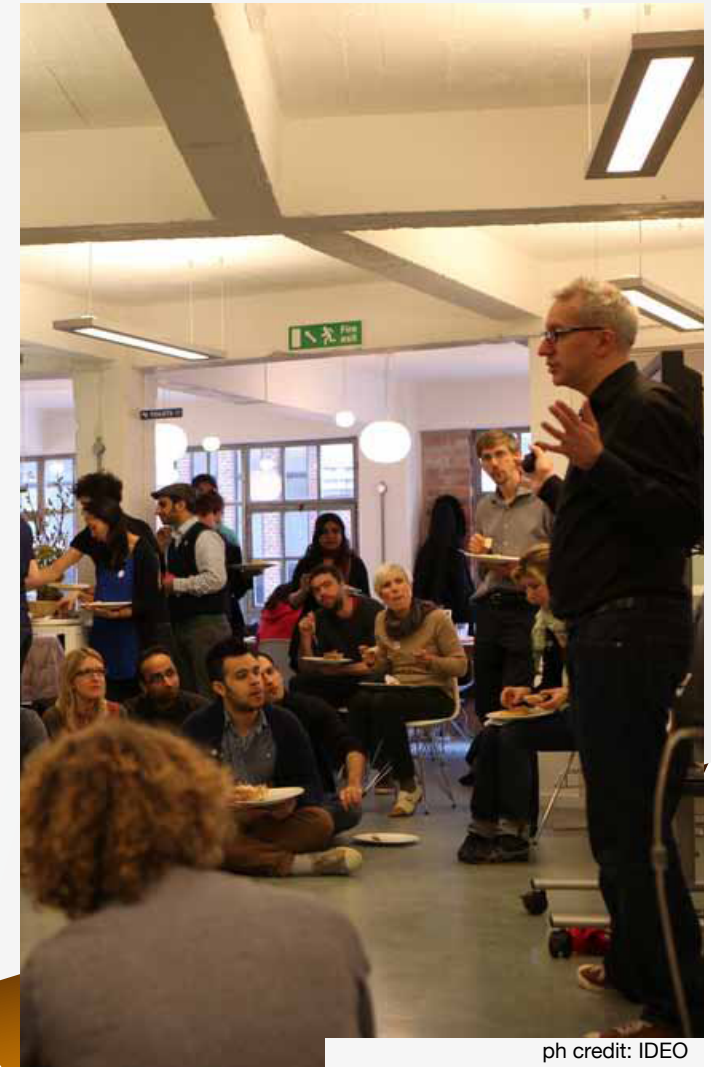
Part B – Group work

The goal of the group work is to develop a pitch (a presentation of a business idea for investors, customers, and partners).

An experienced professor with a startup background will provide the students with the essential elements to create and present a pitch. The mentor will guide the students in small groups during the preparation of their pitch materials. During this part you will learn how to present your business idea in about 10 slides:

- 1) Customer problem,
- 2) Your solution,
- 3) Market opportunity,
- 4) Competition and your differentiation,
- 5) Your sustainable competitive advantage,
- 6) Team/management,
- 7) Partners/investors,
- 8) Revenue model,
- 9) Go-to-market strategy,
- 10) Financials.

You could bring a business idea of yours to be developed during the group work (although, depending on the number of ideas, we can not guarantee that all the proposed ideas will be developed during the program). Idea generators own their ideas coming into the program. At the end of the two-week long program, the groups will present their pitches to a panel of professional investors.



Part C – Networking

Networking events will take place during the afternoon and the evening. This will include networking with entrepreneurs as well as with investors and business students; site visits to startups, incubators, and large companies; and special talks provided by lawyers, investors, and successful entrepreneurs.

Each day you will be exposed to a key area of Silicon Valley so you gain a deeper understanding of the area. Events will take place in Palo Alto, Menlo Park, Mountain View, San Jose, and San Francisco.

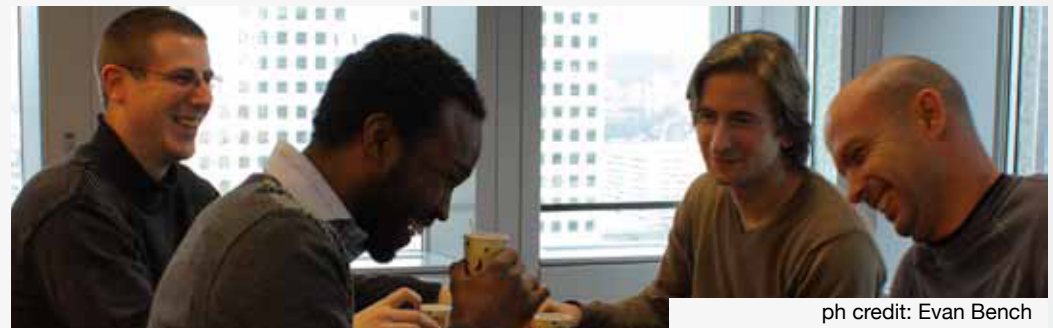
We will have site visits to startups that turned into large companies (e.g., Apple, Google, or Facebook), incubators that are shaping the technology landscape (e.g., Plug & Play Tech Center), and facilitators for European startups (e.g., M31 or Mind the Bridge), and some of the most promising startups of the moment.

The participants will also meet investors including angels and venture capitalists on Sand Hill Road.

Breaks will occur in the most famous coffee shops, where you will often find entrepreneurs coding at their computers or meeting with prospective investors.

We will also attend famous networking events provided by organizations such as the Churchill Club, SV Forum, Bay Bio, or Orrick Total Access. The program will give you the opportunity to network with local entrepreneurs, investors, and service providers to help with building your business.

Social events will also be an opportunity to connect with valuable networks of European talent in Silicon Valley.



ph credit: Evan Bench



ph credit: Chrisada



Dr. Juan Montermoso

is a professor at Santa Clara University and teaches competitive marketing strategy in the MBA program, ranked among the top 20 part-time programs in the U.S. He is also the founder of Montermoso Associates, a high tech consultancy and training firm. Previously, he spent 20+ years at Hewlett-Packard. Dr. Montermoso holds a B.S. in Engineering and Applied Science from Yale University, an M.S. in Applied Math and Computer Science from Harvard University, and a Doctorate in Business Administration from the Harvard Business School.



Dr. Ming D. Leung

is a professor at the Haas Business School at Berkeley University where he teaches leadership in the MBA program. Previously, he was a consultant at leading firms including Booz & Company, Price Waterhouse Coopers, and Accenture. Dr. Leung received his PhD in Organizational Behavior from the Graduate School of Business at Stanford University, an MBA from the Booth School of Business at the University of Chicago and a B.S. from Carnegie Mellon University.



Dr. Terri Griffith

is Chair of the Management Department at Santa Clara University. She is an expert on how to combine technology and organization decisions - ranging from small cheese companies to Fortune 100 technology companies. Some of these ideas are outlined in her award-winning book, "The Plugged-In Manager: Get in Tune with Your People, Technology, and Organization to Thrive". Terri is one of the 100 honored members of the 2012 Silicon Valley Women of Influence. She has written for the Wall Street Journal and the Harvard Business Review Blog.



Lynda Smith

is on the faculty of Stanford University as a lecturer in Global Entrepreneurial Marketing. She brings over 25 years of experience in marketing, sales and general management across a diverse set of industries and has spent the last 15 years working in the area of high technology products and services. Lynda has been SVP Marketing/Chief Marketing Officer for a number of companies including Genesys Telecommunications Laboratories, Nuance, Genpact, Jive, WeVideo and Twilio. She holds an MBA from the Wharton School of Business at the University of Pennsylvania.



Naeem Zafar

co-founded and served as the CEO of Bitzer Mobile (Acquired by Oracle in Nov. 2013) and he also teaches Entrepreneurship at the University of California Berkeley. He is a serial entrepreneur and has started or worked at six startups. He founded Startup-advisor.com to educate entrepreneurs and has published six books. Naeem served as the president and CEO of three venture backed technology companies as a board member/advisor to 35 companies. He holds degrees from Brown University and the University of Minnesota, both in electrical engineering.



Dr. Francine Gordon

is a lecturer at Santa Clara University and at Stanford Continuing Studies. Immediately after earning her PhD from Yale she was an assistant professor at Stanford Graduate School of Business. Since then, she's held senior management roles at several high tech firms, spent 5+ years with Boston Consulting Group as a Global Organization Manager, and co-founded a professional repertory theatre. Her focus now is helping companies become more innovative through improving culture, leadership style, and teamwork.



Gideon Shaanan

is a seasoned high-tech executive and entrepreneur with over 20 years of success in commercial software development, innovation, and management. He has worked with large and small corporations such as Apple, National Geographic Society, Santa Fe Institute, Alchemedia, U3, Vitro, and Soil Tech. In recent years, combining his experience and methods Gideon works as mentor for startups and large companies. He has established the Entrepreneurial Studies Initiative at University of California Santa Cruz. He holds a B.S. Eng. from the Israel Institute of Technology, and a M.S. Eng. from Cornell.



Kimberly Wiefeling

Founder and President of Wiefeling Consulting, and Executive Editor of the Scrappy About Series, is a globally recognized author and business leadership consultant specialized in helping people achieve what seems impossible, but is merely difficult. She is the author of one of the top project management books in the US, translated in Japanese. A physicist by education, she worked for 10 years at HP in product development project management. Kimberly has helped to start, run and grow a dozen small businesses, some of which are still in business and profitable.

\$5,700 USD Regular
about 4.160 €

\$4,900 USD Scholarship discounted
about 3.570 €

Italian and Spanish Women - Only 4% of EU founders are women! We want to educate more Italian and Spanish female entrepreneurs! Two discounted tuitions are available with the support of Istituto Italiano Imprenditorialità and Plataforma de Apoyo al Emprendimiento.
Bulgarian Bachelor Student - We want to support young brilliant entrepreneurs in Europe. A discounted tuition is available with the support of Start It Smart.

This fee includes tuition, course materials, transportation, program events, a welcome lunch, and select meals. It does not include accommodation (double room about 590 €), flight (about 900 €), health insurance (about 50 €), transportation from/to the airport to Santa Clara (\$9 by CalTrain or \$59 by shuttle service), or possible passport costs. Regular meals are also not included.

For the optional third week, there is an optional 10-hour package of "Networking facilitation and personal mentoring" for \$2,490 USD (about 1,800 €). The package provides an expert mentor that will help organize and support your additional week in Silicon Valley, including identifying events and contacts as well as providing feedback on your venture idea and pitch.

Disclaimer and notes

This training program is subject to cancellation if fewer than 10 participants register and submit payment. If the program is cancelled, any fees will be returned to you. If the program is not cancelled, then any fees paid are non-refundable. Those who will be selected will have to pay the fee within 7 days of notification. While the program will look similar to the one described above, the actual program is subject to change without notice due to the availability of instructors, entrepreneurs, investors, companies, and facilities. All tuition fees are in US dollars and have to be paid in US dollars. The euro conversion is used only for communication purposes. Scholarship discounted tuitions will be assigned to selected outstanding applicants.

Regional partners

Usa



Italy



Spain



Bulgaria



TVLP is organized by



HOW TO APPLY

TVLP is limited to 20 participants

that are 18 years or older.

A good understanding of the spoken and written English language is required.

Admission to the program is subject to an application process.

Apply today to hold your spot in this dynamic and valuable program. It is FREE

<http://apply.tvlp.co>

Program contact

For any question please email

applications@tvlp.co

Application Deadline and Notification

First application round Deadline **April 12, 2014**
Notification date **April 19, 2014**

Second application round Deadline* **May 16, 2014**
Notification date **May 23, 2014**

Program confirmation **May 23, 2014**

* The second application round will not take place in case that 20 valid applicants are selected during the first round. You are strongly encouraged to apply to the first round.

“Silicon Valley is the place where talents could turn a business idea to reality. It is a unique mix of entrepreneurial culture, capitals, and presence of global companies.”

FERNANDO NAPOLITANO, PRESIDENT & CEO ITALIAN BUSINESS & INVESTMENT INITIATIVE, NEW YORK, USA

“No matter what your background or experience, as an entrepreneur learning about Silicon Valley from the inside, you’ll be fortified, energized, enthralled and truly, ever-changed. Originating from an entrepreneurial career in Australia, I can say from first-hand experience that The Valley is without doubt ground zero of innovation, venture and value creation. ...it all begins here”

MIKE KYRIACOU, ENTREPRENEUR & INVESTOR, SILICON VALLEY, USA

“The global economic crisis opens new market niches and creates new possibilities for brave entrepreneurs willing to think big and solve large problems”

GAETANO PELLICANO, POLITICAL ADVISOR AT THE U.S. EMBASSY, ITALY