

GATEWAY TO SILICON VALLEY

Intensive workshops by Silicon Valley experts in mastering:

➡ Marketing

➡ Business Development

➡ Fundraising

➡ Legal Issues



Silicon Valley is a thriving ecosystem, making it fertile ground for startups and businesses transitioning to the United States market. Only here can entrepreneurs, investors and mentors all connect at the center of the startup universe and ignite growth together.

Our experience and our network have allowed us to design an immersive 5-day program that is a complete crash course for startup founders to successfully take advantage of the unique ecosystem of Silicon Valley and grow in the US.

Create a step-by-step plan to navigate your entrepreneurial journey

EXPECT REAL RESULTS:

- A company that will look hot to investors
- Knowledge of how to close deals and attract more attention
- Readiness to run business development
- A plan to profitably market and scale your business
- Strategies to overcome legal issues standing in your way
- Connections with trusted service providers



The program aims to
**INSPIRE EDUCATION
THROUGH ACTION**

What does the training cover?

In 5 days, you'll learn the foundations of establishing your business in Silicon Valley, with topics that are customized to suit international founders and new startups. Learn how to break into the national market, legal issues, the basics of U.S. legal issues, how to incorporate your startup legally, and more.

YOU WILL GET THE TOOLS TO PUT KNOWLEDGE INTO PRACTICE TO IGNITE GROWTH

Prepare to engage in 5 full days packed with workshops, networking events and live interactive discussions. This immersive program taps into the entrepreneurial ecosystem that is naturally grown in Silicon Valley.

GROWTH IS SILICON VALLEY'S NATIVE LANGUAGE

Expect to grow as much in these one week as you would over months on your own.

Program Curriculum

Our curriculum covers everything from product-market fit, fundraising, operations and marketing to Silicon Valley etiquette, negotiations, and small nuances that make your company look hot for investors. Learn and experience Silicon Valley through case studies, workshops, and interactive lectures. Seminar attendees should come prepared to engage actively throughout the session — the more actively you take part, the more you will learn.

Our curriculum includes a variety of tracks to help start you on the path to success in Silicon Valley:



Mastering Marketing

Learn everything from basic trends to detailed execution strategies that will accelerate your marketing ROI and help you gain traction.

SOME OF OUR TOPICS:

- Successful Marketing for Startups
- Getting to Product Market Fit
- Growth Hacking
- Creating a Powerful Branding Strategy for Your Company



Legal

Gain clarity on the legal implications building a business in the US and how to overcome the challenges.

SOME OF OUR TOPICS:

- Legal Immigration Issues
- Finance, Legal and Operational Challenges of Setting Up Innovative Business in the US
- Trademark Development and Enforcement Strategies for International Startups
- Legal Corporate Subjects/ International Tax Issues
- How to Transfer Your Existing Business from Overseas to the US



Business Development

Business development is the key to measurable business growth. Get working strategies and insight from seasoned Silicon Valley veterans.

SOME OF OUR TOPICS:

- Silicon Valley Ecosystem and Business Models for Startups
- How to Leverage B2B Partnerships as a Startup
- Writing a Business Plan
- Establishing a Startup Right
- Proven Sales Strategies




Fundraising

Learn the foundations for fundraising in Silicon Valley, including real strategies for securing funds, tricks to master your public relations efforts, and how to build them into your business model.

SOME OF OUR TOPICS:

- Understanding Term Sheet and Developing Perfect Funding Strategy
- Startup Valuation, What is Your Startup Worth?
- Financing Options for Startups
- Founders Issues—Startup Equitable Equity: Carving up the Ownership Pie
- Pitch Perfect Top 10 Tips for an Investor Pitch
- Negotiations and Commercial Transactions
- Startup Lessons from Garage Ventures
- How to Make Your Startup Look Hot for Investors



**Our curriculum is
designed to replace
your concerns &
questions with
ANSWERS & CLARITY**

WHAT ARE THE EXPECTED OUTCOMES?

During the program, you'll have an opportunity to interact with workshop leaders and experts, and receive answers and advice that would have taken you months to figure out on your own.

You learn the foundations of building a successful startup company in the US by starting to create a road map for your business.

YOU'LL WALK AWAY WITH:

- **Actionable steps** to launch your business in the US
- **Sound blueprint**, based on practices, to avoid business failure
- **Tested and proven tactics** to run business development
- **Real world insights** to profitably market and grow your business
- **A network of key players** to initiate partnerships, investments and mentors
- **A detailed step-by-step plan** to launch and scale in the US

WHO WE ARE

Silicon Valley Ignite Academy is a leading entrepreneurial resource in Silicon Valley. We host single-day events and intensive multi-day programs to connect and empower the entrepreneurial community. SVI Academy is dedicated to building a strong community by enabling education through action.

We promote and facilitate entrepreneurship in the Silicon Valley ecosystem through **action-oriented** learning opportunities, encouraging a strong, **mutually-beneficial** relationship between entrepreneurs, investors and mentors.

Our mission is to provide entrepreneurs in Silicon Valley with the best resources, training and network-building opportunities to build a highly-connected community and to empower entrepreneurs to become an integral part of the Silicon Valley ecosystem.

Leverage the
power of the
Silicon Valley
ecosystem



Reserve your spot today!

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