

# GATEWAY TO SILICON VALLEY SAMPLE SCHEDULE\*

Ignite your entrepreneurial spirit and accelerate your ideas/company over one week.

## DAY 1: MONDAY

09:00 – 10:00AM SVI ACADEMY, PROGRAM INTRODUCTION

10:00 – 11:15AM SILICON VALLEY ECOSYSTEM AND BUSINESS MODELS

This session offers an overview of the Silicon Valley landscape and what it means to be a startup business model, its lifecycle and its birth from your idea. Our speaker offers comparisons to other models and lessons on getting started in Silicon Valley.

11:15 – 11:30AM COFFEE BREAK

11:30 AM– 12:45PM GETTING TO PRODUCT MARKET FIT

In this session, you'll learn how to balance a leanness and agility to get your product organization working as well-oiled machine to deliver the right product to market as quickly as possible. We will cover how to use both qualitative and quantitative measures to ensure that your product is solving the right problem; how to optimize and streamline the way your team designs, builds, and deploys software to your customers; and, how to beat the competition in strategy and execution.

12:45 – 14:00PM LUNCH

14:00 – 15:15PM NEGOTIATIONS AND COMMERCIAL TRANSACTIONS

This session covers the basics of effective negotiation and best practices that lead to a win-win negotiation. You'll learn how to negotiate with big merchants, on strategic deals and on license agreements. Finally, this session will teach you best practices in customer transactions and business issues to consider.

15:15 – 15:30PM COFFEE BREAK

15:30 – 16:45PM LEGAL IMMIGRATION ISSUES

The speaker will discuss key immigration concepts and processes to help you understand and navigate the complex world of US immigration law, especially as it relates to the Silicon Valley tech ecosystem.

[sviacademy.com](http://sviacademy.com)

*\*Subject to Change*

## DAY 2: TUESDAY

**09:00 – 10:15AM**

### **ESTABLISHING A STARTUP RIGHT**

This workshop will cover startup basics, from how to form a company and choices in entity selection to creating an appropriate capitalization table. You'll learn if and how co-founders and early employees should be treated differently, how to effectively execute employment and consulting agreements, and the value of developing an intellectual property strategy early.

**10:15 – 10:30AM**

### **COFFEE BREAK**

**10:30 – 11:45AM**

### **DEVELOPING A SUCCESSFUL FUNDING STRATEGY**

In this segment, you'll learn how to develop a funding strategy appropriate for your startup, including when to raise funds, how much to raise, and from whom. The speaker also will cover how to increase the pre-money valuation of your company and identify relevant milestones. Finally, he will cover alternative funding sources, selecting and gaining access to the right investor and the dos and don'ts of each round of funding.

**11:45AM – 12:00PM**

### **COFFEE BREAK**

**12:00PM – 13:00PM**

### **FINANCE, LEGAL AND OPERATIONAL CHALLENGES OF SETTING UP INNOVATIVE BUSINESS IN THE US**

This session will discuss the typical issues encountered when setting up a business in the US. You'll learn how to avoid common pitfalls and what to consider before entering the U.S.

**13:00 – 14:00**

### **LUNCH**

**14:00 – 15:15PM**

### **HOW TO GROWTH HACK YOUR STARTUP**

In today's crowded startup environment, getting traction as an early stage startup is one of the hardest things to do. In this session, you'll learn how to attract and engage users, convert users into paying customers, increase awareness for your brand, and find influencers and get noticed.

**15:15 – 15:30PM**

### **COFFEE BREAK**

**15:30 – 17:00PM**

### **INTERNATIONAL TAX ISSUES**

This segment offers an overview of taxable presence concepts and discussion of the US-Abroad tax treaty. You'll learn the types of business entities in the US and advantages and disadvantages of each when there is foreign ownership. You'll also get a sense of Transfer Pricing principles and intercompany agreements, and taxation of foreign individuals in the U.S.

## DAY 3: WEDNESDAY

09:00 – 10:15AM

### SUCCESSFUL MARKETING FOR STARTUPS

In this session, the speaker covers marketing successes – from taking your product to market, choosing your first customer and the importance of positioning to reaching the right big customers, listening to customers and positioning for a successful exit.

10:15 – 10:30AM

### COFFEE BREAK

10:30 – 11:45AM

### TRADEMARK DEVELOPMENT AND ENFORCEMENT STRATEGIES FOR INTERNATIONAL STARTUPS

This workshop offers need-to-know information for international startups about developing, protecting and leveraging trademarks and other key brand assets. You'll learn how to properly vet trademarks and new reasons to secure trademark registrations. You'll also gain a sense of how to choose social media handles and domains, targeted enforcement plans, co-branding strategies and trade dress protection.

11:45AM – 12:00PM

### COFFEE BREAK

12:00 – 13:00PM

### EXPERIENCES STRAIGHT FROM SUCCESSFUL SILICON VALLEY ENTREPRENEURS

13:00 – 14:00PM

### LUNCH

14:00 – 15:30PM

### HOW TO LEVERAGE B2B PARTNERSHIPS AS A STARTUP

Jens Weitzel discusses the value of partnerships in this session. He details the leverage a good partnership has for a startup, whether it's getting your foot through a door or launching a marketing campaign. You'll not only learn the value of these partnerships but how to successfully secure them and leverage them for your startup success.

15:30 – 15:45PM

### COFFEE BREAK

15:45 – 17:00PM

### HOW TO TRANSFER YOUR EXISTING BUSINESS FROM OVERSEAS TO THE US

The workshop is designed to guide you through the steps of transferring your business in the U.S. We will discuss the legal process of transferring your business to the U.S. when you already have a company abroad (the so-called "flip process") and any other legal and non-legal implications that you need to be aware of, such as employment, immigration and tax issues.

## DAY 4: THURSDAY

09:00 – 10:15AM

### FINANCING OPTIONS FOR STARTUPS

Take a deep dive with Mark Klopp into financing considerations for startups. Discuss sources of capital, types of investors, investor differences (Angel Investor vs. Venture Capital), and real life tips on Financing.

10:15 – 10:30

### COFFEE BREAK

10:30 – 11:45

### WRITING A BUSINESS PLAN

Writing a business plan can be daunting for entrepreneurs. The process seems complex, and many people have never seen a business plan before. This workshop demystifies the process by outlining a logical sequence for creating a business plan. You'll learn how to think through each aspect of starting your business and compile them into a document that offers both clarity and vision to you and your investors.

11:45AM – 12:00PM

### COFFEE BREAK

12:00 – 13:00PM

### CORPORATE INNOVATION OVERVIEW

13:00 – 14:00PM

### LUNCH

14:00 – 15:30PM

### A VISION OF THE FUTURE: DISRUPTIONS AND OPPORTUNITIES AHEAD

Entrepreneurs are the new superwoman/superman in this turbulent future. Accordingly, for governments, nurturing an entrepreneurial ecosystem is essential to economic success. Status quo is only a path to the dust heap of history. This keynote offers a peek into the future by exploring some of the disruptive technologies and the resulting opportunities.

15:30 – 15:45

### COFFEE BREAK

15:45 – 17:00

### STARTUP VALUATION, WHAT IS YOUR STARTUP WORTH?

Have you ever wondered what your startup is worth? If you are a startup that is looking for help in determining the value of your startup, this presentation will be extremely valuable.

Jeff will discuss what valuation models to use in the early stages, mid stages and late stages for both option grants and raising equity. He will run some actual models; Cost Approach, VC Method, Discounted Cash Flow and model the impact that funding rounds and their various terms and preferences can have on the common stock values.

## DAY 5: FRIDAY

### 09:00 – 10:15AM IP AND OPERATIONS

Intellectual property can be a difficult barrier for new companies in the U.S., but understanding it is critical. In this session, Paul Kalmes will take you through intellectual property considerations, the basics of incorporation in the US, operational considerations and logistics such as staffing and HR, and some commentary on managing a US subsidiary from abroad

### 10:15 – 10:30 COFFEE BREAK

### 10:30 – 11:45 HOW TO MAKE YOUR STARTUP LOOK HOT FOR INVESTORS

In this session, you will dive into the details of marketing your company to investors. Pavel Cherkashin will take you behind the scenes of what investors look for in companies and help you understand how to get there.

### 11:45AM – 12:00PM COFFEE BREAK

### 12:00 – 13:00PM PROVEN SALES STRATEGIES

In this presentation, you'll learn strategies for startup sales that actually work.

### 13:00 – 14:00PM LUNCH

### 14:00 – 16:00 PITCH PERFECT TOP 10 TIPS FOR AN INVESTOR PITCH AND ACTUAL PITCH

This session covers what it takes to create a successful pitch to investors. You'll learn to develop your "what do you do" story and the opportunity that goes with it. You'll understand how to identify the "problem" and why it really matters to real people. And, you'll find out how to explain your "big idea" that solves the problem like nothing else.