

March 14th - 18th, 2022

San Francisco, USA

SILICON VALLEY IMMERSION PROGRAM



UNIVERSITY OF
SAN FRANCISCO

School of Management

*International program featuring experts in
innovation and entrepreneurship
that can help you develop your ideas & projects!*



Powered by:



PREMIVALOR Consulting

Your Value Partner



Program Objectives

- Immerse participants in the **most dynamic entrepreneurial ecosystem in the world:**
Silicon Valley and San Francisco
- Broaden participants **knowledge of business applications and techniques** used in advanced and developing economies
- Refine **Key business skills and tools**, in a learn-by-doing environment that can be immediately applied to projects in new or existing businesses
- Collaboration on **team learning projects** that imitate real-world scenarios and also **foster enduring collegial relationships**
- Build **Startup business plans and/or individual investor pitches** by the end of the course
- Allow **access to an innovation ecosystem**, identifying potential opportunities for impact and results!

Meet entrepreneurs, corporate executives and professors that will:



Share

Share success secrets from Silicon Valley!

Provide

Provide principles and fundamentals of tech entrepreneurship as pioneered in Silicon Valley!

Develop

Develop participants' innovative ideas and turn them into successful startups!

Experts in
innovation and entrepreneurship!

Program summary

The program takes place in five business days:

Start: Monday, March 14th, 2022

End: Friday, March 18th, 2022

- 16-18 hours of **lectures and workshop sessions**
- 6 hours of **training, coaching and feedback** on Silicon Valley investor pitches and business plan presentations
- **company visits** (including established tech company, startups, an investor pitch event, a tour of a local innovation hub, an incubator or accelerator and others)
- 1 **evening network event**, likely off-campus in San Francisco
- 1 optional **walking tour of the SoMa neighbourhood in San Francisco**.
- **Classroom and instructional technology** at USF's 101 Howard Street campus in downtown San Francisco and joint workshops with other San Francisco students
- **5 lunches** (on campus, off campus, and on the shuttle bus as applicable)
- **Coffee and tea breaks** on lecture days
- **Transportation for company visits**
- **Program materials and slide decks online** in advance of program
- **Program completion certificates** (including certificate ceremony and reception)



UNIVERSITY OF
SAN FRANCISCO

Timetable

| | Monday - March 14 th | Tuesday - March 15 th | Wednesday - March 16 th | Thursday - March 17 th | Friday - March 18 th |
|---------|---|---|--|---|--|
| 8:30am | Overview of the week – Director, Executive Education Immersions | Failure: The Secret Sauce of Silicon Valley | | | |
| 9am | | | | | |
| 9:30am | An Introduction to Silicon Valley Entrepreneurship, Innovation, and Venture Capital, and a Guide to Developing New Capabilities | Workshop: Elevator Pitch and Business Plan Concept and Development | Workshop: ExperienceInnovation Design Thinker Simulation | Coaching: Business Plan Pitch Practice | Change the World with Social Innovation, Social Enterprises and for Sustainable Impact |
| 10am | | | | | |
| 10:30am | | | | | |
| 11am | Silicon Valley in Action - Rebecca Tower | | | | Group Work Time on Business Plan Pitches |
| 11:30am | Lunch | | | | |
| 12am | | | | | |
| 12:30am | Travel | | | | |
| 1pm | | | Lunch | Lunch | Lunch |
| 1:30pm | Optional Visit to USF Hilltop Campus | How to Build Breakthrough Products in the Digital Age Laurent Sellier | Travel | Optional Self-guided Walking Tour of SoMa | Feedback and Evaluations: Final Business Plan Pitch Presentations |
| 2pm | | | | | |
| 2:30pm | | | Company Visit Incubator/Accelerator | | Certificate Ceremony & Program Closing |
| 3pm | | | | | |
| 3:30pm | | | | | |
| 4pm | | | | | |
| 4:30pm | | | | | |
| 5pm | | | | | |
| 5:30pm | | | | | |
| 6pm | | | | | |
| 6:30pm | | | | | |
| 7pm | | | | | |
| 7:30pm | | | | Networking Event | |



* Program can have some adjustments depending on the availability of speakers and companies.



Why you should participate?

- Achieve a **deep understanding of the unique ecosystems** of San Francisco and Silicon Valley
- **Develop and mature your innovative ideas** or even get **inspiration for your next project**
- Acquire **new skills and competencies** and **challenge yourself** to start seeing things on “the other way”
- Participate in **interactive seminars, company visits, hands-on projects, networking events, and educational tours**
- Increase your **network and contacts**, broadening it overseas
- Live the **“American experience”** and learn the **American way of doing business!**
- **Get to know San Francisco and have fun!**

Meet entrepreneurs, corporate executives and professors that will:



- Share **success secrets** from Silicon Valley!
- Provide **principles and fundamentals of tech entrepreneurship** as pioneered in Silicon Valley!
- **Develop participants' innovative ideas and turn them into successful startups!**

*Experts in
innovation and
entrepreneurship!*

Networking experience

Access to international Investors and Mentors with large experience that can help you to boost your ideas and turn them into solid successful businesses!

Shomit Ghose



General partner at the Silicon Valley venture capital fund, ONSET Ventures - USA - San Francisco

Start-up entrepreneur, with multiple successful exits via IPO and acquisition

Serves on multiple advisory boards in Europe and the USA

Telmo Vieira



Managing partner at PremiValor Consulting

Professor at ISEG-Lisbon School of Economics and Management - University of Lisbon

President of the Supervisory Board of a bank, BNIE, operating specially in digital market

Mentor and investor in Start-ups in different phases, early stage and growing stage

Nuno Pereira



CEO of Holy Grail Inc, San Francisco - USA

Involved in multiple design/engineering hardware and software projects

Entrepreneur and judge of projects

...
and more!

Silicon Valley Immersion Program 2020

Company Visits - examples



Intel Corporation is a multinational corporation and technology company headquartered in Santa Clara, California. It is the world's largest semiconductor chip manufacturer by revenue, and is the developer of the x86 series of microprocessors, the processors found in most personal computers.



Gritstone Oncology is developing tumor-specific cancer immunotherapies to fight multiple cancer types. Gritstone's approach seeks to generate a therapeutic immune response by leveraging insights into the immune system's ability to recognize and destroy tumor cells by targeting tumor-specific neoantigens.

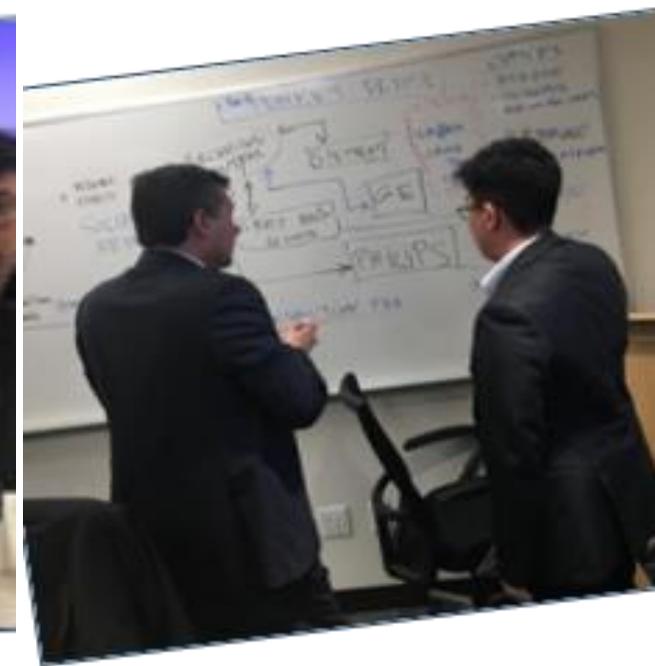


Keiretsu Forum is a global investment community of accredited private equity angel investors, venture capitalists and corporate/institutional investors.

Is a worldwide network of capital, resources and deal flow with 52 chapters on 3 continents. Keiretsu Forum members invest in high-quality, diverse investment opportunities.



Participant feedback



It was a very exciting week at USA!

Great insights from experienced leaders like Hap Klopp and passionate startup founders like Andrew Allen; **workshops on business plan, elevator pitch and design thinking**; visits to Intel and Angel Investor forum.

After the Silicon Valley Immersion Program from University of San Francisco and with the help of our partners from Portugal from PremiValor Consulting, our **project has improved a lot in the business aspect.**

What I take from this experience: **the dedication, passion and desire to impact thousands of people that I felt from entrepreneurs.**

Entrepreneur Victor Hayashi (Winner of EDP UC 2019)

Program summary

Standard price: \$5000

Special conditions price for the full program (five days):

3.250 €

| Available Discounts | Discount | |
|--|----------|----------|
| Early bird discount for participants that register until November 30th, 2021 (non cumulative discount) | 10,0% | 325,00 € |
| Early bird discount for participants that register until January 31st, 2022 (non cumulative discount) | 7,5% | 243,75 € |
| Discount for H-INNOVA Health INNOVAtion HUB and INNCYBER Health INNOVATIOn HUB individual participants or partner companies/organizations (non cumulative discount) | 12,5% | 406,25 € |
| Discount for companies/organizations that register 2 or more participants (non cumulative discount) | 11,5% | 373,75 € |
| Discount for participants using a Promotional Code, if applicable (non cumulative discount) | 7,5% | 243,75 € |
| Discount if the payment is done in full at registration (this discount is cumulative with the others above) | 3,0% | 97,50 € |

NOTES: The difference between the total price of the course and 2150€ (ex: 3250 euros - 2150 euros = 1100 euros) can be paid in installment to be agreed can be divided in monthly payments.

VAT to be added if applicable.



What else to do in San Francisco?

PIER 39

One of the main trends in the city, drawing hundreds of people due to its joy and excitement. The setting, which is reminiscent of an American film, concentrates several stores, restaurants, events and sea lion spectacles.



GOLDEN GATE BRIDGE

Considered one of the seven wonders of the world, it was built in 1937 and links the city of San Francisco to Sausalito. With a total length of 2737 meters, it can be crossed not only by cars, but also by bicycles or on foot.



GOLDEN GATE PARK

This wonderful urban park is one of the most beautiful in the city, extending over four km². Its shape is reminiscent of Central Park in New York, but it has the privilege of being bigger than this and concentrated as disparate as the great Dutch windmill or the stunning Japanese garden.



What else to do in San Francisco?



SÃO FRANCISCO MUSEUM OF MODERN ART

This museum dedicated to modern and contemporary art reopened to the public in 2016 after renovation.

It is currently a must-visit point. You can see up close works by artists such as Frida Kahlo, Gerhard Richter, Andy Warhol and Julie Mehretu and the beautiful outdoor sculpture space.



ALAMO SQUARE

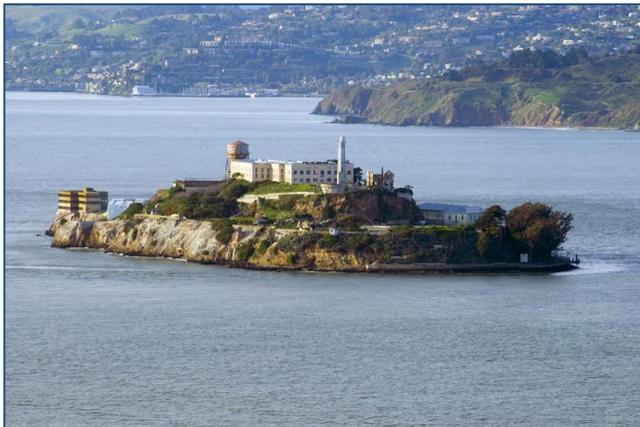
The famous Victorian style houses located in Alamo Square delights any visitor.

Take this tour at sunset, as the late-day light will make the scenery even more idyllic!

What else to do in San Francisco?

TWIN PEAKS

If you like panoramic views, this is the place not to be missed in San Francisco. From here, you will have an absolutely masterful view over the city, as you climb to 300 meters in height.



ALCATRAZ

You'll have to take a ferry to Alcatraz, but the trip will be worth it. This is where one of the best known prisons in the world is located, which housed famous criminals like Al Capone or Machine Gun Kelly.

It was also the first lighthouse in the western United States. Currently, visiting the island also allows you to visit the 'cell house', where you can see how the prisoners used to live.



And much more!



For **more information** concerning the course program, price, payment conditions, traveling and accommodation, **please contact us:**

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Foster the innovation and entrepreneurship initiatives of your company or organization into a level of unlimited possibilities!



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