

# SILICON VALLEY IMMERSIVE EXPERIENCE

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# SILICON VALLEY PROGRAM

ISEG MBA designed a one-week Silicon Valley Immersive Experience, in partnership with the University of San Francisco, where you will have the opportunity to speak with faculty and industry experts, go to lectures, visit (virtually) companies and improve your pitching skills.

*"We are finding that our virtual programs are a higher value for the time and cost as well as being more forward thinking as to what a 'global' community will likely be in the future - as the virtual experience in the workplace is only going to be more and more widely adopted."*

Rebecca L. Tower, Director of Executive Education Immersion Programs,  
University of San Francisco, School of Management



## PROGRAM OBJECTIVES

### Participants will:

- Immerse themselves in and interact with the most dynamic entrepreneurial ecosystem of the world: Silicon Valley and San Francisco.
- Broaden knowledge of international business applications and techniques used in corporate innovation.
- Acquire the principles and fundamentals of high-tech entrepreneurship as pioneered in Silicon Valley.
- Recognize and validate the positioning of new technology products or services within the ecosystem of Silicon Valley and San Francisco.
- Learn success secrets from Silicon Valley entrepreneurs, corporate executives and professors.
- Refine key business skills and tools, in a learn-by-doing environment, which can be immediately applied to innovative projects in new or existing businesses.
- Gain the capacity to assess an innovation ecosystem, identifying potential opportunities for impact and results.

## PROGRAM COMPONENTS & TAKEAWAYS

### The length of this program will be 6 business days and includes:

- One networking event with faculty and industry experts on Sunday, February 14, 2021
- Approximately 18 hours of synchronous lecture and workshop sessions
- 1 asynchronous Business Plan Pitching workshop available two weeks before the program
- 3-4 virtual company visits/speakers, with specific companies to be determined based on availability of speakers; will likely include a startup, mid-large tech company or an incubator or accelerator
- An immersive interactive suite of virtual learning platforms that mirrors a classroom experience
- Program materials and slide decks online in advance
- Digital completion certificate for each participant
- Digital badge (virtual certificate) for each participant to add to LinkedIn profile
- Recorded sessions are available after program

# Sample Schedule

Lisbon Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
3:00 PM		Welcome and Introduction to USF	Introduction to the Day	Introduction to the Day	Introduction to the Day	Introduction to the Day
3:15 PM			Virtual Company Visit/Company Speaker: INTEL	Virtual Company Visit/Speaker: PLUG & PLAY	Virtual Company Visit/Company Speaker: TESLA	Top Technology Trends
3:30 PM						
3:45 PM		Break				
4:00 PM		Lecture: An Introduction to Silicon Valley Entrepreneurship, Innovation, and Venture Capital	Break	Break	Break	
4:15 PM						
4:30 PM						
4:45 PM						
5:00 PM		Strategic Project Management & Corporate Innovation	Building & Maintaining High-Performance Teams	Unbox Your Thinking To Create Innovative Breakthroughs	Break	
5:15 PM						
5:30 PM		Break				
5:45 PM		Virtual Company Visit/Company Speaker - CONCORD	Break	Break	Break	Feedback & Evaluations: Final Business Pitch Presentations
6:00 PM						
6:15 PM		Break				
6:30 PM						
6:45 PM		Technology Product Development in Silicon Valley: Turning Ideas into Reality - Product Development Director, Facebook	Coaching: Business Plan Pitch Practice	Workshop: High-Impact Communication Skills	Creating Organizational Transformation with Change Management	Program Closing
7:00 PM						
7:15 PM						
7:30 PM	Networking Event					
7:45 PM						
8:00 PM						

**Workshop in Business Plan Pitching will be asynchronous | Available 2 weeks before the program**



**CONTACT US:**



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