About the Programs

The University of San Francisco Silicon Valley Immersion™ (SVI) Programs leverage its geographical advantage within the global epicenter of innovation, entrepreneurship, and venture capital.

The program exposes participants to a variety of hands-on activities that include workshops, coaching sessions, expert panel discussions, on-site visits, networking events besides the academic fundamentals in class.

Participants discover eye-opening insights and learn about entrepreneurship, innovation, and global business impact directly from the industry experts and renowned faculty who are leading tomorrow’s business success.

They obtain essential tools to develop cutting-edge strategies and to strengthen skills that can be immediately applied whether creating a new business, growing an existing business, developing an academic program, etc. Participants synthesize their knowledge and ideas into their own presentation pitch to industry thought leaders.

Each customizable program lasts from three days to three weeks. Over 1,600 participants have attended SVI programs as of Fall 2013, and they have come from over 20 countries including Austria, Chile, China, Colombia, England, France, Korea, Portugal, South Africa, and others.

Program Benefits

- **Broaden** knowledge and insights around innovation and entrepreneurship from renowned faculty and industry experts in Silicon Valley.
- **Explore** best practices of innovation and entrepreneurship of leading companies.
- **Develop** a creative and yet disruptive business model that will serve short-term and long-term goals.
- **Acquire** important skill sets including effective communication through Silicon Valley pitching techniques as well as vital leadership, management and analytical abilities.
- **Obtain** essential know-how around early stage venture deployment.
- **Discover** how to enter desired target markets as well as how to find the necessary resources for successful market entry.
- **Learn** how to successfully sustain an existing business or to develop a unique new venture by understanding how to apply innovation to an organization.
- **Connect** with industry experts and a worldwide network of SVI alumni.
Program Topics

- Business Model Innovation
- Business Planning
- Venture Creation and Financing
- Creativity and Innovation
- Go-to-Market Strategy
- Global Business Impact
- Human Capital Strategy
- Entrepreneurial Management
- Effective Team Management
- Global Scaling
- Leadership and Management
- Elevator / Business Pitch & Networking the Silicon Valley Way
- Technology Management
- More topics offered

Target Groups

- Entrepreneurs
- Business Leaders, Executives and Managers
- Business or Science / Engineering Students
- Business Advisors, Consultants and Mentors
- Angel Investors and Venture Capitalists
- Officers from Economic Development Agencies
- Innovation and Entrepreneurship Faculty

Why is the Silicon Valley Immersion™ Program unique?

- Custom program with both academic and practical contents as well as end-to-end learning experience to have the most positive results.
- Unique geographical advantage to explore and connect with the industry leaders and experts.
- Interactive coaching and mentoring sessions to gain essential skills and techniques.
- Creatively designed hands-on workshops to effectively learn about business.

About USF: “Change the World from Here”

As a Jesuit Catholic university, USF is committed to academic excellence and scholarship based on a tradition of more than 450 years of Jesuit educational experience. Situated in the heart of one of the world’s most exciting cities, USF is the oldest institution of higher learning in San Francisco and is one of country’s most diverse universities.