SILICON VALLEY IMMERSION PROGRAM

An experiential program, tailored to your needs, in the global epicenter of entrepreneurship and innovation.

UNIVERSITY OF SAN FRANCISCO

Spend two to ten days soaking up the spirit of one of the world’s most dynamic regions. Get the best of a prestigious university combined with an insider’s tour of a fascinating entrepreneurial ecosystem. And return home inspired and equipped with the tools, knowledge, and skills to change your company, your community, your career, and the world.
PROGRAM HIGHLIGHTS

› Dynamic and rigorous curriculum: Includes lectures, company visits, hands-on projects, networking events, educational tours, and simulation workshops.

› World-class faculty, coaches, and entrepreneurial tech experts: Our faculty include senior executives in tech as well as founders and CEOs of investment firms and tech startups. Here are just a few:
  - Founder and former President and CEO of The North Face
  - Senior Designer at IDEO
  - Senior Vice President at Cisco
  - One of the first investors in Google
  - Vice President of Product at Eventbrite

› Top entrepreneurship ranking: USF School of Management is ranked by Forbes and U.S. News & World Report as one of the top 25 entrepreneurial schools in the United States.

6 REASONS
THIS PROGRAM IS FOR YOU

1. Gain unparalleled access to Silicon Valley. Based in the heart of downtown San Francisco, USF gives you exclusive connections to the people and places inventing tomorrow.

2. Learn from leading technology experts and visionaries. Work with top faculty, executives, investors, and coaches who share cutting-edge knowledge, practices, and trends.

3. Tackle real-world challenges. Dive into highly interactive projects and simulations, and come up with the next big idea or solve a pressing problem.

4. Be a part of the tech scene. Visit startups, incubators, and tech companies that embody the unique ethos of Silicon Valley.

5. Expand your international network. Obtain a certificate of completion that connects you with over 1,700 program alumni worldwide.

6. Focus on learning, not logistics. We plan and organize everything for you. You just arrive and roll up your sleeves.
SAMPLE PROGRAM TOPICS
We’ll design a curriculum just for you and your colleagues. To help you get started, here are a few of the USF workshops from which you can choose:

› How to Build Breakthrough Products in the Digital Age
› Failure: The Secret Sauce of Silicon Valley
› Ten Essential Roles for an Innovative Organization
› Disruptive Technologies and Emerging Technology Trends in Silicon Valley
› Design Thinker Team Simulation
› Evolution of Silicon Valley Innovation
› Managing Hyper-Growth Teams and Products in Silicon Valley
› Creativity, Innovation, and Entrepreneurial Communication

PARTICIPANTS
We welcome groups of at least 15 people, including:

› Business leaders, executives, advisers, consultants, and new and seasoned managers
› Graduate and executive students in business, engineering, technology, innovation, and entrepreneurship — and their faculty
› Founders and entrepreneurs
› Angel investors and venture capitalists
› Officers from government agencies
› Any other group of leaders from across the US and the world

PREPARE TO PITCH!
In the Silicon Valley Investor Pitch workshop, you and your colleagues will conceive and deliver an elevator pitch and full business plan pitch of a new product, service, or business either within or outside of your company. We’ll prepare you with expert training and coaching, and a pitch session with real-time feedback from seasoned Silicon Valley investors.

CONNECT WITH SAN FRANCISCO AND SILICON VALLEY
We connect you with the entrepreneurial energy of San Francisco and Silicon Valley through tech walking tours of SoMa and Palo Alto, and design innovation workshops at the Ferry Building and other iconic landmarks. We visit fast-growing tech startups and the accelerators that helped to launch them, such as Founders Space and Runway. We visit tech giants like Google and Intel, investor pitch events like the Keiretsu Forum, and cap it off with an evening networking event. With our top-notch faculty leading your way, this immersion is uniquely USF.

FOR MORE INFORMATION, EMAIL OR CALL:
usfca.edu/management/executive-education | executiveimmersion@usfca.edu | (415) 422.6952
SILICON VALLEY IMMERSION PROGRAM
Take a deep dive into the worldwide hub of entrepreneurship and innovation. Engage in an educational program, tailored to your needs, in the heart of the city that invents tomorrow.

WHAT ALUMNI HAVE TO SAY

“The program was perfectly arranged by the USF team and full of rich knowledge on both academic and practical subjects. It made our job very easy! I would highly recommend this program to other departments at my university and to other universities, innovative companies, and groups of entrepreneurial leaders from around the world.”

MARTINE PELÉ, Professor, Strategic Management and Entrepreneurship Program Director, University of Paris II

“It was a fantastic trip! I met a lot of interesting people in San Francisco and now I use several tools and techniques, including elevator pitches and design thinking, in my daily work. After coming back to Innsbruck I changed my business and ended up as a consultant for strategy, communication, and innovation.”

ALEXANDER GOTTEIN, Student, Management Center Innsbruck, Austria

“The USF Silicon Valley Immersion Program provides an opportunity to learn from the best. Our experience included live lectures from one of the initial investors in Google, PayPal, and OpenTable; one of the key developers of the Kindle; and the founder of The North Face. It was an incredible experience and one that I would recommend to anyone who is looking to develop a sustainable competitive advantage for themselves as an individual or for their company.”

JODIE CALLAWAY, Client Specialist, Thomson Reuters; Calgary, Alberta, Canada

“I particularly enjoyed the lecture from an Intel executive. Within two hours, we learned what we would typically learn in an entire semester. At the end of the class, the participants were all longing for more.”

YU HUA, Deputy Director, Zheshang Media and Secretary General, Zheshang College of Business, Zhejiang, China

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