

# SILICON VALLEY ENTREPRENEURSHIP & INNOVATION PROGRAM

Proposal for Australian VET Skills Academy



UNIVERSITY OF SAN FRANCISCO



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# Silicon Valley Entrepreneurship and Innovation Program

## *at the University of San Francisco*

Dear HariKrishnan Thiruvanam,

In response to your request, we at the University of San Francisco School of Management propose an advanced educational program, expressly tailored to you and your team. This program accommodates approximately 20 participants over 5 days in San Francisco in October 2019.

This proposal is intended to start a discussion, and we look forward to reviewing these ideas with you and your team.

### **Our Approach:**

The USF Silicon Valley Entrepreneurship and Innovation Program gives you and your team insider access to the unique ecosystem of Silicon Valley. You will acquire cutting-edge insights on entrepreneurship, innovation, and new venture creation, and acquire skills that you can use to build a new business venture or to create a product or program inside an existing organization.

Our program combines rigorous academic content with hands-on training. In courses presented by USF faculty, plus company site visits, you will “connect the invisible dots” between lectures and the real world. The lectures, panel discussions, individual and group exercises, case studies, short simulations, and student projects and presentations offer a dynamic curriculum focused on entrepreneurship, innovation, risk capital financing, global scalability, and more.

The Silicon Valley Entrepreneurship and Innovation Program includes company visits, networking events, and educational tours to complement and deepen your in-classroom learning. As appropriate, these events may include large companies like Intel, Cisco, and LinkedIn; startups piloting a range of tech innovations at various phases in the growth process; incubators and accelerators that launch new companies; a design innovation workshop at the iconic Ferry Building; and company walking tours of Palo Alto and SoMa (the South of Market district).

The program also includes networking events, happy hours, pitch events, and panels at hubs such as General Assembly, Galvanize, and Keiretsu Forum to maximize opportunities to connect one-on-one with local entrepreneurs and business leaders.

### **Some of Our Partner Companies**



## WHY USF?

USF is ranked by *Forbes* and *U.S. News & World Report* in the top 20 most entrepreneurial schools in the US. We are also ranked #3 in the US for our Entrepreneurship major and our Master of Entrepreneurship & Innovation program was ranked 15<sup>th</sup> in the US in 2019.

## OUR EXPERIENCE & EXPERTISE

- USF has been producing Executive Education Immersion Programs for more than 10 years, with stellar results.
- Our overall program satisfaction rate across all programs in the past 12 months was 94%.
- We have over 2,500 alumni from our programs from all over the globe.
- We pride ourselves on establishing long-term relationships with our program participants. It's beneficial to both parties to build on the knowledge acquired during the first program to support continuous improvement in future programs.

Here are a few examples of our Executive Education Program participants.



Please see this video for more information on our Silicon Valley Immersion program, and other programs, <https://www.usfca.edu/svi>

## OVERALL PROGRAM OBJECTIVES

As participants, you and your team will:

- Be immersed and experience a highly dynamic entrepreneurial ecosystem.
- Engage with industry experts and serial entrepreneurs from successful companies to glean their experience and perspective.
- Learn from academic experts and industry experts from various fields.
- Interact with experts and practitioners in the Venture Capital industry.
- Be inspired by new and creative ideas, stories from entrepreneurs.
- Build startup business plans and/or individual investor pitches by the end of the course.
- Witness different approaches to entrepreneurial culture, continual innovation and a growth mindset.

## PROGRAM COMPONENTS

### 5-DAY PROGRAM COMPONENTS

The program will be five business days. The program price includes:

- Approximately 16-18 hours of lecture and workshop sessions. All courses are taught in English and English proficiency is expected of all participants.
- Up to 10 hours of training, coaching, and feedback on Silicon Valley investor pitches and business plan presentations.
- Three company visits (companies will be determined based on availability of speakers), which may include at least one medium to large tech company (for example: IDEO, Intel, Square), one startup, an investor pitch event, a tour of a local innovation hub, an incubator or accelerator, and others.
- One or two evening networking events, likely off campus in San Francisco.
- One or two optional walking tours of the SoMa neighborhood in San Francisco or Palo Alto, including visits to local tech companies.
- Classroom and instructional technology at USF's 101 Howard Street campus in downtown San Francisco on most days, with one or two days at USF's downtown San Jose campus in Silicon Valley; and joint workshops with other USF students when possible.
- Five lunches (on campus, off campus, and on the shuttle bus as applicable).
- Coffee and tea at breaks on lecture days.
- Transportation for company visits.
- Program materials and slide decks online in advance and in hard copy at start of program.
- Program completion certificates for each participant, including certificate ceremony and reception.



## SAMPLE 5 DAY PROGRAM SCHEDULE

**The schedule below is a sample. Your program will be tailored to you and your preferences, and subject to faculty and company visit host availability. We will have a launch meeting with you to discuss your course preferences.**

	Monday	Tuesday	Wednesday	Thursday	Friday
7:30am				Travel to USFCA San Jose Campus	Group Work Time on Business Plan Pitches
8am					
8:30am	Welcome and Introduction to USF			The Rise and Fall of Silicon Valley Tech Giants: An Insider Perspective - Product Director at Facebook	
9am		Failure: The Secret Sauce of Silicon Valley - Co-Founder of the North Face			Crossing the Chasm and Beyond: Creating Go-To-Market Successes at Every Stage of Your Company - Managing Director, Strategy at Deloitte
9:30am					
10am	An Introduction to Silicon Valley Entrepreneurship, Innovation, and Venture Capital, and a Guide to Developing New Capabilities - Director of USF Entrepreneurship Department		ExperiencePoint Design Thinker Simulation		
10:30am		Managing Hyper-Growth Teams and Products in Silicon Valley - VP Product at tech security startup; formerly with Uber		Top Technology Trends in Silicon Valley - Chief Information Officer	
11am					Travel
11:30am	Lunch				Lunch
12pm					
12:30pm	Workshop: Elevator Pitch and Business Plan Concept and Development - Tech entrepreneur & venture capitalist	Lunch	Lunch	Travel	Travel
1pm				Lunch	
1:30pm					Feedback and Evaluations: Final Business Plan Pitch Presentations - investors, advisors, founders, entrepreneurs
2pm		Travel	Coaching: Business Plan Pitch Practice - Many coaches including investors, advisors, founders, VPs, directors, professors and more	Travel	
2:30pm	Guided Walk in SoMa SF	Company Visit to Incubator/Accelerator		Company Visit to Medium-Large Tech Company	
3pm					
3:30pm		Travel			Certificate Ceremony
4pm	Company Visit to Startup			Travel to SF - and optional drop-off in Palo Alto	
4:30pm		Group Work Time on Business Plan Pitches			Closing Reception
5pm					
5:30pm					
6pm					
6:30pm		Networking Event at Local Innovation Hub (evening TBD)			
7:00pm					

## SAMPLE EXECUTIVE & ENTREPRENEUR FACULTY BIOGRAPHIES

Our programs are delivered by expert faculty and adjunct faculty from the University of San Francisco and our network of business leaders, practitioners, entrepreneurs, and investors. We bring in world-class faculty, coaches, and industry experts such as: Hap Klopp, the Founder, 20 year President and CEO of The North Face; Derene Allen, a principal in corporate metrics systems and specialist in multicultural social enterprise strategy; John Stoddard, 17 year senior designer at IDEO; and numerous senior executives and CEOs of venture capital firms and startups. USF offers over 35 options of lectures and workshops to include in your Silicon Valley Immersion program.

Here are details on some of the USF faculty whom we feel could contribute to your program. The specific selection will be determined in further discussion with you.



### **KERN PENG**

*Senior Engineering Manager, Intel Corporation*  
*Adjunct Faculty, University of San Francisco*  
*Adjunct Faculty, Stanford University*  
*Adjunct Faculty, Santa Clara University*

#### **Education**

- Ph.D., Mechanical Engineering, Santa Clara University
- D.B.A., Operations Management, Golden Gate University
- M.B.A., Computer Information Systems, San Francisco State University
- B.S., Industrial & Systems Engineering, San Jose State University

#### **Biography Highlights**

- Senior Engineering Manager at Intel - 29 years of experience in Engineering & Manufacturing.
- Author of *Equipment Management in the Post-Maintenance Era: A New Alternative to Total Productive Maintenance (TPM)*.
- Published in Engineering Management Journal of IEE, Manufacturing Engineer of IEE, Journal of Advanced Materials, SEMATECH Manufacturing Management Symposium & Tsinghua Business Review.

**JONATHAN REICHENTAL**

*Founder and CEO, Human Future  
Chief Innovation Officer, Highrise  
Senior Advisor, Silicon Valley Innovation Center  
Former Chief Information Officer, City of Palo Alto  
Adjunct Faculty, University of San Francisco*

**Education**

- Ph.D. Information Systems, Nova Southeastern University
- M.S. Management Information System, Nova Southeastern University
- B.S. Computer Information systems, University of Tampa
- B.S. Industrial Engineering, Dublin Institute of Technology

**Biography Highlights**

- Winner of 'Best CIO in Silicon Valley' award & national IT leadership prize.
- In 2013 recognized as one of the '25 Doers, Dreamers & Drivers in Government' in America.
- Former CIO of O'Reilly Media — led successful technology effort to new global ecommerce platform, enhanced Oracle financial system, completed & maintained PCI-compliance, implemented IT governance process & strategic upgrades to network infrastructure

**DERENE ALLEN**

*Executive Director, Ignite Institute  
Adjunct Faculty, University of San Francisco*

**Education**

- M.B.A., International Management, Thunderbird School of Global Management
- B.A., International Relations & Spanish, Brigham Young University

**Biography Highlights**

- Specializes in creating new corporate 'metric'ing' systems for multicultural initiatives including quantifying efficiency & ROI of client investment in Hispanic market.
- Financial & Internet Services experience. Past clients: Nestle, P&G, Dannon, Target, Walmart, Cigna, Kodak.
- Board Member of the Social Enterprise Alliance, San Francisco/Bay Area Chapter.

**HAP KLOPP**

*Member of the Board at Cocona / 37.5™ Technology  
Executive Chairman, Obscura Digital  
Adjunct Faculty, University of San Francisco*

**Education**

- M.B.A., Marketing and Finance, Stanford University
- B.A., Political Science and Executive Management, Stanford University

**Biography Highlights**

- Founder of The North Face. Served as President and CEO for 20 years.
- Executive Chairman of Obscura Digital, a data visualization company, and Cocona Inc., a nano-scale particles company that creates fabrics for the sport apparel and textile industry.
- Author of highly acclaimed book *Conquering: The North Face, an Adventure in Leadership*.

**DAVE EPSTEIN**

*Advisor, Epstein Advisors  
Adjunct Faculty, University of San Francisco*

**Education**

- M.B.A., High Honors, Finance Concentration, Boston University
- MSEE, University of Wisconsin
- BSEE, University of Wisconsin

**Biography Highlights**

- Specializes in matching markets, teams, strategies, innovation, engineering, and funding resources.
- Previously a general partner at Crosslink Capital, a \$1.2 billion private & public equity firm.
- Interim CEO at AdaptiveRF.
- Former President & CEO of XStream Logic.
- Founding CEO of Raycer Graphics.
- Former Vice President of Engineering at NexGen.
- Former Vice President of Engineering at Kendal Square Research.



**KELLYN BLOSSOM**

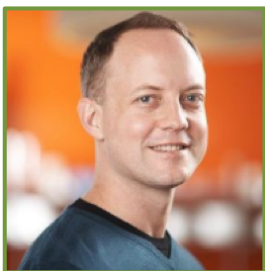
*Head of Public Policy, Thumbtack  
Formerly at Uber and Obama Administration Official  
Adjunct Faculty, University of San Francisco*

**Education**

- M.P.A., Masters in Public Administration, Harvard Kennedy School
- B.A., Political Science, Brown University

**Biography Highlights**

- Specializes in technology policy and American politics and campaigns.
- Previously worked on public policy for Uber, forging partnerships with cities to provide increased mobility options and economy opportunities.
- Formerly served as the White House Associate Director of Intergovernmental Affairs under President Barack Obama, where she was the liaison between the federal government and local elected officials.

**STEVEN YARGER**

*Vice President – Membership Services, Life360  
Adjunct Faculty, University of San Francisco*

**Education**

- M.B.A., University of Michigan - Ross School of Business
- M.P.P., University of Michigan - Gerald R. Ford School of Public Policy
- B.A., Computer Science, Duke University

**Biography Highlights**

- Specializes in managing high-growth technology firms from formation-stage through IPO and beyond, growth marketing and organizational strategy.
- Led successful teams at a variety of high-growth firms including Uber, Trulia (IPO and then acquired by Zillow), Yahoo!, Orbitz (IPO and then acquired by Expedia), Adobe Systems and Goldman Sachs.

## LOCATION

### USF Downtown San Francisco Campus

Our Downtown San Francisco Campus is located in the historic Folgers Coffee Company Building at 101 Howard Street in San Francisco. The building, listed on the National Register of Historic Places, is within walking distance of where USF was founded in 1855 at 4<sup>th</sup> and Market Streets. The downtown location opened to School of Management graduate students in the fall of 2012, where Marc Benioff, CEO of Salesforce.com, was the keynote speaker. The vast majority of USF's graduate School of Management programs are located at our Downtown San Francisco campus. See below for a list of just a few of the many hundreds of technology companies located within walking distance of our downtown campus.



1. Eventbrite, Inc  
2. Fitbit  
3. Square

4. Kiva  
5. Lyft  
6. Uber

7. Salesforce  
8. LinkedIn  
9. Twitter

10. Airbnb  
11. Gap  
12. Wells Fargo  
13. Google



## 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*

#### LOCATION

University of San Francisco  
Downtown Campus  
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#### CONNECT WITH US

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