

An aerial photograph of a city, likely San Jose, California, showing a mix of modern high-rise buildings and older, colorful residential structures. The city is set against a backdrop of rolling hills and mountains under a clear blue sky with some light clouds. A semi-transparent dark blue banner is overlaid across the middle of the image, containing white text.

11 February – 12  
April 2019

**Road to Silicon Valley  
Prepare your startup to  
go global!!**



## What is Road to Silicon Valley?

Road to Silicon Valley is an intensive program for startups who want to learn how to do business the Silicon Valley way, get validation and start their network in Silicon Valley.

- You will validate your startup in Silicon Valley with experts, mentors and potential partners and customers.
- You will learn about the latest technology trends
- You will start your network in Silicon Valley, through networking events and meetings.

The program has a duration of 9 weeks. The program will start with an intensive Boot Camp in Barcelona that will take place during the week of February 11<sup>th</sup>. From that Boot Camp 5 startups will graduate and enter the final phase, which includes expert mentoring and two weeks in Silicon Valley

Organizer:



Co-organizer:



## How does it work?

The program has 3 phases.

### 1. Company Selection

Startups apply to participate. A group of 16 startups will be selected to participate in the Boot Camp.

### 2. Think Big Boot Camp

Startup Boot Camp in Barcelona with intensive training on the Silicon Valley Mindset & 1:1 mentoring. A group of 5 startups will graduate and participate in the last phase of the program.

### 3. Start Smart

During 6 weeks the founders will receive remote mentoring & access to customers, partners and investors in Silicon Valley.

The program focuses on founders receiving 'market validation' in Silicon Valley, and is conducted partly from Barcelona and the last two weeks take place in Silicon Valley.

Founders are assigned 1-2 mentors who assist with refinement of value proposition, business model, pitch, prospect strategy and arrangement of meetings with prospects.

Organizer:



Co-organizer:



## Timeline



Organizer:



Co-organizer:



## Example of Boot Camp Agenda

	DAY 1	DAY 2	DAY 3
9:00am	Welcome, Intros, Program Overview	Teams Present their Value Propositions with oversight from instructors	Raising Capital in Silicon Valley
9:30am	Doing Business in Silicon Valley: The Most Competitive Region in the World		
10:00am			
10:30am	Cross Cultural Communications: Understanding USA Business Culture	Getting to WOW! Teams work & share their WOW statements	Customer Development: Building the Sales Pipeline & Getting Ready to Sell
11:00am		Break	Break
11:30am	Break	Developing Your Perfect 4-minute Pitch "Silicon Valley-Style" Lecture & Workshop	Building Effective Partnerships with Global Corporations
12:00pm	Developing Your Winning Value Proposition "Silicon Valley-Style"		
12:30pm			LUNCH BREAK
1:00pm	LUNCH BREAK	LUNCH BREAK	
1:30pm			
2:00pm	One-to-One Mentor Sessions 30 minutes for each Startup, with 5 minutes buffer between each session. (Feedback on Value Proposition)	One-to-One Mentor Sessions 30 minutes for each Startup, with 5 minutes buffer between each session. (Feedback on Value Prop & WOW)	Companies Present their 4-minute Pitches Feedback from Peers & Instructors
2:30pm			
3:00pm			
3:30pm			Break
4:00pm			
4:30pm			Companies Present their 4-minute Pitches Feedback from Peers & Instructors
5:00pm			
5:30pm			Review & Wrap-up

## Example of Silicon Valley trip agenda

Silicon Valley Trip										
	MON	TUES	WED	THUR	FRI	MON	TUES	WED	THUR	FRI
Morning	Welcome Orientation	Mentoring or Customer Development	Founder Forum	Mentoring or Customer Development	Expert Meeting	Mentoring or Customer Development	Expert Meeting	Founder Forum	Mentoring or Customer Development	Mentoring or Customer Development
Afternoon	Mentoring	Mentoring or Customer Development	Mentoring or Customer Development	Mentoring or Customer Development	Mentoring or Customer Development	Mentoring or Customer Development	Mentoring or Customer Development	Mentoring or Customer Development	Mentoring or Customer Development	Mentoring or Customer Development
Evening		Meetup		Investor Pitch Event		Meetup			Meetup	Wrap Up

Organizer:



Co-organizer:



## What will you get from the program?

- Each startup will have a minimum of 4 meetings with prospects.
- Feedback from the investor panel at the investor pitch event, with an audience of 40 -60 people.
- 16 hours of 1:1 mentoring with your Silicon Valley mentor
- A minimum of 3 visits to iconic companies in Silicon Valley
- 2 Founder Forums (meeting with other founders in Silicon Valley)

Note: The program does not include any travel expenses.

Organizer:



Co-organizer:

