



# Day 1

Tuesday, June 15th

# Day 2

Wednesday, June 16th



# Overview of Modules

## 1. GETTING FROM HERE TO THERE: A PROVEN MODEL FOR GLOBALIZING HIGH-TECH STARTUPS

**OBJECTIVE:** Gain an understanding of risks and rewards of expanding into global markets. Learn the key steps of the process. Envision your company in this framework and consider your future roadmap toward globalization.

### **TOPICS:**

- ✓ The advantages of a Silicon Valley Presence?
- ✓ The Israeli startup experience and what you can learn from it
- ✓ Best practices for globalizing through Silicon Valley?
- ✓ Key steps in the globalization process and when should you start?
- ✓ The globalization model and YOU – is there a future for founders?

### **WORKSHOP EXERCISE**

# Overview of Modules

## 2. VALIDATING YOUR BUSINESS MODEL IN GLOBAL MARKETS

**OBJECTIVE:** Just because your business plan/business model works at home doesn't mean it works in global markets. There can be significant differences ranging from customer need to channels to market to competitive landscape. This session focuses on proven methods for articulating and testing the fundamental assumptions around your business before you commit major resources in the form of people and capital.

### **TOPICS:**

- ✓ Risk Reduction and Capital Burn
- ✓ The key assumptions around your business
- ✓ The 10 Questions you **MUST** ask
- ✓ How to understand a market that is 9 time zones away
- ✓ Setting up a Silicon Valley Beachhead

### **WORKSHOP EXERCISE**

# Overview of Modules

## 3. BUILDING A SALES ROADMAP FOR GLOBAL BUSINESS

**OBJECTIVE:** Learn a step-by-step, low-risk, low-burn approach to bootstrapping sales in new global markets. How to win your first accounts and prove your business model with a lean sales learning team.

**TOPICS:**

- ✓ Sales learning vs. sales execution
- ✓ What is a sales roadmap and why do you need one
- ✓ How to get meetings
- ✓ How to get early customers to buy
- ✓ The sales dashboard

**WORKSHOP EXERCISE**

# Overview of Modules

## 4. RAISING MONEY THE SILICON VALLEY WAY

**OBJECTIVE:** Gain an understanding of the venture model and how to make it work for you. Best practices for raising money in Silicon Valley. How to raise money from professional investors in your local market.

### TOPICS:

- ✓ The Mindset of Venture Investors
- ✓ Differences Between Silicon Valley, East Coast US, Europe
- ✓ Are you venture fundable?
- ✓ Who to Target and How You Find Them
- ✓ How to Pitch
- ✓ Introductions – why you need them, how to get them
- ✓ The Funding Process
- ✓ Venture Update – what is going on right now

### WORKSHOP EXERCISE

# Overview of Modules

## 5. PITCHING YOUR COMPANY TO CUSTOMERS, PARTNERS AND INVESTORS

**OBJECTIVE:** Understand the anatomy of an effective investor pitch. Understand the differences between pitching to customers, partners and investors.

**TOPICS:**

- ✓ Articulating your value proposition – the core of your pitch
- ✓ Differences between business plan and investor pitch
- ✓ Key elements and format of an investor pitch
- ✓ In depth review of a funded investor pitch
- ✓ Differences between pitching to customers, partners and investors
- ✓ Tips for managing a pitch meeting

**WORKSHOP EXERCISE**

## 6. PLANNING AND EXECUTION – CREATING A 12-QUARTER PLAN

**OBJECTIVE:** Failing to plan is planning to fail. To inspire investors and team members you need a big vision and a practical, measurable plan to get there. Understand the process and tools for creating a 3 year plan for your company and for measuring team and individual progress along the way. Silicon Valley best practices for planning and execution.

### TOPICS:

- ✓ Life shortening myths about startups and planning
- ✓ Why you need a 12-quarter plan
- ✓ A simple process to get there
- ✓ What to do when Plan A fails
- ✓ Some famous examples of Plan B

### WORKSHOP EXERCISE