



## STARTUP SUMMER SCHOOL

### WHO CAN PARTICIPATE?

Students, PhD Students, Wanna-be-Entrepreneurs

### SESSIONS

Three sessions are scheduled in 2011\*:

1. July 5<sup>th</sup> – 23<sup>rd</sup>
2. August 1<sup>st</sup> – 20<sup>th</sup>
3. September 5<sup>th</sup> – 24<sup>th</sup>

### WHERE?

Pier 38, San Francisco

### HOW TO APPLY?

Send an email to:  
summerschool@mindthebridge.org

### HOW MUCH SHOULD I PAY?

900\$ under 30 years old  
1'500\$ over 30 years old

\* Each session to be confirmed if a minimum number of participants is reached

\* Dates may be slightly modified



## ABOUT MIND THE BRIDGE AND THE GYM PROGRAM

The Mind the Bridge Foundation is a non-profit organization that has the ultimate goal to foster a sustainable Italian entrepreneurial ecosystem, providing Italian entrepreneurs with direct exposure to potential venture capital investors from the most experienced entrepreneurial ecosystem in the world — Silicon Valley.

Among its activities, Mind the Bridge quarterly runs the Gym, a Silicon Valley-based mentoring and coaching program dedicated to Italian startups located at Pier 38 in San Francisco.

The rationale behind the Gym program is to provide an intense education and mentoring program that will allow startups not to waste energy, but rather, to focus on what really matters: to develop the right product and quickly get market traction.

Beyond the cross-fertilization learning among the Italian startups coming to the Gym and the others incubated at Pier38, the Gym offers a solid bulk of training modules to analyze organically all the aspects an Italian startup should take into account to scale its business.

Each startup participating to the Gym Program is followed by a dedicated mentor, a high profile professional with relevant experience in the industry the startup is focused on.

**Mind the Bridge**

Pier 38  
San Francisco, CA 94107

## MIND THE BRIDGE STARTUP SUMMER SCHOOL

Ready to start-up?



# THE PROGRAM: LESSONS AND HANDS ON

**HANDS ON - PRACTICAL LEARNING**  
(20 hours visits + 20 hours team projects)

**VISITS TO SILICON VALLEY COMPANIES**

Google's headquarter – Mountain View

Funambol's headquarter -Redwood City

**VISITS TO SILICON VALLEY INCUBATORS**

Plug&Play incubator – Sunnyvale

M31 incubator – Santa Clara

**VISITS TO UNIVERSITIES**

University of California, Berkley

Stanford University



Mind the Bridge Gym's startups at Googleplex



Students may apply submitting their own business idea. Students not wanting to present a business idea will work on the business idea of one of Mind the Bridge startups at the Gym.

## **THEORETIC LEARNING – LESSONS (20 hours)**

*The school offers the following modules under the scientific coordination of Professor Alberto Onetti, Insubria University and MtB Chairman. Additional modules may be provided on demand.*

**Introduction to the Silicon Valley ecosystem:** This module will give an understanding of the different actors and their role in the Silicon Valley entrepreneurial ecosystem.

Speaker: Marco Marinucci, Founder Mind the Bridge, Content Partnerships Manager at Google.

**Corporate Operations and Legal Aspects in Silicon Valley:** This module will give an overview on the corporate structure models, technology transfer models, the importance of Exit in SV, Cap Tables, Term Sheets and Valuation and Intellectual Property.

Speaker: Matteo Daste, Buchalter Nemer Law Firm, founding member of BAIA, Board Member Mind the Bridge.

**Corporate Finance:** This module will give some basics knowledge on how to report sales, and project revenues to investors and on how to understand the market value of a startup.

Speaker: Alberto Onetti, Chairman Mind the Bridge, Professor at Insubria University, serial entrepreneur.

Practical learning: Business case - work with your team to define the market value of a startup.

**Business development:** How to develop an effective business model in the US? How to deal with partners, users and customers?

Speaker: Matteo Fabiano, Business consultant, BAIA.

Practical learning: Identify your own business model.

**Fund raising with investors:** This module will provide key information on how to understand when and why a startup needs to raise money and which are the preferred investors for each stage of its life cycle. Moreover it will give practical information on how to deal with business angels and venture capitalists.

Speaker: Jack Fuchs, CFO ForteBio, lecturer of International Entrepreneurship at the University of Berkley.

**Communication skills:** This module will provide effective suggestions on how to improve public speaking skills.

Speaker: Elisabetta Ghisini, Verba International Communications

Practical learning: Practise your presentation; each student will have to present his/her business idea receiving feedbacks.

**Visa issues:** This module will provide an overview of the options, timing and processes to get a Visa.

Speaker: Jim Mayok. Expert Visa Immigration, E&M Mayock and Associates.

**Human resources:** People are a key asset in a startup. This module will give some insights on how to build a great team.

Speaker: Vittorio Viarengo, Vice President Product Management VMware.