



STARTUP SUMMER SCHOOL

WHO CAN PARTICIPATE?

Students, PhD Students, Wanna-be-Entrepreneurs

SESSIONS

After three successful sessions in July, August and September the last session in 2011 is scheduled for **October 10th - 28th**. New sessions are planned in 2012 (please contact us if interested in 2012 sessions).

WHERE?

Pier 38, San Francisco

HOW TO APPLY?

Send an email to:
summerschool@mindthebridge.org

FEES?

USD 900 under 30 years old
USD 1,500 over 30 years old

* Fees do not include trip and accommodation
* Dates may be subject to change

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.

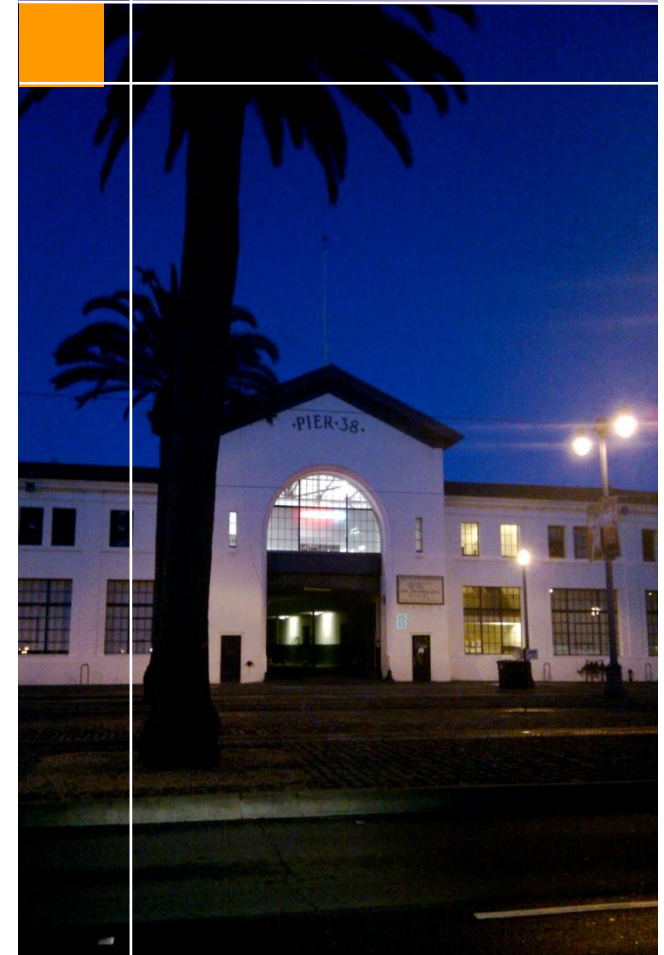
Each startup participating to the Gym Program is followed by a dedicated mentor, a high profile professional with relevant experience in the industry the startup is focused on.

Mind the Bridge

Pier 38
San Francisco, CA 94107

MIND THE BRIDGE STARTUP SUMMER SCHOOL

Be a Silicon Valley Startup
for 3 weeks



THE PROGRAM: LESSONS AND HANDS ON

HANDS ON - PRACTICAL LEARNING
20 hours visits + 50 hours business
planning

VISITS TO SILICON VALLEY
COMPANIES include:

Google's headquarter – Mountain View

Apple's headquarter - Cupertino

VISITS TO SILICON VALLEY
INCUBATORS

Plug&Play incubator – Sunnyvale

500 Startups – Mountain View

VISITS TO UNIVERSITIES:

University of California, Berkeley

Stanford University

Singularity 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 plan of one of Mind the Bridge startups incubated 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. Examples of some of modules provided include:

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, Mind the Bridge Founder, Head of Strategic Partnerships 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 provide some basic 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 the reasons why a startup needs to raise money and on the preferred investors for each stage of its life cycle. It will give practical information on how to deal with BAs and VCs.

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

Writing your value proposition: This module will provide effective suggestions on how to write and communicate a clear and effective value proposition.

Speaker: Charles Versaggi, President Versaggi Biocommunications.

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 Mayock. Expert Visa Immigration, E&M Mayock and Associates.

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

Speaker: Vittorio Viarengo, Vice President Product Management VMware.