



Startup School

WHO CAN PARTICIPATE?

Students, Graduate Students, Engineers, Scientists, Wannabe Entrepreneurs

2012 SESSIONS

May 7th – May 25th

June 4th – June 22nd

July 9th – July 27th

August 6th – August 24th

September 2nd – September 21st

WHERE

One Market Plaza, Steuart Tower, 5th Flr
San Francisco, CA 94105

HOW TO APPLY

Students must be proficient in English. Email a Statement of Purpose and your Business Idea (latter is optional), and attach a CV: startupschool@mindthebridge.org

FEE*

USD \$1,800

For students under 30 years old Mind the Bridge Foundation may support up to 40% of the tuition cost (limited availability).

ACCOMMODATION

Mind the Bridge offers the limited availability of shared corporate apartments starting at \$1,800 per month per person.

MORE INFO @ www.school.mindthebridge.org

* Fees do not include travel and accommodation



ABOUT MIND THE BRIDGE

Mind the Bridge Foundation is a non-profit organization dedicated to fostering a sustainable Italian entrepreneurial ecosystem, providing Italian entrepreneurs with direct exposure to investors and strategic partners from the world's most experienced entrepreneurial ecosystem – Silicon Valley. Located at One Market Plaza in San Francisco, the Foundation runs the Gym, a hands-on education and mentoring program that allows Italian startups to focus on what really matters: develop the right customer, and quickly get market traction.

The Gym Program

The Gym features the Mind the Bridge Startup School and the Gym Incubator. A dedicated mentor, a high-profile professional with relevant experience in the startup's industry, follows each startup participating in the Gym Incubator. The relationship between mentors and startups is facilitated through one-on-one weekly meetings.

Beyond the cross learning that occurs among Italian startups in the Gym Incubator, the Mind the Bridge Startup School offers a solid program of training modules to support product and market development, especially in the United States.

Mind the Bridge Foundation

One Market Plaza – Steuart Tower, 5th Floor
San Francisco, CA 94105

MIND THE BRIDGE STARTUP SCHOOL

Be a Silicon Valley Startup
for 3 weeks



THE PROGRAM

Hands-on, Experiential Learning

Entrepreneurship education is the key focus of Mind the Bridge Startup School. Now entering its second year, the three-week program offers selected participants both theoretical and experiential learning of what it's like to be a Silicon Valley startup.

Workshop modules are tailored to address the entrepreneurial needs of students and professionals to transform their ideas into a new venture worthy of financial support.

Assigned to startup teams, participants will learn core coursework and entrepreneurial skills, attend networking events, as well as visit Silicon Valley icons such as Google, Stanford University, UC Berkeley, and the Plug and Play Tech Center.



Team Assignments

At the beginning of the workshop, faculty will organize the startup teams to work on four assigned business development projects. During the three weeks each team member will work on every element of the assigned business plan. The program modules and mentoring will support each team's project development.

Objectives

On the final day, students will be required to effectively communicate their value proposition orally and in writing via a short value statement, a one-page executive summary, and a 5-min slide presentation to an audience of peers, mentors and possible investors.

PROGRAM CORE MODULES

A total of 40 hrs of structured time includes workshops, mentoring and weekly presentation critique. Additionally, participants attend networking events and are responsible for unstructured networking time to develop their business idea and explore contacts for funding and partnerships. The following are a sample of the core modules provided under the guidance of Charles Versaggi, Ph.D., Startup School Director.

Introduction to the Silicon Valley Ecosystem. Introduces the different actors and their role in the Silicon Valley entrepreneurial ecosystem.

Investment Outlook and Success Drivers. Reviews the key investment trends and emerging business opportunities, and how Silicon Valley is unique for innovation development.

Value Proposition. Integrates the thinking processes involved in articulating a compelling business opportunity. Learn how to write your value proposition as a short, declarative statement and a one-page executive summary.

Presentation Skills. The Elevator Pitch, The Grabber, and the Developing the Successful Business Presentation are covered in this hands-on module.

Business Development. How to identify and develop your business model in the U.S. How to deal with partners, users and customers.

Marketing & PR. Basic principles of marketing and PR are reviewed.

Corporate Financial Reporting. How to present financial reports to investors.

Corporate Operations and Legal Aspects. Reviews the successful corporate structure models Italian entrepreneurs can have in the U.S., exit strategies, cap tables, term sheets, valuation and intellectual property.

Intellectual Property Rights. U.S. patents, trademarks, trade secrets, and copyrights are reviewed.

Visa Options. Provides an overview of the options, timing and processes to get a Visa.

The Exit Strategy. Planning for the exit from Day One, the VC Way, Sell Products and Not Services, and Why Entrepreneurs Are Cool Guys are among the topics presented.

