

Thriving in The Storm Boot Camp

December 7-15, 2020

Principal Instructors:



Alfredo Coppola

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Guest Instructors:



Ken Singer

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Director at the
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Jessie Mooberry

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Program Curriculum

| | | Week One | | | | | |
|---------|--------|--|---|--|---|---|--|
| (PST) | (EET) | Monday | Tuesday | Wednesday | Thursday | Friday | |
| 7.30am | 5.30pm | Introductions, Program Orientation & Program Objectives (Chris B. & Alfredo C.) | Developing a Global Growth Mindset (Chris Burry) | Founder Roundtable (Jessie Mooberry) | The Impact of Culture on Business (Chris Burry) | Building Effective Partnerships with Global Corporations (Chris Burry) | |
| 08.00am | 6.00pm | | | | | | |
| 08.30am | 6.30pm | Seeing the Shifts in the Market (Ken Singer) | Teams Present their Draft Value Propositions for Feedback (Chris B. & Alfredo C.) | Teams Present their Draft Customer Personas with Support from Instructors (Chris B. & Alfredo C.) | Raising Capital from Global Investors (Bill Reichert) | Sales & Marketing Essentials (Joe Diliberto & Alfredo Coppola) | |
| 09.00am | 7.00pm | | | | | | |
| 09.30am | 7.30pm | Break (20-minutes) | Break (20-minutes) | Break (20-minutes) | Break (20-minutes) | Break (20-minutes) | |
| 10.00am | 8.00pm | Top 10 Challenges of Going Global in a COVID / Post- COVID World (Chris B. & Alfredo C.) | Developing Customer Insight Though Personas (Chris Burry) | Developing Your Exporting Strategy Using Lean Canvas (Chris Burry) | Teams Work on their Draft Exporting Strategy with Support from Instructors (Chris B. & Alfredo C.) | Creating the Global Network (Alfredo Coppola) | |
| 10.30am | 8.30pm | | | | | Program Review and Wrap-Up | |
| | | | | | | | |
| | | Week Two | | | | | |
| (PDT) | (EET) | Monday | Tuesday | Wednesday | | | |
| 5.00pm | 5.30pm | One-to-One Guided Assesment Sessions with first 4 companies (45 minutes for each company with Feedback from Principle Instructor and Industry Expert) | One-to-One Guided Assesment Sessions with next 4 companies (45 minutes for each company with Feedback from Principle Instructor and Industry Expert) | One-to-One Guided Assesment Sessions with final 4 companies (45 minutes for each company with Feedback from Principle Instructor and Industry Expert) | | | |
| 5.30pm | 6.00pm | | | | | | |
| 6.00pm | 6.30pm | | | | | | |
| 6.30pm | 7.00pm | | | | | | |
| 7.00pm | 7.30pm | | | | | | |
| 7.30pm | 8.00pm | | | | | | |
| 8.00pm | 8.30pm | | | | | | |

Program Overview:

This program is the first of a three-phased program, which helps established international tech companies with global market expansion through Silicon Valley.

The objectives of this Phase 1 program are to help tech companies to:

- Learn new strategies for reinvention during these unique economical conditions
- Enable successful export of their products/services on a global scale, with an emphasis on Silicon Valley.

Program Benefits:

- Understand the shifts in your target market area
- Re-examine how you create value for the customer
- Develop a growth strategy that is based on the new market realities

Phase Two is an 8-week program that includes:

- One-to-One sessions with a dedicated Silicon Valley-based industry expert/mentor per company, which helps with identifying new business opportunities
- Arrangement of meetings with potential Customers, Partners & Investors
- Participation in at least two investor pitch events