

PROGRAMS

FOR INDIVIDUALS AND SMALL TEAMS

RED
BLUE
GREEN
FLAGSHIP

TECHNOLOGY VENTURE LAUNCH

MENLO PARK, CALIFORNIA

#THINK_BIG



SILICON VALLEY
ENTREPRENEURSHIP INSTITUTE

TVLP, based in Silicon Valley, California (USA), is the Institute of Technology Entrepreneurship. Since 2014, it has trained budding and existing entrepreneurs, corporate executives, scientists, innovators, and technology leaders from more than 42 countries, both individuals and large teams. Some of the world's leading and most successful companies have improved the skills of their leadership team by attending a TVLP Institute program.

Through comprehensive learning and networking activities, and with the contribution of iconic Valley companies and investors, the Institute prepares its participants for an immersive experience in the renowned Silicon Valley culture of innovation. This unique mindset has made San Francisco Bay the world's most successful startup ecosystem.

The Institute offers different programs covering all aspects of entrepreneurship and innovation creation. It employs a creative learning methodology encompassing a balanced mix of informative lectures, practical activities, group and individual sessions, and networking opportunities with investors, entrepreneurs, and Silicon Valley talents.

TVLP faculty includes the very best: venture capitalists, successful entrepreneurs, business school professors, and executives of iconic Silicon Valley companies.

Guest speakers from leading tech companies, startups, and venture funds augment the learning activities via direct interaction with senior management.

Most training programs bring the opportunity to attend social networking events and interact with fellow TVLP participants around the globe, making for an enjoyable and productive experience.

Programs are delivered in English, with a live translation available in some private programs. They are conducted in Menlo Park, CA, and other iconic locations in the heart of Silicon Valley.



ph credit: Christian Rondeau

JOIN US, THINK BIG

Our programs for individuals and small teams are enlightening journeys through various aspects of new venture creation.

There are several training modules to create flexible and modern executive learning and gain the Certificate in Technology Entrepreneurship.

TVLP programs are also experiential travels with learning, applying, and social parts and opportunities to accelerate a new venture project.

Many of our participants want to learn from investors and successful leaders, and the re-skilling chances to build a new career in the high-tech industry attract others.

Participants will clearly understand what it takes to succeed as an entrepreneur or an innovation leader, master the tools, and acquire new skills, knowledge, and contacts.

Attendees join from around the world.

The diversity creates a stimulating environment to interact with global peers and expand one's horizons. Throughout the program, participants will understand other cultures and build solid, lifelong connections which could lead to business partnerships.

The TVLP alumni network is a beneficial resource too.



Bruce Pittman, Senior Vice President of the National Space Society, talking to TVLP participants about aerospace innovations at NASA.

HOLISTIC APPROACH

We adopt a unique, holistic approach to learning.

Programs are a balanced mix of three parts and have a dynamic structure. Some days, participants attend lectures or mentoring sessions, while others do site visits, meetings, or special events.

CLASSES

Instructor-led courses provide entrepreneurship knowledge with the unique Silicon Valley approach and reinforce transferable skills, positively impacting the participants personally and professionally. Our faculty fine-tune every session with examples relevant to the participants and insights into emerging technologies. Emulating the American business school model, we provide case studies and articles before the start of the course and use them to form the basis of an in-depth classroom discussion.

MENTORING LABS

They are hands-on sessions to corroborate the classes, helping participants to apply the knowledge acquired and exchange ideas. There are elective Labs specifically for entrepreneurs, innovators/scientists, and leaders. Small teams of participants (e.g., from the same company) can attend private lab sessions. Optional extra one-to-one mentoring is available.

SOCIAL-BUSINESS ACTIVITIES

Social networking events, site visits, meetings, guest talks, etc. A limitless list of experiential activities to connect and learn from local experts. Participants will hear from successful investors, entrepreneurs, industry leaders, startups, and iconic companies, making it the most exciting part of the program. Virtual programs replace this part with group-work sessions to network with the other participants.



IN-PERSON OR VIRTUAL

In-person in the Silicon Valley is impressive. There are several good reasons for choosing a virtual format. Learn about the typical schedule of our programs.

In-Person programs have an intensive schedule. A typical week is a Monday-to-Friday immersion, with some days primarily spent in the classroom and others used to do site visits and meetings. Alternating on-campus and off-campus parts ensure participants are always fresh and energized. There is a 'classes only' version that is less intensive. During some parts of the year, rather than on campus, the sessions are distributed over several locations in the Bay Area to familiarize with areas such as Berkeley, San Francisco, or Mountain View and be close to some iconic meeting places of founders and investors.

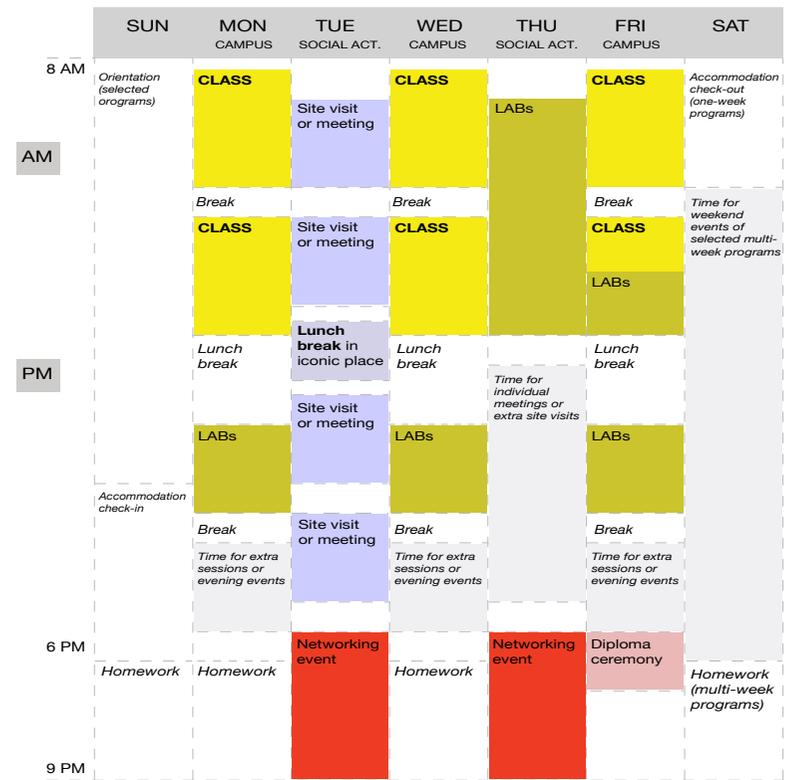
Virtual program sessions are live (not recorded) online every Saturday for 10 weeks, improving your skills without compromising your work and family responsibilities. Classes, mentoring labs, and supporting activities are broken into weekly bite-sized modules with incremental deadlines. Group work replaces social events as a way for participants to network and exchange ideas.

In-Person programs with less than 10 participants merge classes with mentoring, with more time to ask questions and discuss participants' needs (like personal coaching). Training goals, topics, and faculty are unchanged. The structure differs and is a series of sessions, 2-3 hours every second day (say, Mon, Wed, and Fri), corroborated by a shorter but more personalized list of social business activities with private meetings and suggested networking events. To learn more, talk to a TVLP program specialist applying.

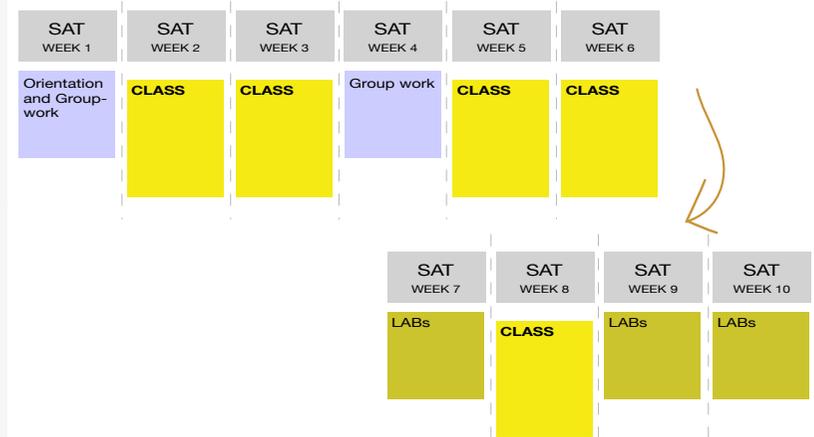
IN-PERSON
typical week
schedule
(full-time)

one week in-person and ten weeks virtual have the same learning goals

VIRTUAL
typical 10-week
schedule
(part-time)



Copyright © 2014-2024 TVLP Institute - All Right Reserved



	IN-PERSON one week	VIRTUAL 10 weeks
Classes	11 hr	10 hr
Mentoring Labs	5-9* hr	5-9* hr
Social events	4-8* hr	4 hr (group work)
Site visits & Meetings	9-15* hr	

*Based on the number of participants.

BUILD YOUR LEARNING

In-Person full-time or **Virtual** part-time, choose between an entire program and single modules. All courses have elective **Mentoring Labs** to create a fully custom learning experience.

FLAGSHIP Technology Entrepreneurship Program is the TVLP acclaimed certificate program composed of 3 modules, one module per week: **Red** module/first week; **Blue** module/second week; **Green** module/third week.

Participants can attend all Flagship modules together (**Red, Blue, and Green**) or select individual modules to build a custom learning experience. Each module is designed as a stand-alone course.

Start with Red, then Blue, and Green. You can also attend Blue first. Sort the modules as they work best for you.

You can combine Virtual (live online) part-time and In-Person full-time courses (e.g., Red Virtual + Blue In-Person), attend one module per year (e.g., Red) to complete the training in 3 years, or two modules (e.g., Red+Blue).

The **Certificate in Technology Entrepreneurship** is assigned by completing the FLAGSHIP Technology Entrepreneurship Program or attending all modules.

TECHNOLOGY ENTREPRENEURSHIP PROG. FLAGSHIP

pag. 7

Details about single modules:

BUILDING VENTURES WITH AI AND OTHER TECHNOLOGY RED

pag. 8

FINANCING AND RAISING CAPITAL BLUE

pag. 9

LEADING HIGH GROWTH VENTURES GREEN

pag. 10

ALL MODULES TOGETHER



FLAGSHIP

TWO MODULES PER YEAR



ONE MODULE PER YEAR



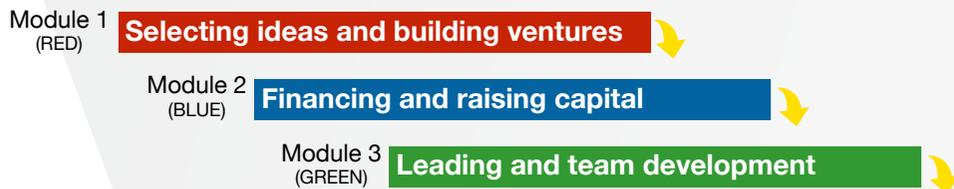
SELECTED MODULES



Flagship comprehensive guidance throughout the entire new venture creation journey. This acclaimed three-week program prepares CEOs, entrepreneurs, and scientists to emulate the best practices that have made Silicon Valley the icon of innovation and understand what it takes to create, grow, and lead a new venture or innovation project.

Course work approach

The Flagship program comprises 3 modules: Red (week 1), Blue (week 2), and Green (week 3). During the first week, participants will get an overview of Silicon Valley culture and learn the fundamentals of turning an idea into a new venture, considering the impact of artificial intelligence and other emerging technologies on innovation. The second week focuses on the financing phase, emphasizing the fundamentals of building a financial model and attracting investors. The third week is devoted to organizing the team and leading the company's growth.



Certificate in Technology Entrepreneurship

See each module - Red, Blue, and Green - for details about transferable skills and a complete list of classes.

Structured to maximize learning

Networking events are typically held in the evenings in a relaxed atmosphere, providing an opportunity to freely engage with Silicon Valley professionals. Site visits expose participants to successful investors, entrepreneurs, and corporate executives.



ph credit: Roman Boed

From the program's second week, participants will have the chance to follow up with connections made during the program. At the end of a very intense course, participants will be awarded the **Certificate in Technology Entrepreneurship**.

Duration

In-Person, 3 weeks, full-time.

OR

Combine single modules, in-person or virtual.

Considering the impact of artificial intelligence and other emerging technologies on innovation, you will advance your abilities to select new ideas and turn them into new products or services.

You will also hear about technology to better and quickly meet customer needs, business models, agile and lean product development, and market fit. Attendees with any background are welcome; some knowledge of technology can help, but it is not a prerequisite to join.

Transferable skills

Problem solving, analytical thinking, adaptability, attention to detail, creativity, flexibility, innovation.

Classes

- Technology implications in finding a new business opportunity.
- Defining an uncovered need through design thinking.
- Emerging technologies and business model innovations.
- Prototyping: agile and lean startup methodology.
- Validation and early traction generation.

Mentoring LABs*

- Create an investor pitch deck (part 1).
- Silicon Valley business culture.
- From science to venture.
- The impact of digital transformation and intrapreneurship for leaders.

Small team participants (e.g., from the same company) can attend custom private lab sessions.

Format

Module #1 of FLAGSHIP Technology Entrepreneurship Program.

OR

Stand-alone **course**.

Duration

In-Person, 1 week, full-time.

OR

Virtual, 10 weeks, part-time.



*Labs are activated based on the cohort size and participants' professional profiles (entrepreneur, innovator/scientist, manager/executive). To learn more, talk to a TVLP program specialist applying.

Venture capitalists and seasoned entrepreneurs will teach the Silicon Valley way of growing a new venture.

You will learn to estimate financial needs, select between capital sources, the investor mindset and investment trends, how to present an innovation project, negotiation, and other critical success factors. Venture capital is the primary model; however, participants can apply much of the learning to bootstrapping small businesses or expanding private companies.

Transferable skills

Relationship building, goal setting, communication, negotiation, conflict resolution, finance management.

Classes

- Silicon Valley innovation model and technology trends.
- Storytelling.
- Financials for new ventures.
- Capital sources and select and manage investors/advisors.
- Negotiation and other critical success factors.

Mentoring LABs*

- Create an investor pitch deck (part 2).
- Networking in Silicon Valley with investors.
- Legals for startup entrepreneurs.
- Speaker Coaching.

Small team participants (e.g., from the same company) can attend custom private lab sessions.

Format

Module #2 of FLAGSHIP Technology Entrepreneurship Program.

OR

Stand-alone course.

Duration

In-Person, 1 week, full-time.

OR

Virtual, 10 weeks, part-time.



*Labs are activated based on the cohort size and participants' professional profiles (entrepreneur, innovator/scientist, manager/executive). To learn more, talk to a TVLP program specialist applying.

Empower and drive your team, learning from the real-life experiences of Silicon Valley executives who have turned startups into unicorns and guided iconic companies.

Senior leaders will teach venture organization, building a great company culture, turning mistakes into lessons learned, operations planning, decision-making, cultural intelligence, diversity, and ethical awareness

Transferable skills

Leadership, teamwork, project management, active listening, dependability, decision-making.

Classes

- Venture organization.
- Building a great company culture.
- Operations planning.
- Decision making.
- Cultural intelligence, diversity and ethical awareness.

Mentoring LABs*

- Build personal power and influence others.
- Agile & lean methodologies for project management.
- Attract and identify talents.

Small team participants (e.g., from the same company) can attend custom private lab sessions.

Format

Module #3 of FLAGSHIP Technology Entrepreneurship Program.

OR

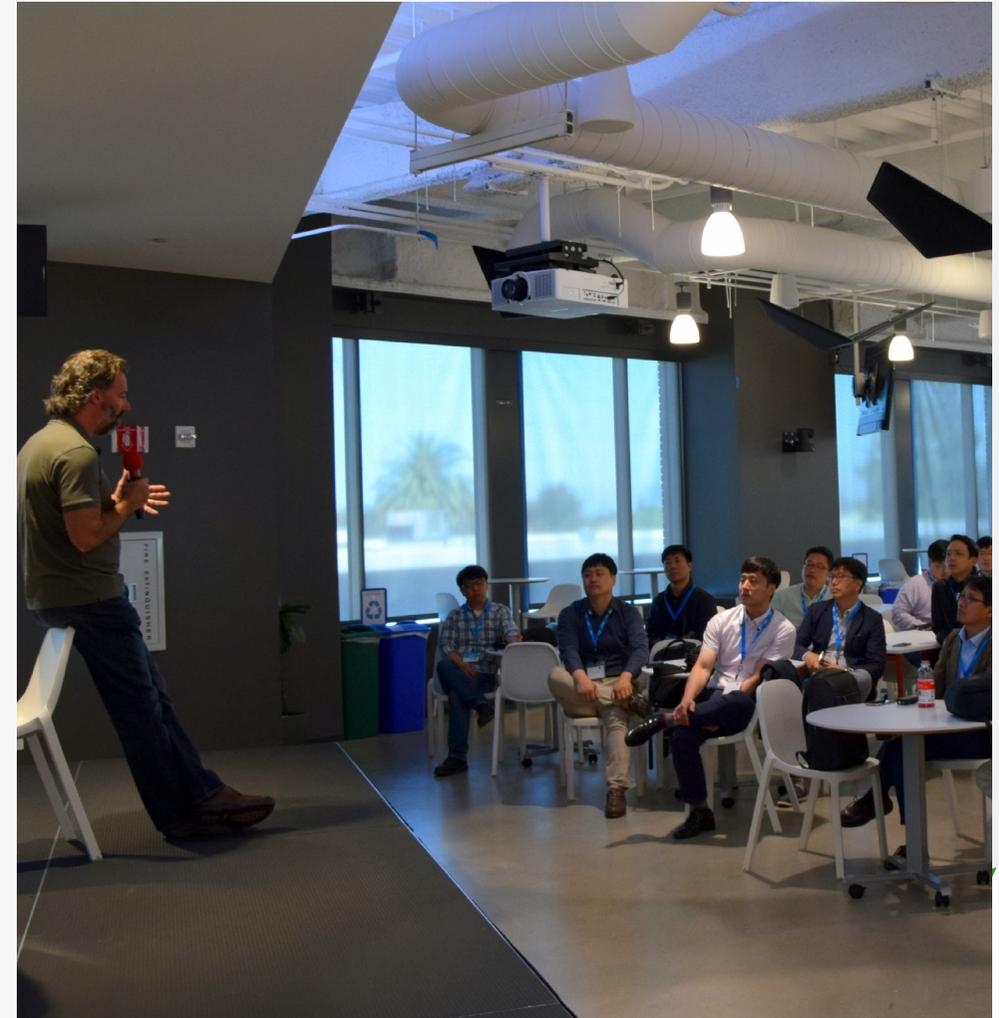
Stand-alone **course**.

Duration

In-Person, 1 week, full-time.

OR

Virtual, 10 weeks, part-time.



Dan Levin, past COO and investor of Box, talking to TVLP participants about Box company culture.

*Labs are activated based on the cohort size and participants' professional profiles (entrepreneur, innovator/scientist, manager/executive). To learn more, talk to a TVLP program specialist applying.

MENTORING LAB CREATE AN INVESTOR PITCH DECK

One of our most appreciated Mentoring Labs is "Create an investor pitch deck" (also known as Venture Lab). Composed of multiple sessions, this lab is in-depth training in preparing and delivering an effective pitch, a 10-slide presentation to illustrate a new venture to a prospective investor using the unique Silicon Valley approach.

Lab goals

This lab corroborates the program classes and provides a robust methodology to accelerate a new venture. The taught approach can be applied to any project making the TVLP training more than a startup accelerator.

Investors are extremely busy individuals and listen to thousands of pitches yearly while investing in only a few. This lab will help understand the investor mindset and create the most effective 30-second and more extended pitch that will meet the expectation of venture capitalists and angel investors.

Following the creation of the pitch deck, participants will have the opportunity to work on their venture project with the help of experienced mentors, venture capitalists, and entrepreneurs that will provide real-time feedback and help to refine their projects. Attendees will boost their analytical, planning, and communication skills and have multiple pitching opportunities.

Who Should Attend

The lab applies to innovators and entrepreneurs. Leaders who want to improve their abilities to develop innovation projects inside an existing organization are welcome.



Steve Goldberg

TVLP Mentor and VC Finestere Ventures

Steve is a Partner at Finestere Ventures. Previously, he was a Partner at Venrock from (2009–2020) after being CEO of several early-stage companies, vice president of R&D at Nokia, and senior manager at Hewlett Packard.

Steve sits on the Board of Directors of several venture-backed companies. He received B.S. and M.S. in Electrical Engineering from Washington University and a Ph.D. in Electrical Engineering from UC Santa Barbara.

SOCIAL-BUSINESS ACTIVITIES

Some days are dedicated to expand your connections and provide an experiential journey.

You will be exposed to the critical areas of Silicon Valley - Palo Alto, Menlo Park, Mountain View, San Jose, and San Francisco - to gain a deeper understanding of the most entrepreneurial valley in the world. This experiential part includes opportunities to develop business connections and learn from the real-life experience of investors, entrepreneurs, industry leaders, and other professionals based in the Valley.

Site visits and social activities blend well with the classroom sessions, making for an exhilarating, engaging, and educative course. They include today's most promising technology startups, incubators, or startups turned into iconic large companies.

Participants will also meet angel investors and Sand Hill Road venture capitalists to learn their perspectives on emerging technologies and investment preferences. Breaks will occur in the most famous coffee shops, part of Silicon Valley history, where entrepreneurs often code at their computers or meet prospective investors.

In the afternoon and the evening, we will attend private and public networking events provided by TVLP and other prominent local networks. You will connect with local entrepreneurs, investors, and service providers to help build or scale your business and career. Some programs include welcome events, private dinners with special guests, or graduation ceremonies.



ph credit: Chrisada



Selected activities from past programs:



Investors meetings

Canaan Partners
NEA
XFund
Bosch Venture Capital
LUX Capital
Presidio Ventures
Keiretsu Furum
SVB Capital
Sand Hill Angels
NewDo ventures
P&P Ventures
HP Capital
Venrock Ventures
Several angel investors



Iconic tech companies site visits

Nvidia
Google
IBM
Amazon
DocuSign
PayPal
NASA
Microsoft
Yelp
Box
INTEL
Apple
Netgear
Hewlett-Packard
LinkedIn



Startups and incubators site visits

Carbon 3D
BlueJeans [Verizon]
Pinnacle Engines
Orbeus [Amazon]
Type A machines
HomeSuite
TechShop
Hacker Dojo
Singularity Univ.
Draper Hero City
Plug & Play
GSV Labs
Astound.ai



Networking events

Silicon Valley Capital Club
Daniel Kottke, first Apple employee
Amazon Fire launch party
Breakfast with Venrock
Bruce Borden, 3com founder
Dinner 'The INTEL Trinity'
Brainstorming Lounge (several)
Fred Cohen, inventor computer virus
Venture Lab at Stanford

FACULTY

See all TVLP faculty members
at www.tvlp.co

Learn from The World's Best

TVLP Institute programs are delivered by a highly qualified Silicon Valley faculty. You will learn from a 'dream-team' comprising celebrated entrepreneurs, thought leaders, renowned investors, university professors (teaching also at leading universities as Stanford, Berkeley, Santa Clara), and industry leaders of iconic Silicon Valley tech companies.

TVLP faculty members featured in this page

TVLP faculty is composed by more than 30 members including stable and occasional members. Some members are featured in this page.



Learn more about our stable faculty at www.tvlp.co



Naeem Zafar

TVLP faculty member of Identify New Business Opportunities

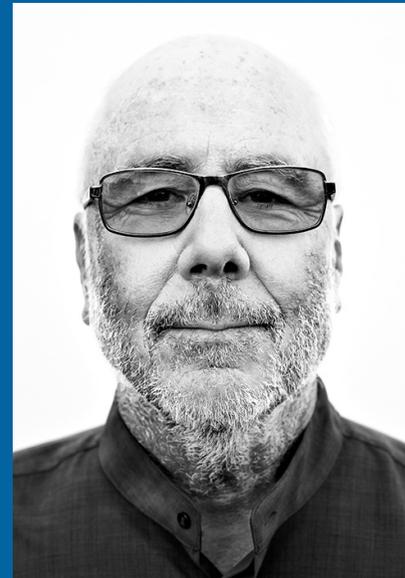
Naeem Zafar is a technology veteran and successful serial entrepreneur. He started or worked at six startups. Naeem co-founded and served as the CEO of Bitzer Mobile (Acquired by Oracle in Nov. 2013). He also teaches Entrepreneurship at the Haas school of business, University of California Berkeley and at Brown University. Naeem Zafar has published six books. He is founder and managing director of Concordia Ventures. Mr. Zafar served as the president and CEO of several venture backed technology companies and as a board member/advisor to 35 companies. He holds degrees from Brown University and the University of Minnesota.



Dr. Tammy L. Madsen

TVLP faculty member of Scalability

Dr. Madsen is Associate Professor of Strategy at the Leavey School of Business, Santa Clara University. Her research interests in the intersection of strategy, innovation, and organizational evolution have received several awards including the President's Special Recognition Award and the Leavey School's Extraordinary Faculty Awards. Tammy holds a B.S. in Mechanical Engineering (UC Santa Barbara) and a M.S. in Systems Management (USC). She began her professional career as evaluation engineer on the F14 aircraft and worked as design engineer and program manager at General Motors.



David Carlick

TVLP faculty member of Innovation

Venture capitalist and Entrepreneur (4 IPO) Co-founder of Doubleclick

Mr. Carlick is an independent director at several venture backed startups and Chairman of Adventure Capital, a seed venture fund.

At VantagePoint Capital and Rho Ventures, he led a number of investments including Reachlocal (NASDAQ RLOC) and InterMix Media (parent company of MySpace). Carlick was founding director of International Network Services (NASDAQ INSS) and an independent director at Ask Jeeves (NASDAQ ASKJ).

He founded Carlick Advertising (acquired by Bozell), co-led the founding of poppe.com (NASDAQ MMPT) and Doubleclick (acquired by Google).



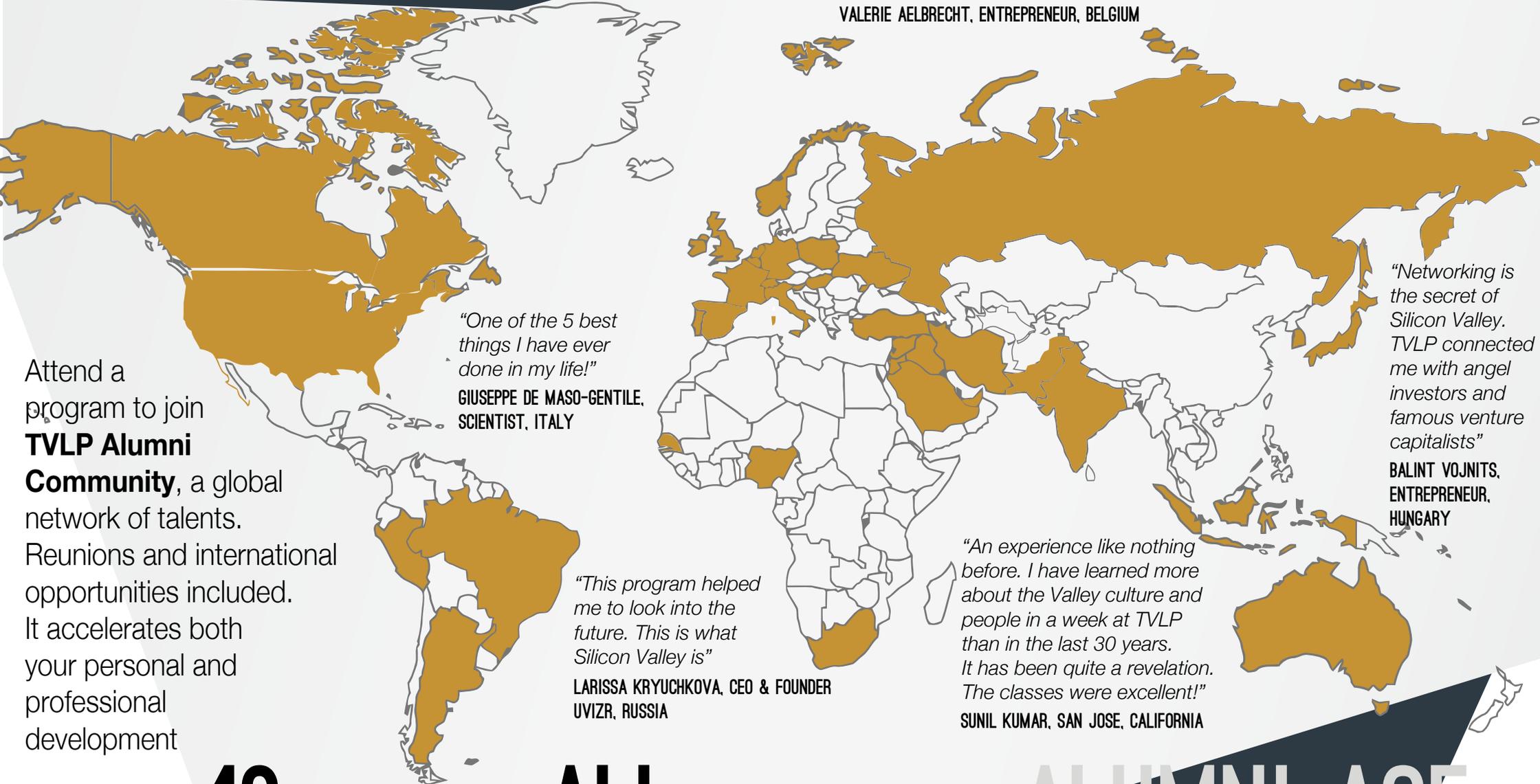
Carol M. Sands

TVLP faculty member of Select & Manage Investors

Carol Sands is the Founder of The Angels' Forum, one of the largest and most successful Silicon Valley group of 30 high net worth private investors, all of whom have created their own wealth. She is also Managing General Partner of The Halo Funds. Carol has spent more than 30 years with investing, entrepreneurial, and/or large corporate institutions. She is board member of several technology ventures and an instructor at Stanford University. Carol Sands is also member of Band of Angels and advisor of Saratoga Ventures.

GLOBAL ALUMNI COMMUNITY

WWW.TVLP.CO



*"It opens your mind.
You start thinking more widely and dreaming."*

VALERIE AELBRECHT, ENTREPRENEUR, BELGIUM

*"One of the 5 best
things I have ever
done in my life!"*

**GIUSEPPE DE MASO-GENTILE,
SCIENTIST, ITALY**

*"Networking is
the secret of
Silicon Valley.
TVLP connected
me with angel
investors and
famous venture
capitalists"*

**BALINT VOJNITS,
ENTREPRENEUR,
HUNGARY**

Attend a program to join **TVLP Alumni Community**, a global network of talents. Reunions and international opportunities included. It accelerates both your personal and professional development

*"This program helped
me to look into the
future. This is what
Silicon Valley is"*

**LARISSA KRYUCHKOVA, CEO & FOUNDER
UVIZR, RUSSIA**

*"An experience like nothing
before. I have learned more
about the Valley culture and
people in a week at TVLP
than in the last 30 years.
It has been quite a revelation.
The classes were excellent!"*

SUNIL KUMAR, SAN JOSE, CALIFORNIA

**42+
COUNTRIES**

**ALL
INNOVATION FIELDS**

**ALUMNI AGE
21 - 60 AND MORE**

TUITION

*Looking for a program for a large group?
See Corporate and Custom programs*

Program Fee

	VIRTUAL	IN-PERSON	
		Classes only	Full program
FLAGSHIP 30% saving (All 3 modules + Certificate)	select single modules	\$4,200	\$7,300
FLAGSHIP Flex 20% saving (3 modules + Certificate)	mix Virtual and In-Person modules in 2 years		
Single Module (Red, Blue, or Green)	\$990	\$1,990	\$3,500

INCLUDES:

Classes	✓	✓	✓
Mentoring Labs	✓	optional	✓
Social events	replaced by group work		✓
Visits & Meetings			✓

EUR fees available for selected countries.

Small Team

Teams of 2-3 members can benefit from a special scholarship.

Financial Aid

Assigned to outstanding applicants based on financial needs and professional profiles. Not apply to discount beneficial and virtual programs. See full list of financial aid when filling out the program application form.



Menlo Park campus, the heart of Silicon Valley

Included & Not included

Full program fee includes: classes, labs, meetings/visits, program social-business activities, program events. It also includes tuition, course materials, transportation during social-business activities, and select meals.

Classes only fee includes: classes, tuition, and course materials. Mentoring and Labs can be added for a fee.

Fees don't include: accommodation (from \$72/day), flight, regular meals, health insurance (for non-US participants; from \$40), and 'optional extra' or 'suggested' activities. TVLP can assist with invitation letters for obtaining visas.

Disclaimer and notes - TVLP training programs might be subject to cancellation if fewer than 10 participants register and submit payment. If the program is canceled, any paid fees will be returned to you. Suppose the Flagship program is canceled while a combination of one or more Red, Blue, and Green modules is confirmed, participants are moved to the combination above, and any paid fee difference is returned to participants. While the program will look similar to the one described above, the actual program is subject to change without notice due to the availability of instructors, entrepreneurs, investors, companies, facilities, and networking events. See details in the Notification of Selection and Program Terms and Conditions. TVLP programs are cultural, scientific, and educational events supplied in California, USA. The program fee allows access to a TVLP Institute program, usually for one participant. Fees are in US dollars.

HOW TO APPLY

Programs for individuals and small teams are limited to about 15 participants

that are 21 years old or older (age exception applies to Virtual programs).

A good understanding of the spoken and written English language is required.

Admission to the programs is subject to an application process.

Apply today to hold your spot in these dynamic and valuable programs

<http://apply.tvlp.co>

Questions?

Email the Admissions Team

admissions@tvlp.co

Corporate or Custom programs for large groups?

Contact the Corporate Clients Team at corporate@tvlp.co

Application Deadlines and Decision Notification

Applicants will be notified within about 10 days of the original application date.

There are 3-4 selection rounds for every program. About 50% of participants are selected during the first round. Some application rounds may not take place if all valid applicants are selected during first rounds.

You are strongly encouraged to apply in first round.

VISA: If you need a visa to enter the USA, please consider the time required to apply. We **STRONGLY** advise you to apply to first round or at least 30 days prior to start date. Contact your local US embassy to learn about Visa wait time.

Application deadlines are published on www.tvlp.co/indiv



PARTNERS AND NETWORK



BlueJeans



Microsoft



Silicon Valley Bank

DocuSign®

pillsbury

crunchbase

LinkedIn®

box

Germany



Fraunhofer

BAIA
Business Association
Italy America

Italy

Istituto Italiano
Imprenditorialità

France



Europe



LG

Life's Good

LG has selected TVLP to develop a
overseas Silicon Valley program for its
senior executives and general managers

IZM



SILICON VALLEY
ENTREPRENEURSHIP INSTITUTE

Copyright © 2014-2024 TVLP Institute - All Right Reserved
All material included in this publication is propriety of TVLP Institute, California.
Third party photo credit are reported on each photo.
Several parts of the TVLP programs including their structure and “Acquire a Silicon Valley Mindset” are covered by copyrights deposited at United States Copyright Office.
Infringement will be persecuted in any country.
Companies, companies signs and brands represented in images of this material are not producing TVLP and only reported as iconic representation of Silicon Valley.
Logos are property of their respective owners.