

TOPICS | The course will include the following

- Entrepreneurial Leadership
- Building a Team, including Gallup's StrengthFinder™
- Lean Method and Business Model Canvas
- Identifying the Problem
- Defining your Market
- Go-to-Market and Business Models
- Capital/Fund Raising – Venture Capital
- Scaling and Growing your company
- Psychology of Running Your Company
- Telling Your Story (Pitching)

MENTORS AND THOUGHT LEADERS

Patrick Chung | Current CEO of Zeerow. Patrick was also the co-founding Managing Director of SK telecom ventures, the \$100m venture arm of Korea's leading mobile carrier based in Palo Alto, CA. Patrick holds a Juris Doctor degree from New York University School of Law and a Bachelor of Arts degree from the University of California, Berkeley.

Joan Wrabetz | CTO of QualiSystems and previous Vice President and Chief Technology Officer for the Unified Storage Division of EMC. Joan has over 20 years of executive management experience at public and privately held technology companies. She has been an executive at a number of startup technology companies, was a Venture Partner with BlueStream Ventures, and has been a board of directors member, or on the advisory board, of many early stage technology companies.

Chris Shipley | Leading technology analyst for more than 25 years. Since 1984, Chris Shipley has identified startups that are driving market disruption. As leader of the DEMO Conference (1996 to 2009), she helped more than 1,500 companies go to market. A journalist, analyst and innovative thinker, Chris focuses her work on entrepreneurs who are making sustainable impact in the world.

Dean Sivara | Vice President of Ideation at SAP. Graduate of University of Pennsylvania – The Wharton School and Stanford University.

Frank Vargas | Partner of Rimon Law, Frank has founded multiple companies with several successful exits.

Barry James Folsom | A visionary strategist and operational executive who alters the game by using innovation as the basis for delivering sustainable, profitable growth and consistently improving margins. The former CEO of public and private companies, Barry James has more than 35 years of executive management and strategic marketing experience in digital media and other high-tech fields. Folsom has rapidly grown divisions and companies into billion-dollar category leaders. Folsom also was Frost & Sullivan's 2002 CEO of the Year.

Richard Murdock | Partner and CFO at RONA Holdings LLC, a unique venture investment firm located in Silicon Valley. RONA specializes in early stage companies, and in addition to financing, provides hands-on management expertise. He also is an interim CEO for more than 60 startups across a wide range of industries. As is typical for the CFO of a startup, areas of expertise include business planning and modeling, fundraising, legal, accounting and taxes. Richard has an MBA from Stanford University Graduate School of Business.

Sam D. Haddad | Sam has more than 30 years of experience in engineering R&D, management consulting, new product development, vibration/acoustics problem solving and training for some Fortune 500 companies. These include Nvidia, Applied Materials, IBM, CISCO, SAIC, NASA, EPRI and US Navy & US Army. Dr. Haddad also has served on several company boards, on the Advisory Council of Silicon Valley Association of Startup Entrepreneurs (SVASE) and on the Board of Advisors of Technology Ventures Corporation (TVC).

How to Apply: Email info@thinktomi.com to get started or call + 82 10 2683 4955

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US Accreditation
Middle States Commission of Higher Education (MSCHE)
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MSCHE accredits Princeton, NYU, Columbia and others.

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3 Graduate Credits Awarded by:



SILICON VALLEY ENTREPRENEURSHIP

Graduate Level Course



thinktomiU
The School of Innovation in Silicon Valley

OVERVIEW

Silicon Valley is world-renowned for its entrepreneurial ecosystem, its track record of incubating world-changing companies and creating revolutionary business models. Governments from many countries have used Silicon Valley as a blueprint to develop innovation centers and start-up incubators. A stay in Silicon Valley is a must for anyone contemplating entrepreneurship and studying entrepreneurial thinking. **Thinktomi U**, the school of Innovation in Silicon Valley in partnership with **Harrisburg University of Science and Technology**, a US accredited private-nonprofit university in Pennsylvania, offers a unique, fully accredited graduate course in entrepreneurship education in Silicon Valley.

Date	10 Days
Cost	Varies by Program Location
Residence	Included (Excludes Meals & Airfare)
Academics	3 Credit Graduate Course Entrepreneurship, Innovation and Start Ups
Majors	All Undergraduate Majors
Eligibility	Minimum GPA (out of 4) 3. English proficiency



**Silicon Valley
Entrepreneurship**



**English
Immersion**



**Graduate Level
Course Credit**

This program combines a high quality academic offering with an English language immersion experience in Silicon Valley Startup Ecosystem that includes interaction with thought leaders, entrepreneurs, visits to start-ups, tech industry and bio-tech businesses, as well as participation in cultural events.

This course is an English language immersion experience and participants will receive many opportunities to practice and perfect their English language skills, culminating in a written pitch deck and a practiced presentation.

ACADEMICS

Students will enroll and study in a 10-day, three credit Masters level course. Students are expected to be present on site from 9 am to 4 pm every day of the program, excepting weekends. Classes meet for six hours daily, and are scheduled during the morning, early afternoon, and late afternoon. In addition, the graduate level course requires up to three hours of daily homework assignments—reading, writing, group work, and working on projects and assignments. Site visits, excursions, labs, or hands-on projects will be included, all of which broaden the student learning experience.

Course Description | Entrepreneurship, Innovation and Start-Ups (3 credits)

Entrepreneurship has fanned out around the globe, but its center of excellence undoubtedly lies in Silicon Valley. This is where the “innovation – venture capital – startup” engine that created powerhouses like **Apple, Cisco, Facebook, Google, and Intel** began. Every day, groundbreaking companies such as **PayPal, Netflix, Uber, Tesla, and Airbnb** are challenging the status quo, transforming age-old industries, and changing our lives in profound ways. Students interested in founding, growing, or leading a startup would benefit tremendously from this two week workshop-style course where they will hear from Silicon Valley thought leaders and entrepreneurs as they work on creating their own startup.

Course Format

The course will be offered in a workshop format, combining talks from instructors and Silicon Valley thought leaders. The goal of the course is to pitch a business idea by the end of the two weeks.

Our speakers and trainers are experienced leaders and startup ecosystem thought leaders, who have built successful businesses, law practices, investment funds, and social enterprises in Silicon Valley and beyond. These speakers will present dynamic, real world content, real case studies and personal stories to the participants. Each presenter has more than 15 years of experience in their field and has been carefully selected because of their extensive network and influence in major Silicon Valley companies.

Learning Outcomes

- What is entrepreneurial thinking and how to apply it, whether it is to create new ventures or to innovate within existing organizations? What constitutes an entrepreneurial ecosystem?
- How to develop an idea, define a product and business around it and how to clearly communicate this concept efficiently and effectively.
- What are some hurdles faced by entrepreneurs in Silicon Valley and how to overcome them?
- How to think innovatively and come up with new ideas
- The fundamentals of market research and how to choose your target customer
- Business Models, Finances, Capital, Revenue and Sustainability
- Critical Reading, Conversational Interactions, Networking, Business Writing and Verbal Presentation Skills