

TVLP C

CORPORATE
& CUSTOM
PROGRAMS

ACQUIRE A SILICON VALLEY MINDSET

IN-PERSON OR VIRTUAL

MENLO PARK

SILICON VALLEY – USA

#LEAN_AGILE



SILICON VALLEY
ENTREPRENEURSHIP INSTITUTE

TVLP, based in Silicon Valley, California (USA), is the Institute of Technology Entrepreneurship. Since 2014 it has educated and 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.

The Institute, through comprehensive lectures, workshops, mentoring labs, visits to iconic Valley companies, pitching, and networking opportunities, 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 effective and successful startup ecosystem.

TVLP adopts a creative learning approach that covers all aspects of entrepreneurship and innovation creation. It employs a unique teaching methodology encompassing a balanced mix of informative classroom lectures, practical workshops, applied training, personalized mentoring, pitch preparation, public speaking, and networking opportunities with investors, entrepreneurs, and Silicon Valley talents.

TVLP faculty includes the very best: venture capitalists, successful entrepreneurs, experts, and senior executives of iconic Silicon Valley companies. Carefully selected site visits to leading Silicon Valley tech companies, start-ups, and incubators/accelerators augment the learning activities via direct interaction with senior management. Social networking events and interaction with fellow participants around the globe make for an enjoyable and productive experience.

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



ph credit: Christian Rondeau

LEARNING FOR GROUPS

WWW.TVLP.CO

Corporate and Custom Programs are custom and private learning and travel projects for groups of 20 or more participants.

They leverage the TVLP Institute's experience in immersive training in Silicon Valley for international participants worldwide. Programs can last from one day to weeks.

Our main formats are:

Group experiential programs

For incubators, universities, government delegations, etc.

Corporate programs

Co-designed with the client's HR leaders

Incentives and business travel programs

Make your employees happy and offer them relaxing and learning opportunities accounting training expenses (fully deductible in most of the countries*)



ph credit: Roman Boed

*Ask your accountant about deductible expenses for your company and your country.

EACH PROJECT DIFFERENT

WWW.TVLP.CO

A team of TVLP specialists assists the client in designing a program base on the client's learning goals and innovation needs.

With the unique Silicon Valley approach, we can teach entrepreneurship, startup culture, innovation, or intrapreneurship (the ability to create new ventures inside an existing company).

We also developed deep knowledge in training corporate leaders with a modern curriculum inspired by a typical Silicon Valley startup founder's mindset, including startup culture, diversity and inclusion promotion, rapid prototyping, and innovation culture.

Some of the most popular corporate topics are insights about future technology trends in a specific industry, emerging customer habits, disruptive technologies, and the best practices of Silicon Valley ventures.

The programs are delivered in English with an experienced faculty; programs in Spanish and some other languages involving native speakers are also available.

TVLP experienced Corporate Team can assist clients with different budgets and seeking any level of comfort.

We can also provide a full package with group flight tickets from the best Airlines, accommodation in hotels or houses, meals, and extra activities to relax and enjoy beautiful California.

You are in good company!

Selected clients and partners



CLIENT SUCCESS



Chalhoub Group
'contaminated'
several small teams
of its executives
and senior managers
with a startup
culture at the
TVLP Institute.

The largest luxury retail operator
in the Middle East.
12,000+ employees in 14 countries.



Patrick Chalhoub
@ChalhoubPatrick

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Congrats to our graduates after 5 days of
[#transformational](#) leadership programme in
[#SiliconValley](#) designed to strengthen us on
our journey to become the leading business
accelerator in [#retail](#) [#technology](#)



12:02 PM - 30 May 2018



PROGRAM STRUCTURE

One day, One week or more

TVLP experienced team and unique methodology allow clients to create custom immersive programs of any duration, starting from one day. Most programs last one week.

Design your program by combining three parts. Our program structure is very dynamic, with some days on campus attending workshops or mentoring sessions and others doing site visits, meetings, or special events.

CLASSES/WORKSHOPS

Instructor-led courses from the extensive TVLP curriculum with more than 30 topics and guest talks. Our faculty fine-tune every session with insights and examples relevant to the participants' industry or a specific technology area.

MENTORING LABS

A TVLP-validated format to create hands-on experiences and reinforce the workshops' training with applications related to the participants' everyday work. We can develop labs for groups of any size, from a few participants to hundreds, and one-to-one mentoring sessions.

SOCIAL-BUSINESS ACTIVITIES

Business meetings, site visits, networking events, special workshops, 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 large companies, making it the most exciting part of the program. We can also design private events to mingle with Silicon Valley locals at breakfast or in the evening.

one week program

	SUN	MON campus	TUE social activities	WED campus	THU social activities	FRI campus	SAT
7 AM	Travel time (group flight ticket)	Week goals & structure			Special Workshop or Event (half day long)		Room/Hotel check-out
AM		CLASS	Meeting or Site visit	CLASS	Meeting or Site visit	CLASS	
		CLASS					
			Meeting or Site visit		Meeting or Site visit		
PM		Lunch break		Lunch break		Lunch break	
	Transfer from airport to Menlo Park	Individual or team Mentoring Lab	Lunch break in iconic place or/and with special guest	Individual or team Mentoring Lab	Lunch break in iconic place or/and with special guest	Individual or team Mentoring Lab	Travel time
	Room check-in (hotel, home or campus)	OR Home work	Meeting or Site visit		Meeting or Site visit	OR Home work	
		CLASS		CLASS		Final pitch	
	Assignment and prework		Meeting or Site visit		Meeting or Site visit		
					Fireside chat with a special guest		
		WELCOME EVENT	Premium Networking event	Home work	Networking event	Diploma ceremony	
9 PM	Free time					CELEBRATION	

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2-day program

	DAY 1 campus	DAY 2 social activities
	CLASS	Meeting or Site visit
		Meeting or Site visit
	Lunch break	
	CLASS	Lunch break in iconic place or/and with special guest
		Meeting or Site visit
	CLASS	
		Meeting or Site visit
	CLASS	Networking event

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CLASSES / PROGRAM STRUCTURE

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The program workshops provide principles of the Silicon Valley business mindset and functional tools to successfully launch, manage, and grow innovation projects.

Faculty includes renowned Silicon Valley university professors, corporate executives, world-top professionals, investors, and successful entrepreneurs.

Our acclaimed teaching methodology combines lectures and exercises, creating a hands-on approach. Faculty members share real-life experiences in booming Silicon Valley technology ventures.

Content is delivered in a very compact time frame and with a simple "global" English language or simultaneous translation.

We also provide participants with case studies and articles in advance of the program, following the American business school model, and use this material during in-class discussions.

We have several topics and are happy to design workshops based on the client's guidelines.

MOST REQUESTED TOPICS

Innovation and Entrepreneurship

- Recognize a Business Opportunity
- Design thinking
- Innovative Business Models
- Storytelling
- Startup and Innovation culture
- Change driver mindset
- Doing business and networking in SV
- Think Big mindset
- Brainstorming the Art of Innovation
- Create a great user experience
- Develop Traction

Leadership and Execution

- Growth generation
- Create a Competitive advantage
- Financial, Cost, and Price models
- Execution and Operation plan
- Scale the Venture and Exit strategies
- Leadership & Team Empowerment
- Team building and roles
- Venture organization
- Go to Market strategies
- Innovative products management
- Attract and motivate talented employees

Venture capital and investments

- Venture capital in Silicon Valley
- Sources of Capital
- Select and attract investors
- Bootstrapping, fundraising, pitching
- Deal with investors
- Legals: Term Sheet, Incorporation, Contracts
- Innovation Trends: past, present, future
- Storytelling
- Speaker Coaching & effective communication
- Corporate venture capital and M&A



Labs are individual or team mentoring sessions to reinforce lessons learned during classes and work on projects. This approach helps participants to have a tangible outcome from the program they can apply in their every-day job. The lab can also be a Q&A session to cover crucial business questions about a new product, strategy, or cultural change.

We also have pitching labs for founders willing to develop presentation skills while approaching investors or go-to-innovation labs to empower scientists and principal investigators with innovation management skills.

There are several mentoring labs in our portfolio, and suggestions our team is happy to share while assisting you in developing your unique lab experience.

Lab mentors are from several areas, including venture capital and high-tech Silicon Valley industries.

Investors and serial entrepreneurs lead the labs in pitch preparation.

Executives and industry experts are usually the preferred mentors for a lab designed for a corporate program.



Steve Goldberg TVLP Mentor and VC Finestere Ventures

Steve is a Partner at Finistere 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.

Meetings, site visits, or innovation talks take place during some full days of social-business activities.

You will be exposed to the critical area of Silicon Valley to gain a deeper understanding of the most entrepreneurial valley in the world. Social activities usually occur in Palo Alto, Menlo Park, Mountain View, San Jose, and San Francisco.

This experiential part includes opportunities to develop business connections and learn from investors, entrepreneurs, industry leaders, attorneys, or other professionals based in the Valley. Our team works with the client to design the events and meetings considering the client program goals and participants' profiles.

Site visits and meetings include today's most promising technology startups (e.g., Carbon 3D or DocuSign), incubators (e.g., GSVlabs, or Plug & Play Tech Center), or startups turned into large companies (e.g., Google, Amazon, Netgear, or Intel). Participants will also meet angel investors and Sand Hill Road venture capitalists to learn their points of view about emerging technologies. Breaks will occur in the most famous coffee shops, part of Silicon Valley history, where you will often find entrepreneurs coding at their computers or meeting prospective investors.

Networking opportunities are everywhere during a TVLP program.

We will attend famous networking events provided by local networks and events developed by TVLP Institute. The program will allow you to network with local entrepreneurs, investors, and service providers to help build or scale your business. We can include a private welcome event, an American barbecue party, or a graduation ceremony.



ph credit: Chrisada

SOCIAL / PROGRAM STRUCTURE

"Silicon Valley is the epicenter of global innovation. From business angels to startups, lawyers and accelerators, you realize that the big companies you knew before are only one part of this ecosystem"
FRANCO AMIGONI
CEO Sincropolis & TVLP ALumnus

Selected activities included in the past programs



Investors (Meetings)

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



Large Tech Companies (Visits & Events)

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



Startups and Incubators (Meetings & Visits)

DocuSign
Carbon 3D
BlueJeans
Pinnacle Engines
Orbeus (acquired by Amazon)
Type A machines
HomeSuite
TechShop
Hacker Dojo
Singularity Univ.
Draper Hero City
Plug & Play
GSV Labs
Astound.ai



Special Events (Talks, Networking or Mixer events)

TVLP panel event with Daniel Kottke, first Apple employee
Amazon Fire launch party
Breakfast at Madera of Sand Hill Road with Venrock investor
TVLP event with Bruce Borden, 3com founder
Churchill club dinner 'The INTEL Trinity'
TVLP Brainstorming Lounge event series
TVLP dinner with Fred Cohen, investor and first inventor of 'computer virus'
Venture Lab at Stanford University

CLIENT SUCCESS



LG Corporation
from South Korea
developed a
leadership and re-skilling
program at TVLP for
35 senior leaders.

LG Group is one of the tech
giants in electronics,
chemicals, energy, and
telecommunications
products and operates in
over 80 countries with
222,000+ employees.



FACULTY

Learn from The World's Best

A top Silicon Valley faculty delivers TVLP Institute programs. You will learn from a 'dream team' comprising celebrated entrepreneurs, thought leaders, renowned investors, university professors (teaching also at famous business schools such as Stanford, Berkeley, and Santa Clara), and industry leaders.

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



Dr. Tom Kosnik

TVLP faculty member of Business Opportunity & Business Models

Dr. Kosnik is a Lecturer at Stanford University in Global Entrepreneurial Marketing and Technology Entrepreneurship. He taught Marketing at Harvard Business School and launched HBS's Entrepreneurial Marketing course. Tom Kosnik is a coauthor of "Gear Up: Test Your Business Model Potential and Plan your Path to Success". He worked with hundreds of companies on the Pacific Rim since 1981, helping them to acquire customers and enter new countries. He is Venture Partner at FoundersX Ventures, a Silicon Valley early stage cross border investor focused on China, Vietnam and Thailand.



Dr. Ming D. Leung

TVLP faculty member of Venture Organization

Dr. Leung is a professor at the Haas Business School at Berkeley University where he teaches leadership in the MBA program. Previously, he was a consultant at leading firms including Booz & Company, Price Waterhouse Coopers, and Accenture. He works with companies such as Google and IBM, on various issues relating to hiring and managing employees. Dr. Leung received his PhD in Organizational Behavior from the Graduate School of Business at Stanford University, an MBA from the Booth School of Business at the University of Chicago and a B.S. from Carnegie Mellon University.



Julie Cavanna-Jerbic

TVLP faculty member of Execution and Operation plan

C-level executive, past CIO and CFO of Hewlett-Packard

Julie Cavanna-Jerbic is a senior operations executive, financial expert, and member of multiple boards. A former C-level executive at Hewlett-Packard, she directed top-level initiatives in Finance, Sales, and IT, enabling 7% growth and over \$1.7B of efficiency. She is known for her expertise in technology-based businesses including the Cloud, Cyber Security, SaaS, and Data Analytics. Ms. Cavanna-Jerbic is Board Member and past chapter President of FEI (Financial Executives International) where she initiated the CFO Academy. She serves on the Audit Committee of First Tech Federal Credit Union, 7th largest in the nation, and as Adjunct Professor at Santa Clara University.



Chis Yeh

TVLP faculty member of Story telling and Talent management

Chris Yeh is a globally recognized author and entrepreneur. He is co-founder and General Partner of Wasabi Ventures, and has founded, advised, or invested in over 100 high-tech ventures. Chris is also the co-author along with Reid Hoffman, founder of LinkedIn, of the New York Times bestseller "The Alliance: Managing Talent in the Networked Age" and the co-founder of Allied Talent for helping organizations better recruit, engage, and retain entrepreneurial employees. Chris Yeh earned two degrees from Stanford University and an MBA from Harvard Business School.

GLOBAL ALUMNI COMMUNITY

WWW.TVLP.CO

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

VALERIE AELBRECHT, INVESTOR, UK

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

**BALINT VOJNITS,
ENTREPRENEUR,
HUNGARY**

Attend a
program and
join the TVLP Alumni
Community, a global
network of talents.
Reunions and
international
opportunities
are included.

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

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

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

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

**42+
COUNTRIES**

**ALL
CONTINENTS**

CONTACT US

WWW.TVLP.CO

Contact today your TVLP local representative or reach our Corporate Specialists to shape your program and hold your preferred program dates.

corporate@tvlp.co

In-person in California or virtual online programs

Flight and Accommodation

Full packages include accommodation, group flight tickets, travel insurance, transportation from/to Airport, regular meals, tours, and relax activities.

Minimum group size 20 participants

Less than 20 participants?

See programs for Individuals and Small Teams on **www.tvlp.co/indiv**



TVLP Corporate and Customer Programs are cultural, scientific, and educational events organized in California, USA or online/virtually. Program fee allows access to the program. Minimum group size is different in some countries. Program Terms and Conditions applies. See our privacy policy www.tvlp.co/privacy

CLIENT SUCCESS

YPF

80 managers of YPF have attended at TVLP an innovation and incentive travel program about the Future of Mobility and Retail.

YPF is a \$7.5B revenues oil & gas giant from Argentina and one of the largest industry players in the world.





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