

DEEP DIVE SILICON VALLEY

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DEEP DIVE SILICON VALLEY PROGRAM

Friday, Saturday, October 21-22, 2011

Topic: **Deep Dive Core Program Moscow**
Venue: **MSU Innovation Studio**
Address: **г.Москва, Ленинские горы, дом 1, строение 46, Экономический факультет**

Session
10:00am -7:00pm **Welcome, Introductions, Program Overview**
Nikolai Mitushin ABRT Fund, **Илья Антипов** RIS Ventures

Sunday, October 23, 2011

Topic: **Deep Dive Core Program Moscow**
Venue: **ABRT Fund office**
Address: **г. Москва, Болотная набережная, 5с4**
Contact person:

Session
10:00am -7:00pm **VIP case studies**
Nikolai Mitushin, Илья Антипов RIS Ventures

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Tuesday, November 1, 2011

Topic: **US Program Opening**
Venue: **EMC (Lassen Conference Room)**
Address: **2831 Mission College Boulevard, Santa Clara, CA 95054**

Session 1
2:00pm-4:00pm **Nicolai Mitushin, Ilya Antipov, RIS Ventures**
Deep Dive US Program Opening – Deep Dive group gets together

Session 2
4:00pm- 7:30pm **Jacqueline Cervantes, Senior Investment Analyst, Rusnano**
Raising capital

7:30pm - 8:30pm Transfer to Clickberry

Session 3
8:30pm - 10:00pm **VIP session. Nikolai Mitushin, Ilya Antipov, RIS Ventures**
- Prepare for discussion with guest speakers
- Guide: actions to solve VIP tasks

Welcome Party
8:30pm-10:00pm Topic: **Welcome party**
Venue: **Clickberry**
Address: **828 Bryant Street, Suite B, Palo Alto CA, 94301**
Contact person: **Alex Babin**

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Wednesday, November 2, 2011

Topic: **Entrepreneurship**
Venue: **Clickberry**
Address: **828 Bryant Street, Suite B, Palo Alto CA, 94301**

Session 1
9:30am-11:00am **Alex Miroshnichenko, Founder, CTO at VIRSTO Software Corp.**
Case of VIRSTO Software Corp

Session 2
11:00am-1:00pm **Andrew Filev, CEO, Wrike**
Digital Marketing Metrics

1:00pm-2:00pm Lunch

Session 3
2:00pm-3:00pm **Alex Babin CEO and Founder at Clickberry, Matthew Weeks Chief Marketing and Revenue Officer at Clickberry**
Russian company team in Silicon Valley

Session 4
3:00pm-4:00pm **Joe Petviashvili, News Alpha, LLC and others**
Why startup die: crucial mistakes in startups

Session 5
4:00pm-6:00pm **R. Paul Singh, CEO & Co-Founder, SocialNuggets.Net**
Case of SocialNuggets.Net, social media sources data analysis

6:00pm-6:30pm Transfer to Black Box

Topic: **Cofounder dinner**
Venue: **Black Box**
Address: **19 Selby Lane, Atherton, CA 94027**
Contact person: **Aleksandra Markova**

6:30pm-10pm **Cofounder dinner**
<http://www.cofoundernetwork.com/>
Keynote speaker: Toni Schneider, True Ventures

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Thursday, November 3, 2011

Topics: **Product development day**
Venue: **EMC (Fresno Conference Room)**
Address: **2831 Mission College Boulevard, Santa Clara, CA 95054**

- Session 1
9:00am-11:30am **Sergei Burkov, Mentor & Adviser of various startups**
Entrepreneur/executive experience in various startups
- Session 2
12:30am-2:30pm **Slava Kritov, Expert Markets as GM and CTO**
SaaS model influence on all aspects of product development compared to on-premise deployments
- 2:30pm-3:30pm Lunch
- Session 3
3:30pm-5:30pm **Gleb Arshinov, CEO at Acunote**
From T-34 to iPhone - building killer products using "Worse is Better" approach
- Session 4
6:00pm-8:00pm **Olga Smyslova, User Experience Researcher, Kaiser Permanente**
Metrics driven product development, game mechanics in web products development, game design rules

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Friday, November 4, 2011

Topics: **Sales & marketing**

Venue: **EMC (Fresno Conference Room)**

Address: **2831 Mission College Boulevard, Santa Clara, CA 95054**

Session 1
10:00pm - 12:00am

Chuck DeVita, President at Growth Process Group, Adjunct Professor at Stanford Continuing Studies
Selling & Marketing SaaS to the Enterprise

12:00am-1:00pm

Lunch

Session 2
1:00pm-3:00pm

Renat Khasanshyn, Venture Partner, Apaxys Ventures
Best practices in B2B Marketing and Sales

Session 3
3:00pm-5:00pm

VIP Session with Renat Khasanshyn, Venture Partner, Apaxys Ventures
Individualized workshop which will result in three deliverables specific to each of the Deep Dive participant

Session 4
5:00pm-7:00pm

Vera Belenky, Executive, Digital Media at Accenture, Board of Directors, Marketing SFERA
Overview of digital media evolution, channels and key trends

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Saturday, November 5, 2011

Topics: **Entrepreneurial finance**

Venue: **Clickberry**

Address: **828 Bryant Street, Suite B, Palo Alto CA, 94301**

Session 1

9:00am-11:00am

Betty Kayton, Experienced Startup CFO

Financial Planning and Model Overview

11:00am-12:00am

Lunch

Session 2

12:00am-3:00pm

Dmitri I. Dubograev, managing partner and CEO, femida.us

Getting company structured. Starting business in the US

Session 3

3:00pm-5:00pm

Sidney Minassian, Board Member & Advisor KAYWEB Angels LLC,

Founder & CEO GrowthQ - Startup & Venture Advisors

Helping overseas companies enter to US market

Session 4

5:00pm-7:00pm

VIP session. Nikolai Mitushin, Ilya Antipov, RIS Ventures

Guide: actions to solve VIP tasks

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**RUSSIAN VENTURE
COMPANY**

Sunday, November 6, 2011

Topic: **Silicon Valley Networking**

Address: **Old Fisherman's Wharf 1, Monterey, CA or Emeryville City Marina, Emeryville, CA**

Contact person: **Renat Khasanshyn**

9:00am-10:00pm

Renat Khasanshyn, Angel Investor and Entrepreneur

Pacific Ocean, Yacht Networking

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Monday, November 7, 2011

Right column is for Intel Global Challenge participants only

Topic: **Team & culture**
Venue: **Microsoft Campus, Mercury Room in building 1 on the second floor**
Address: **1065 La Avenida Mountain View, CA 94043**

Topic: **7th Annual Intel Global Challenge at UC Berkeley (Orientation and Welcome Reception)**
Venue: **Haas School of Business, Berkeley, CA**
Address: **2220 Piedmont Avenue Berkeley, CA 94720**

Session 0
8:00am-
10:00am

Victoria Livshitz, CEO at Griddynamics
Team and culture – story of Griddynamics

Afternoon*: Orientation for Teams

Session 1
10:00am-
12:00am

Manish Chandra, Founder & CEO of Poshmark, Founder of Kaboodle
The good, the bad and the ugly of start-up teams

12:00am-
1:00pm

Lunch

Session 2
1:00pm-
3:00pm

Fadi Bishara, Founder of techVenture
Building a startup team

Session 3
4:00pm-
6:00pm

Angelika Blendstrup, International Exec Communication Coach
Pitching VCs and Elevator Pitch

Session 4
6:00pm-
10:00pm

Angelika Blendstrup, International Exec Communication Coach
Only for IBTEC participants & VIP

Evening: Welcome Reception with Global Entrepreneurship Leadership Symposium (GELS) participants

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Tuesday, November 8, 2011

Right column is for Intel Global Challenge participants only

Topic: **Raising Capital**
Venue: **Haynes and Boone, LLP**
Address: **2033 Gateway Place Suite 300, San Jose, CA 95110**

Topic: **7th Annual Intel Global Challenge at UC Berkeley (Intel Day)**
Venue: **Haas School of Business, Berkeley, CA**
Address: **2220 Piedmont Avenue Berkeley, CA 94720**

Session 1
11:00am-1:00pm
Pavel Pogodin, Partner at Haynes and Boone, LLP
Protecting company IP and IP due diligence issues at funding and exit

Visit to Intel Corporation Headquarters, Santa Clara

1:00pm-2:00pm
Lunch

Session 2
2:00pm-4:00pm
Ankit Agarwal, CEO at Micello
Pitch improvement: VIP participants get ready for TEC session

Activities include: programming with GELS, Intel Museum Tour, Team Poster Session, Practice Pitch Session

Transfer to TEC

Topic: **The Entrepreneur Club (TEC)**
Venue: **SNR Denton**
Address: **1530 Page Mill Rd, Palo Alto**

Session 3
4:30pm-6:30pm
Stas Khirman, TEC Founder
Pitch improvement

TEC session
6:30pm-10:00pm
TEC session
Startup pitching event

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Wednesday, November 9, 2011

Right column is for Intel Global Challenge participants only

Topic: **Digital Marketing**
Venue: **Clickberry**
Address: **828 Bryant Street, Suite B,
Palo Alto CA, 94301**

Topic: **7th Annual Intel Global
Challenge at UC Berkeley (Semi-Finals)**
Venue: **Haas School of Business,
Berkeley, CA**
Address: **2220 Piedmont Avenue
Berkeley, CA 94720**

Session 1
10am-
12am
**David Weekly, Entrepreneur, founder
of PBwiki (now PBworks), Founding
Director of Hacker Dojo**
Digital Marketing Machine @PBworks

Semi-Final Presentations and Judging
Round

12am-
3pm
Lunch

Session 2
3pm-5pm
Rafael Soultanov, CEO at iBuildApp
Distance engineering team management
and managing projects for clients around
the globe

Session 3
5pm-7pm
**David Weekly, Entrepreneur, founder
of PBwiki (now PBworks), Founding
Director of Hacker Dojo**
Digital Marketing Machine @PBworks

Celebratory Dinner (Finalists Announced)

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Thursday, November 10, 2011

Topic: **Distributed Teams**
Venue: **Haynes and Boone, LLP**
Address: **2033 Gateway Place Suite 300,
San Jose, CA 95110**

Topic: **7th Annual Intel Global
Challenge at UC Berkeley (Finals)**
Venue: **Haas School of Business,
Berkeley, CA**
Address: **2220 Piedmont Avenue
Berkeley, CA 94720**

Session 1
11:00am-
1:00pm

Andrew Filev, CEO, Wrike
S&M in SV, R&D in Saint-Petersburg

1:00pm-
2:00pm

Lunch

Session 2
2:00pm-
4:00pm

**David Weekly, Entrepreneur, founder
of PBwiki (now PBworks), Founding
Director of Hacker Dojo**
Virtual teams – collaboration best
practices

4:00pm-
5:30pm

Transfer to Berkeley

Topic: **Intel Global Challenge**
Venue: **Bank of America Forum &
Andersen Auditorium, Walter A. Haas
School of Business, F453**
Address: **Lester Center for
Entrepreneurship, Berkeley, CA
94720-1930**

5:30pm-
20:30pm

Finalist Team Presentations, Poster Session, Keynote Speaker, and Awards Ceremony
at the [Berkeley Entrepreneurs Forum](#) [public event]

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Friday, November 11, 2011

Topic: **Program wrap-up**

Venue: **Microsoft Campus, Mercury Room, bld 1 on the second floor**

Address: **1065 La Avenida Mountain View, CA 94043**

Session 1

9:00am-10:00am

Igor Taber, Investment Director Intel Capital

Intro into Intel Capital and how-to make business plan and raise money with examples and cases

Session 2

10:00am-1:00pm

Alexandra Johnson, Managing Director at Draper Fisher Jurvetson

Program wrap-up

Saturday, November 12, 2011

Departure Day

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CONTACTS

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