

DEEP DIVE SILICON VALLEY PROGRAM

Friday, March 11, 2011

Topic: **Deep Dive Core Program Moscow**

Venue: **Digital October**

Address: Bersenevskaya emb., bld. 6

Session 1
10:00am -1:00pm

Welcome, Introductions, Program Overview
Nikolai Mitushin ABRT Fund, **Ilya Antipov** RIS Ventures

1:00pm-2:00pm

Lunch

Session 2
2:00pm-4:00pm

Entrepreneurship
Deep Dive December 2010 experts video: **Steve Blank, Jim Smith, Brian Jacobs, Mark Iwanovski**

Session 3
4:00pm-6:00pm

Team and Culture
Deep Dive December 2010 experts video: **Andrew Filev, Phil Libin, Sondra Card**

Saturday, March 12, 2011

Topic: **Deep Dive Core Program Moscow**

Venue: **Digital October**

Address: Bersenevskaya emb., bld. 6

Session 1
10:00am -1:00pm

Company Valuation, Formation, Capital Structure
Deep Dive December 2010 experts video: **Bill Tai, Betty Kayton, Ilya Strebulaev, Esther Dyson**

1:00pm-2:00pm

Lunch

Session 2
2:00pm-4:00pm

Product management and marketing
Deep Dive December 2010 experts video: **Asa Dotzler, Sergey Burkov, Alex Rosen, Stan Chudnovsky, Alex Costarev, Vera Belenky**

Session 3
4:00pm-5:00pm

Sales
Deep Dive December 2010 experts video: **Chuck De Vita, Vlad Shmunis**

Thursday, March 17, 2011

Topic: **Participants arrive**
Venue: **Black Box TBC**
Address: **19 Selby Lane, Atherton, CA 94027**

Informal gathering 8:00pm-10:00pm Black Box (BB) is a global startup accelerator in the heart of Silicon Valley with the network of mentors, advisers and service providers aimed to bring global startup teams to the next level

Friday, March 18, 2011

Topic: **US Program Opening**
Venue: **EMC**
Address: **2831 Mission College Boulevard, Santa Clara, CA 95054**

Session 1
9:30am -12:00am **Charles Chenggong Fan, Senior Vice President, Chairman of China Center of Excellence, EMC**
Entrepreneurship experience vs corporate environment

12:00am-1:00pm Lunch

Session 2
1:00pm-4:00pm **Bo Parker, Managing Director of the Center for Technology and Innovation, PwC**
Entrepreneurial spirit of the Silicon Valley and startup success factors. Examples, success stories

Session 3
4:00pm- 5:00pm **Burton Lee, Stanford professor of European Entrepreneurship and Innovation TBC**
How the Silicon valley works best for European companies

Saturday, March 19, 2011

Topic: **Entrepreneurship**
Venue: **Black Box**
Address: **19 Selby Lane, Atherton, CA 94027**

10:00am-10:30am **Bjoern Lasse Herrmann, Partner, Black Box; Aleksandra Markova, Associate, Black Box**
Black Box overview

Session 1
10:30am-1:00pm **Fadi Bishara, Fadi Bishara is a founder of techVenture**
Building a startup team

1:00pm-2:00pm Lunch

Session 2
2:00pm-4:00pm **Entrepreneur One** to be recommended by Black Box

Session 3
4:00pm-6:00pm **Entrepreneur Two** to be recommended by Black Box

6:00pm-7:00pm Free Time

7:00pm-9:00pm **Dinner and Introductory Pitch**

Sunday, March 20, 2011

Topic: **Silicon Valley Networking**

Venue:

12:00am-6:00pm **Renat Khasanshyn, Angel Investor and Entrepreneur**
Pacific Ocean, Yacht Networking

Monday, March 21, 2011

Topics: **Global Technology Business**

Venue: **Microsoft campus in Mountain View**

Address: **1065 La Avenida Street Mountain View, CA 94043-1421**

Session 1 **Member of Strategic and Emerging Business Team TBD**
9:00am-11:00am Presentation on Microsoft Priorities

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

1:00pm-2:00pm Lunch

Session 3 **Oliver Hanisch, Co-Founder and CMO, SnipClip (TBC)**
2:00pm-4:00pm Engaging audience in online communities

Session 3 **Chris Stone, Global Technology Symposium**
4:30pm-6:30pm How to negotiate a term sheet for a venture financing

Tuesday, March 22, 2011

Topics: **VIP case studies**

Venue: **PwC San Francisco**

Address: **3 Embarcadero Ctr # 20 San Francisco, CA 94111-4004**

Session 1 **Steve Bengston, Head of Emerging Company Services, PwC**
9:30am-12:00am VC trends overview

12:00am-1:00pm Lunch

Session 2 **Dmitri I. Dubograev, femida@.us**
1:00pm - 3:00pm Getting company structured

Session 3 **Angelika Blendstrup, International Exec Communication Coach**
3:00pm-7:00pm Pitching VCs and Elevator Pitch

Wednesday, March 23, 2011

Topics: **Russia Day GTS**
Venue: **Plug and Play Tech Center**
Address: **440 N. Wolfe Rd. - Sunnyvale, CA 94085**

Business Plan
Competition
9:00am-12:00am

Introduction (judges presentation)

Judges:

- Vish Mishra, The Indus Entrepreneurs
- Faysal Sohail, CMEA
- Burton Lee, Stanford
- Deep Bhagat, Angel Investor

Schedule:

- Introduction (judges presentation)
- Presentation sessions (5-6 projects, 9.15am-11.00am)
- Evaluation judges (11.00am-11.30am)
- General feedback, announcement winner (11.30am-12.00am)

12:00am-1:00pm

Networking Lunch. Russia Day Begins

Russia Day
Panel One
1:00pm-2:30pm

Panelists for Russia Day TBD

Russia Day
Panel Two
2:45pm-4:15pm

Panelists for Russia Day TBD

Russia Day
Panel Three
4:30pm-6:00pm

Panelists for Russia Day TBD

Welcome Reception
6:00pm-8:00pm

Saeed Amidi, Plug and Play Tech Center

Thursday, March 24, 2011

Topics: **Global Technology Symposium**
Venue: **Rosewood Sand Hill Hotel in Menlo Park, California**
Address: **2825 Sand Hill Road Menlo Park, CA 94025**

7:30am-9:00am

Registration and Continental Breakfast

9:00am-10:00am

Opening Ceremony

- Jerry Brown, Governor of the State of California (invited by GTS)
- Andrey I. Denisov, First Deputy Foreign Minister of the Russian Federation
- Judith McHale, U.S. Undersecretary of State for Public Diplomacy and Public Affairs
- Chief of staff to the President of Poland (invited)

10:15am-11:30am

Panel I: Silicon Valleys of the world

- John China, Silicon Valley Bank (moderator)
- William Bao Bean, Innova8 Ventures
- Ray Milhem, Dubai Silicon Oasis Authority
- Carlos Miranda, BR Opportunities Fund
- Vish Mishra, The Indus Entrepreneurs
- Viktor Vekselberg, Skolkovo Foundation

11:30am-12:15am

The Next Big Thing

- Mark Gorenberg
- Dean Kamen, Promod Hague, or other “Big Thinker” TBD

12:30am-1:30pm

Lunch Keynote

- Interview with Tim Draper

2:00pm-3:30pm

Panel II: state-backed venture funds

- Max Von Bismarck, World Economic Forum (moderator)
- Igor Agamirzian, Russian Venture Company
- Yigal Erlich, Yozma
- Piotr Gebala, National Venture Fund of Poland
- Temasek speaker TBD

3:45pm-5:15pm

Panel III: intellectual capital

- David Lam, WI Harper (moderator)
- Joe Golden, China Broadband Ventures
- Pat Hyek, Ernst & Young
- Kyung Yoon, TalentAge Associates

5:30pm-8:30pm **Cocktail Reception and Dinner**

Keynote Presentation: "Returns on Innovation"

- Mark Whitaker, CNN

Friday, March 25, 2011

8:00am-9:00am **Registration and Continental Breakfast**

9:00am-10:30am **Panel IV: What comes after the BRICs**

- Lorraine Hariton, U.S. Department of State, Special Representative for Commercial and Business Affairs (moderator)
- Wenceslao Casares, Endeavor
- Aloy Chife, SSW Global Limited
- Faysal Sohail, CMEA Capital
- Tom Speechley or Fred Sicre, Abraaj Capital

11:00am-12:15am **Panel V: global corporate leadership**

- Claudia Fan Munce, IBM
- Rich Geraffo, HP
- Dan'l Lewin, Microsoft

12:30am-1:30pm **Lunch Roundtable: the entrepreneur-VC partnership**

- Pitch Johnson
- Dixon Doll
- Richard Archuleta, Plastic Logic

2:00pm-3:30pm **Panel IV: M&A: what are companies buying?**

- Kelly Porter (moderator)
- Facebook
- Google

3:45pm-5:15pm **Panel V: The Start-Up Game**

- Bill Draper, Draper Richards
- Dick Kramlich, NEA
- Games2Win TBC

5:15pm-5:30pm **Farewell Remarks**

5:30pm-7:30pm **Reception**

Saturday, March 26, 2011

Topic: **Program wrap-up**

Venue: **PWC San Jose**

Address: **Ten Almaden Boulevard Suite 1600 San Jose, California 95113**

Session 1

12:00am-1:00am

Sergey Eremin, Microsoft

How Microsoft supports software startups locally and worldwide -
programs, criteria, benefits, examples

12:00pm-1:00pm

Lunch

Session 2

2:00pm- 6:00pm

Igor R. Agamirzian, CEO, Russian Venture Company

Program wrap-up

Sunday, March 27, 2011

Departure Day