

**DEEP DIVE SILICON VALLEY PROGRAM
(DRAFT)**

Monday Nov 29,2010

Time	Arrival Day
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Tuesday Nov 30,2010

Time	Topic: Overview and Introductions
Session 1 9:00-12:00am	Welcome, Introductions, Program Overview - Nikolai Mitushin and Ilya Antipov, RIS Ventures
Lunch 12:00pm-2:00pm	Brown Bag Lunch with Vera Shokina, Anna Dvornikova and Stas Khirman, The Entrepreneur Club, "Introduction to Silicon Valley Best Practices"
Session 3 2:00pm-4:00pm	Official Program Opening. Steve Blank, "Four Steps to Epiphany"
Session 4 4:00pm- 5:00pm	Follow Up Group Discussion on Steve's presentation
Session 5 5:00pm - 7:00pm	Jim Smith, General Partner, Mohr Davidow Ventures "MDV Investment Philosophy and Start Up Selection Process: Who is getting funded and what Silicon Valley VCs are looking for"
8:00pm - 10:00pm	Program Welcome Party at Anna Dvornikova's House

Wednesday December 1, 2010

Time	Topic: Entrepreneurship
Session 1 8:30 am-11:30am	<p>Brian Jacobs, General Partner Emergence Capital Partners VIP Case Study: "What is VC really thinking during your Pitch" Brian Jacobs will take us behind the scenes of a typical company pitch and will explain what goes through the mind of an investor as he's watching and listening your pitch". We will be soliciting Brian's feedback slide by slide while one of VIP participants will be going through its Power Point Presentation.</p> <p>Venue: Emergence Capital Office 160 Bovet Road, Suite 300, San Mateo Main: 650 573-3100</p>
Session 2 12:00pm-2:00pm	<p>Mark Iwanovski, GP, Trident Capital "Lesson Learned, Why startups fail?" Venue: SNR Denton</p>
Session 3 2pm - 5 pm	Visiting Google

Thursday, December 2

Time	Topics: Team and Culture
Session 1 9:00-10:00am	Debrief of Previous Day; Day Topic Overview.
Session 2 10:00 - 12:00	Topic/Speaker TBD
Lunch 12:00pm-2:00pm	Lunch with Phillip Korn, MD TriNet, and Laurie Lument, MD, SVB "How to Fit In and Take Advantage of your Partners and Network in Silicon Valley"
Session 3 2:00pm-4:00pm	Sondra Card, Executive Recruiter, HR Director for Mayfield "Startup Organizational Structure, Compensation and Hiring"
Session 4 4:00pm - 6:00pm	Phil Libin, CEO of Evernote Team and Culture: Evernote Case Study
Session 5 7:00pm-9:00pm	Vivek Mehra, General Partner, August Capital, and Alex Miroshnichenko, Virsto Software (CoolTechClub / TEC Networking Event)

Friday, December 3, 2010

Time	Topics: Company Valuation, Formation, Capital Structure
Session 1 9:00-10:00am	Debrief of Previous Day; Day Topic Overview.
10:00am - 11:00am	Daniel Zimmerman, Anna Otkina, SNR Denton Understanding Your Capitalization Table
Session 2 11:00am - 1:00pm	Daniel Zimmerman, Anna Otkina, SNR Denton Understanding your Series A Term Sheet and Shareholders Agreement
Lunch 1:00 pm - 2:00 pm	Lunch With Daniel Zimmerman and Anna Otkina
Session 3 2:00pm-4:00pm	Bill Tai, Partner, Charles River Ventures "Who is Getting Funded These Days? How to Get Ready to Raise a Round from Silicon Valley VCs?"
Session 4 4:00pm-6:00pm	Ilya Strebulaev, Professor, Stanford Business School "Company Valuations: fundraising scenarios"

Saturday December 4, 2010

Time	Silicon Valley Netwng
Session 1 10:00am -11:30	Esther Dyson: "Attracting and Retaining Co-Founders, Advisors, and Team" Venue TBD
Session 2 11:30am - 1p	Angelika Blendstrup, Ph.D. "Pitching VCs and Elevator Pitch" Using a standard pitch to approach professional investors [VCs etc] in a brief, well rehearsed presentation
6:00pm-9:00pm	Casual gatherings with Russian speaking Silicon Valley Entrepreneurs Alexandra Markova - Black Box Social

Sunday, December 5, 2010

Time	Silicon Valley Networking
10:00am	Visiting Stanford, San Francisco

Monday, December 6, 2010

Time	Topic: Product Management
Session 1 9:00-11:00am	Product Development and Customer Development - Theoretical Module
Session 2 11:00am-1:00pm	Project and Product Management - Theoretical Module
Lunch 12:00pm-2:00pm	Lunch with Asa Dotzler, Director, Product Management, Mozilla Corp "How to Build International Communities"
Session 3 3:00pm-4:00pm	Kim Scott, Sr. Director, Apple Computer "Product Management and Operations in a Technology Company"
Session 4 4:00pm-6:00pm	Visiting Apple Headquarters in Cupertino, California

Tuesday, December 7, 2010

Time	Topic: Demo, VentureBeat and San Francisco Day
Session 1 10:00-11:30 am	Alex Rose, Managing Director, IDG Ventures "Getting your Message Out in the US through Social Media" Letterman Drive, Building D, Suite 100 San Francisco, tel: 415-439-4420
Session 2 12:00-13:00pm Includes Lunch	Matt Marshall, Chief Editor, Venture Beat, and Neal Silverman, Sr.Vice President, DEMO Conference "Why DEMO is the Best Platform to Launch your Product in the US"?
Lunch 2:00pm-4:00pm	Erin Zehr, Vice President, The Horn Group PR Agency "New Rules of Starup Marketing and PR: Developing Strategy, Message and Brand Name" 612 Howard Street, San Francisco
Session 3 4:00pm-6:00pm	Free time in San Francisco
Session 4 6:00pm-8:00pm	Matt Marshall and Demo Alumni Holiday Party http://demomightysf.eventbrite.com

Wednesday, December 8, 2010

Time	Topic: Sales and Marketing
Session 1 9:00-10:30am	Previous Day Debrief and Day Topic Overview. "The Art of Building Sales, Channels and Customers"
Session 2 10:30 am - 12:00	Chuck De Vita, MD, Growth Process Consulting "Aquiring First Customers"
Session 3 12:00am-1:00pm	Lilia Shirman, "Effective Sales Conversations: Partnering with Big Guys"
Lunch 1:30 pm- 3:00pm	Vising RingCentral Office and CEO Vlad Shmunis: "Developing Sales Channels - US Small Medium Businesses (SMBs)"
Session 3 3:00pm-6:00pm	Visiting Yahoo

Thursday, December 9, 2010

Time	Topic: VIP Participants Case Studies with VC Experts
Session 1 9:00-11:00am	Previous Day debrief and Topic of the Day Overview
Session 2 11:00am-1:00pm	Eric Buatuas, GP, Sofinnova Ventures
Lunch 1:00pm-2:00pm	Alexander Galitsky, GP, Almaz Capital Partners
Session 3 2:00pm-4:00pm	Peter Loukianoff, GP, Almaz Capital Partners
Session 4 4:00pm-2:00pm	

Friday, December 10, 2010

Time	Topic: Startup Showcase
Session 1 9:00-11:00am	Previous Day debrief and Topic of the Day Overview
Session 2 11:00 am - 12:30 pm	VIP Case Studies - Mike Hodges, GP, ATA Ventures

Session 3 12:30am-1:30pm	Brown Back Lunch
Session 4 2:00 pm - 6:00 pm	VIP Case Study - VC TBD
Session 4 2:00pm-6:00pm	Review of Business Model Competition Workshop: Evaluating Results

Saturday, December 11, 2010

Time	Topic: Conclusions
10:00-12:00 pm	Debrief of Previous Day and Program Debrief

Sunday, December 12, 2010

Time	Departure Day
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