

# DEEP DIVE SILICON VALLEY

General partner



**Microsoft®**



## DEEP DIVE SILICON VALLEY PROGRAM

Monday, March 19, 2012

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

Session 1 10:00am-11:30am	Participant introduction
11:30am-12:00am	Deep Dive and Agenda Overview
12:00am-12:30am	Networking Coffee Break
12:30am-3:00pm	Pitch session
3:00pm-4:00pm	Lunch
Session 1 4:00pm-5:30pm	Bill Aulet, Managing director of MIT Entrepreneurship Center MIT program
5:30pm-6:00pm	Networking Coffee Break
6:00pm-7:00pm	Participants Case Studies (group work with Ilya Antipov and Nick Mitushin, smaller group of 10-15 DeepDive participants, work on their case studies) <ul style="list-style-type: none"><li>• Participant case: intro + current challenges</li><li>• Select approach how to solve this program</li><li>• Team work -&gt; solution -&gt; action</li></ul>
Session 2 5:30pm-6:00pm	Lean Startup Basics. Agenda overview Rules of the DeepDive "game". Details/structure of the first week <- Preparation. Details/structure second week <- Action. Four steps.  Collect all the data and present at feedback sessions and investors meetings.

Tuesday, March 20, 2012

Topic: **Entrepreneurship**

Venue: **EMC**

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

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|------------------------------|--|
| 9:30am-10:00am               | Day planning   |
| Session 1<br>10:00am-10:55am | <b>Alex Miroshnichenko</b> , Founder, CTO at VIRSTO Software Corp<br>Case of VIRSTO Software Corp  |
| 10:55am-11:05am              | Networking Coffee Break  |
| Session 2<br>11:05am-12:55pm | <b>Max Skibinsky</b> , Entrepreneur, founder of Hive7, Inporia<br>"Goedel for Startups"  |
| 12:55am-1:05pm               | Networking Coffee Break  |
| 1:05pm-3:00pm                | <b>David Weekly</b> , Entrepreneur, founder of PBwiki (now PBworks),<br>Founding Director of Hacker Dojo надо переносить на Digital<br>Founder story of PBwiki |
| 3:00pm-4:00pm                | Lunch  |
| 4:00pm-6:00pm                | <b>Vlad Voskresenskiy</b> , CEO at InvisibleCRM and co-founder, InvisibleCRM<br>Becoming local in Sillicon Valley. InvisibleCRM story                          |

Wednesday, March 21, 2012

Topic: **Product**

Venue: **EMC**

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

8:30am-9:00am

Day planning

Session 1

9:00am-11:00am

**Wens Gerdyman**, Co-founder at Arcadia Prep

Writing Effective Product Requirements

11:00am-11:30am

Networking Coffee Break

Session 2

11:30am-1:30pm

1:30pm-2:30pm

Lunch

Session 3

2:30pm-4:25pm

**Gleb Arshinov**, CEO at Acunote

From T-34 to iPhone - building killer products using "Worse is Better" approach

4:25pm-4:35pm

Networking Coffee Break

4:35pm-5:30pm

**Rodney Bowen-Wright**, Director of Technology Evangelism and Business Development Enterprise, Verticals and Dynamics Productlines, Strategic and Emerging Business Team, Microsoft

5:30pm-6:00pm

Networking Coffee Break

Session 4

6:00pm-8:00pm

**David Weekly**, Entrepreneur, founder of PBwiki (now PBworks), Founding Director of Hacker Dojo

From online model to transition model – надо продуктовую тему сделать

Thursday, March 22, 2012

Topic: **Meeting with EMC. Sales**

Venue: **EMC**

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

- 9:30am-10:00am Day planning
- 10:00am-12:30am **Patricia Florissi**, CTO RMSG at EMC  
The story of startup sold to EMC
- 12:30am-1:00pm Networking Coffee Break
- Session 1  
1:00pm-2:30pm **Chuck DeVita**, President at Growth Process Group, Adjunct Professor at Stanford Continuing Studies  
What is Value Prop and how to develop it
- 2:30pm-3:00pm Networking Coffee Break
- Session 2  
3:00pm-5:00pm **Chuck DeVita**, President at Growth Process Group, Adjunct Professor at Stanford Continuing Studies  
Value Proposition Development.  
Deep Dive teams develop and present their Value props.  
Top 3 Value Props are selected.
- 5:00pm-6:00pm Networking Coffee Break/Lunch
- 6:00pm-8:00pm Participants Case Studies (group work with Ilya Antipov and Nick Mitushin, smaller group of 10-15 DeepDive participants, work on their case studies)
- Participant case: intro + current challenges
  - Select approach how to solve this program
  - Team work -> solution -> action

Friday, March 23, 2012

Topic: **Sales & Marketing**

Venue: **EMC**

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

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|-----------------------------|--|
| 8:30am-9:00am               | Day planning   |
| Session 1<br>9:00am-11:00am | <b>Bob Samuels</b> , Director - B2B Business Development, QuinStreet, Inc.<br>Digital marketing in B2B market: tricks and best practices   |
| 11:00am-11:30am             | Networking Coffee Break  |
| Session 2<br>11:30am-1:30pm | <b>R. Paul Singh</b> , CEO & Co-Founder, SocialNuggets.Net<br>Case of SocialNuggets.Net, social media sources data analysis  |
| 1:30pm-2:30pm               | Lunch  |
| Session 3<br>2:30pm-4:30pm  | <b>Igor Shoifot</b> . Investor at The One-Page Company, Advisor at Kuznech,<br>Advisor at 4shared.com<br>Viral marketing   |
| 4:30pm-5:00pm               | Networking Coffee Break  |
| 5:00pm-7:30pm               | Participants Case Studies (group work with Ilya Antipov and Nick Mitushin,<br>smaller group of 10-15 DeepDive participants, work on their case studies) <ul style="list-style-type: none"><li>• Participant case: intro + current challenges</li><li>• Select approach how to solve this program</li><li>• Team work -&gt; solution -&gt; action</li></ul> |

Saturday, March 24, 2012

Topic: **Team & culture**

Venue: **PwC San Jose**

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

11:00am-11:30am

Day planning

Session 1

11:30am-1:30pm

**Angelika Blendstrup**, International Exec Communication Coach

Cultural Differences

1:30pm-2:30pm

Lunch

Session 2

2:30pm-6:30pm

**Angelika Blendstrup**, International Exec Communication Coach

VIP case studies for pitch improvement

Sunday, March 25, 2012

Topic: **Free fun time**

Venue:

Address:

By public transport

- Exploratorium  
the museum of science, art and human perception  
<http://www.exploratorium.edu>  
[http://www.exploratorium.edu/visit/location directions/](http://www.exploratorium.edu/visit/location%20directions/)
- Alcatraz Island  
<http://www.alcatrazcruises.com/>
- Fine arts museums of San Francisco  
<http://www.famsf.org/>

By Car

- Yosemite National Park  
<http://www.nps.gov/yose/planyourvisit/yv.htm>  
[http://www.tripadvisor.ru/Attraction\\_Review-g61000-d489919-Reviews-Yosemite\\_Valley-Yosemite\\_National\\_Park\\_California.html](http://www.tripadvisor.ru/Attraction_Review-g61000-d489919-Reviews-Yosemite_Valley-Yosemite_National_Park_California.html)
- Others  
<http://www.bayareaexperiences.com/experiences/experience.asp?id=46&name=Climb-the-Steps-of-Lyon>  
<http://www.bayareaexperiences.com/experiences/experience.asp?id=40&name=Hike-Mount-Tamalpais>



Monday, March 26, 2012

Topic: **Entrepreneurial finance and Investments**  
Venue: **PwC San Jose**  
Address: **Ten Almaden Boulevard Suite 1600 San Jose, California 95113**

8:30am-9:30am	Day planning
Session 1 9:00am-9:55am	<b>Bo Parker, Managing Director of the Center for Technology and Innovation, PwC</b> Entrepreneurial spirit of the Silicon Valley and startup success factors. Examples, success stories
9:55am-10:05am	Networking Coffee Break
Session 1 10:05am-12:00am	<b>Pavel Pogodin</b> , Partner at Haynes and Boone, LLP Protecting company IP and IP due diligence issues at funding and exit
12:00am-2:00pm	Lunch and free time
Session 2 2:00pm-3:55pm	<b>David Weekly</b> , Entrepreneur, founder of PBwiki (now PBworks), Founding Director of Hacker Dojo Stock options don't get burned
3:55pm-4:05pm	Networking Coffee Break
Session 3 4:05pm-7:00pm	<b>Betty Kayton</b> , Experienced Startup CFO Financial Planning and Model Overview
7:30pm-...	Dinner with Betty Kayton \$0 VIP participants \$50 non VIP participants

Tuesday, March 27, 2012

Topic: **Workshops sessions and DeepDive meetings**  
Venue: **PwC San Jose**  
Address: **Ten Almaden Boulevard Suite 1600 San Jose, California 95113**

8:30am-9:30am Day planning

Session 1  
9:00am-12:00am **Anton Abashkin**, Senior Manager, Centre for Technology and Innovation,  
PricewaterhouseCoopers Russia B.V.  
Financial modeling case studies

12:00am-1:00pm Lunch

Session 2  
1:00pm-4:00pm **Renat Khasanshyn**, Venture Partner, Apaxys Ventures  
Best practices in B2B Marketing and Sales  
Individualized workshop which will result in three deliverables specific to each of the Deep Dive participants

4pm-5pm **Transfer to Microsoft**

Topic: **Meeting with Microsoft**  
Venue: **Microsoft campus in Mountain View**  
Address: **1065 La Avenida Street Mountain View, CA 94043-1421.**  
**Building 1, ECR (executive conference room)**

5:00pm-7:00pm **Sam Rosenbalm** BizSpark Plus, MS Seed Fund in Russia and has a status of executive sponsor for Russia in EBT  
**Nicolas Kardas**, Microsoft, Strategic & Emerging Business Team, BizSpark One program

Wednesday, March 28, 2012 - Friday, March 30, 2012

Topic: GTS  
(<http://www.globaltechsymposium.com/>)  
Venue: Rosewood Sand Hill  
Address: 2825 Sand hill rd., Menlo park,  
CA 94025

\$750 – for all DeepDive participants

Time for private meetings with investors  
and Silicon Valley community

Assignment: as many customer, partner  
and investor meetings as you can

Friday, March 30, 2012

Topic: **Meeting with Accel Partners**  
Venue:  
Address: 428 University Avenue, Palo Alto, CA 94301

10:00am-11:00am    **Accel Partners**  
Pre-Selected Project Only for meeting with Accel Partners to discuss  
global company setup

1pm-2pm            **Transfer to K&S Ranch**  
  
Topic: **Meeting with Steve Blank**  
Venue: **K&S Ranch**  
Address: **4100 Cabrillo Highway (Hwy 1), Pescadero, CA 94060**

Session 1  
2pm-4pm            **Steve Blank**, Serial Entrepreneur; Founder, Epiphany, Lecturer, Stanford  
University, Graduate School of Engineering

Saturday, March 31, 2012

Topic: **Program wrap-up. Debrief on GTS & meetings**

Venue: **EMC**

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

11:00am-11:30am

Day planning

Session 1

Investors meeting.

11:30am-2:30pm

Attendees present their projects/work.

2 minutes presentation + 4 minutes Q&A.

Funds representatives

- **August Capital / OPUS Capital (TBC)**
- **Accel / Khosla Ventures (TBC)**
- **Sam Rosenbalm** BizSpark Plus, MS Seed Fund in Russia and has a status of executive sponsor for Russia in EBT

2:30pm-3:30pm

Lunch

Session 2

Getting feedback from participants

3:30pm-4:30pm

### **A list of out of program events to take part in:**

- Founders Space Silicon Valley Roundtable. <http://www.waveplayllc.com/news--events.html>
- the entrepreneurclub
- Edu Hack Day <http://startupdigest.com/silicon-valley/>
- SuperHappyBlockParty
- Pitchcrawl <http://www.dishcrawl.com/pitchcrawl/>
- Negotiating for Your Idea: Learn To Do Deals With The Funders  
<http://meetup.fundersandfounders.com/events/42080842/?eventId=42080842&action=detail> <http://fundersandfounders.com/events/negotiating-for-your-idea-learn-to-do-deals-with-the-funders/>
- pariSoma Mixer Series: MusicTech <http://musictechmixer-startupdigest.eventbrite.com/?discount=StartupDigest>
- Super Happy Block Party Hackathon  
<http://www.facebook.com/events/283938455011303/>  
<http://paloalto.patch.com/articles/super-happy-block-party-hackathon-to-fuse-code-art-and-innovation>
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## CONTACTS

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