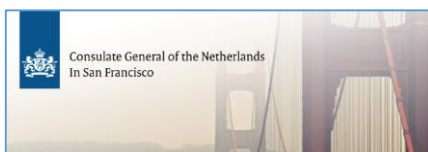




Ready to Scale Silicon Valley Program January 18 – 22, 2016

Organized by:
Erik Boer
Janet Gregory
Gigi Wang

Sponsors:



Ready2Scale

LOCAL CONTACT INFO:

Janet Gregory, janetg@kickstartall.com , +1 510 693 7546

Gigi Wang, gigi.wang@mg-team.com , +1 925 963 8407

AGENDA:

Sunday 17-January 2016

Transportation: Taxi or Uber or Walking: allow 1 hour for 2.5 miles (4 km)

<i>Time</i>	<i>Description</i>	<i>Logistics</i>
1600-2000	Food & Networking @ Butterfly Pier 33, The Embarcadero, San Francisco Sponsored by ACE (Amsterdam Center for Entrepreneurship)	Confirmed 415.864.8999 restaurant

Monday 18-January 2016

Martin Luther King Day – U.S. Holiday

Location: California Academy of Science, Board Room, 75 Nancy Pelosi Drive, San Francisco

Transportation: Taxi or Uber

<i>Time</i>	<i>Description</i>	<i>Logistics</i>
<i>Morning</i> 0900-1000	Welcome, Introductions, Goals & Expectations for the Week – Gigi Wang & Janet Gregory <i>Gigi:</i> Global entrepreneurship, innovation & expansion, MG Team https://linkedin.com/in/gigiwang <i>Janet:</i> Executive sales & business development, KickStart Alliance https://linkedin.com/in/janetg123	Confirmed Gigi: 925-963-8407 gigi.wang@mg-team.com Confirmed Janet: 510-693-7546 janetg@kickstartall.com
1000-1100	How to captivate any audience in less than 30 seconds - Nathan Gold https://www.linkedin.com/in/nathangold	Confirmed 510-579-8530 ngold@democoach.com
1130-1230	Practice short pitches and receive feedback - Nathan Gold, Gigi Wang, Janet Gregory	
<i>Lunch</i> 1230-1300	Box Lunch Lunch sponsored by ACE & Janet Gregory	Confirmed
1300-1500	Entrepreneur Pitching & Coaching Tamra Teig, Co-Founder & Director Berkley Startup Network https://www.linkedin.com/in/tamra-teig-0042686 Susie Williams, Software Technical Sales & Implementation https://www.linkedin.com/in/susielwilliams Gigi Wang Janet Gregory	Confirmed Tamra confirmed by Gigi Susie confirmed by Janet

1500-1600	Silicon Valley Culture, Ecosystem & Networking – Gigi Wang – Global entrepreneurship, innovation & expansion, MG Team	Confirmed
1600-1700	Explore Cal Academy of Sciences	
Evening	Open for Meet-ups & Exploring San Francisco	

Tuesday 19-January 2016

Transportation: Morning Taxi or Uber

Evening bus return to hotel

Morning Locations: Depends on Specific Meetings & Tours

Afternoon Location: Stanford Faculty Club, Stanford University Campus
439 Lagunita Drive, Stanford, CA 94305 T: 650-723-9313

Time	Description	Logistics
Morning	<p>Select one Silicon Valley Tours</p> <ul style="list-style-type: none"> • TechWorkers – 1000-1130 <ul style="list-style-type: none"> ○ Invitation: BusinessTalentNetwork, Glooni, ICT Business Partners, Studelta & Werkgevergids ○ Topics: Techworker’s business overview and staffing industry in the US ○ Rob Olson, Vice President, Sales Operations & IT https://www.linkedin.com/in/robert-olsen-267b7 • Cisco – 1100-1200 <ul style="list-style-type: none"> ○ Open invitation ○ Topics: Cisco’s Software Monetization strategy for buying programs, pricing, licensing, etc. ○ John Marshall, Senior Director Software Pricing Strategy https://www.linkedin.com/in/john-marshall-081526 • eBay – 1100-1200 <ul style="list-style-type: none"> ○ Open invitation ○ Campus walking tour, eBay history, presentation on business today and looking forward, photo-op with big eBay sign, and end in eBay store. ○ Nicole Lyon, Group Product Manager, Personalization https://www.linkedin.com/in/nicole-hibbard-lyon-256637 	<p>Techworkers confirmed 2000 Crow Canyon Place, Suite 150, San Ramon rob.olsen@techworkers.com Rob: 925.359.2166</p> <p>Cisco confirmed Bldg. 10, 5th floor, Zinfandel, 300 E Tasman Dr. (at Morgridge Way), San Jose johnmars@cisco.com John: 925.200.9002</p> <p>eBay confirmed 2145 Hamilton Ave, San Jose, CA 95125 nicolelyon@gmail.com</p>

<i>Lunch</i> 1200-1300	Private Dining Room Stanford Faculty Club Lunch sponsored by Gigi Wang	Confirmed Lunch Laura: 650.723.9313 lsambran@stanford.edu
1300-1430	Personas, Positioning & Messaging – Mike Gospe Principal & Co-Founder KickStart Alliance, <i>Books</i> : “The Marketing High Ground”, “Marketing Campaign Development”, and “The Flip Chart Guide to Customer Advisory Boards” https://www.linkedin.com/in/mikegospe	Confirmed (by Janet) 650-464-7662 mikeg@kickstartall.com
1430-1500	Considerations for IP Protection – George Willman Partner, Reed-Smith LLP https://www.linkedin.com/in/georgewillman	Confirmed George: 650.352.0644 gwillman@reedsmith.com
1500-1700	Panel: Venture Capital in the US – Shomit Ghose - Managing Director & Partner, Onset Ventures https://www.linkedin.com/in/shomit-ghose-44512	Confirmed (by Gigi)
1700-1800	<i>Bus return to hotel, People can choose to stay in Palo Alto and take CalTrans train back to San Francisco</i>	
<i>Evening</i>	Open for Meet-ups & Exploring San Francisco or Palo Alto	

Wednesday 20-January 2016

Location: San Francisco Dutch Consulate, 20 Kearny Street, Suite 3100, San Francisco, CA 94101

Phone: 877-388-2443

Easy walk: 20-25 minutes, .9 miles (1.4 km)

<i>Time</i>	<i>Description</i>	<i>Logistics</i>
0900-1015	Netherlands vs US, Entrepreneur Perspectives, former Layar (NL), Dekko (US) – Matt Miesnieks Director Product Development, Samsung https://www.linkedin.com/in/mattmiesnieks	Confirmed Matt: 415-819-4514 mattmiesnieks@gmail.com
1030-1130	Branding - Tony Wessling Founding Principal, Chromium https://www.linkedin.com/in/tonywessling	Confirmed
<i>Lunch</i>	Lunch Lunch sponsored by the Dutch Consulate & ACE (Amsterdam Center for Entrepreneurship)	Confirmed
1230-1700	Open for Meetings & Research & Office Hours with Janet & Gigi	
1230-1330	Tour of AutoDesk Gallery (optional) http://www.autodesk.com/gallery/overview SF Office: 1 Market Street, 2 nd Floor, San Francisco (Tour starts at 12:30 pm sharp – need to be there on time)	Confirmed
1500-1600	Media for Health & Learning – Michael Carter Expert on Online Education & Health https://www.linkedin.com/in/michaelpcarterphd	Confirmed

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1600-1700	Generating Revenues - Red Smith President, Smart Growth Group https://www.linkedin.com/in/red-smith-a6070b3	Confirmed
Evening 1700-2030	Networking & Karaoke Night Fun and song @ the Consulate	Confirmed

Thursday 21-January 2016

Morning Location: UC Berkeley, Sutardja Center for Entrepreneurship & Technology (SCET), new office at UC Berkeley Memorial Stadium. **Meet at old SCET office at 2150 Shattuck Ave, Berkeley CA 94704 (in front of Chase Bank in same building) and Gigi will walk the group to stadium**

Take BART to Berkeley:

- Civic Center/UN Plaza BART Station (on Market St. at 7th) is 5-10 minute walk from hotel
- Take Richmond/Millbrea line toward Richmond – Exit **Downtown Berkeley Station** (destination of 2150 Shattuck is right outside BART station)
- Trains run every 15 minutes – average 30 minute BART ride - roundtrip fare \$8.00

Afternoon Location: Old SCET office at UC Berkeley, 2150 Shattuck Ave, 11th floor, Berkeley

<i>Time</i>	<i>Description</i>	<i>Logistics</i>
<i>Morning</i> 0830-1000	BART to Berkeley	
1000-1130	Berkeley Method of Entrepreneurship - Ikhlq Sidhu Chief Scientist & Founding Director, Sutardja Center for Entrepreneurship & Technology; IEOR Professor, UC Berkeley https://www.linkedin.com/in/ikhlaq	Confirmed
<i>Lunch</i>	Lunch on Your Own in Berkeley – lots of good places by 2150 Shattuck <i>NOTE: Erik, Martin, Frank, Anoesjka & Gigi will have lunch with Ikhlq at UC Berkeley Faculty Club</i>	
1300-1400	Product Marketing / Product Management – Anne O’Neill Strategy Consulting & Marketing Execution, KickStart Alliance https://www.linkedin.com/in/oneillanne	Confirmed 510-388-7489 anneo@kickstartall.com
1400-1500	Implementing online courses with Coursera - Ricardo San Martin , Professor, Pontificia Universidad Catolica, Chile	Confirmed
1500-1600	Sales & Business Development – Janet Gregory Executive sales & business development, KickStart Alliance	Confirmed
1600-1700	Innovative Business Models – Gigi Wang From Value Proposition to Value Extraction	Confirmed
<i>Evening</i>	Open for Meet-ups & Exploring San Francisco & Berkeley	

Friday 22-January 2016

Location: Runway Incubator, 1455 Market St, San Francisco, then to Reed Smith, 101 Second Street, Suite 1800, San Francisco, CA 94105

Easy walk: 20-25 minutes, 1 miles (1.5 km)

<i>Time</i>	<i>Description</i>	<i>Logistics</i>
<i>Morning</i> 0900-1015	Visit to Runway Incubator 1455 Market St, San Francisco www.runway.is	<i>To be confirmed by Gigi Wang</i>
1000-1100	Walk to next location 1455 Market St. to 101 Second St., San Francisco (or take BART from Civic Center station to Montgomery station)	
1100-1200	Setting up a US Office - Richard Horning Counsel, Reed-Smith LLP https://www.linkedin.com/in/richardhorning	Confirmed
<i>Lunch</i>	Lunch Lunch sponsored by Reed-Smith LLP	
1300-1400	Opening the US Market - Alfredo Coppola Co-CEO, US Market Access Center https://www.linkedin.com/in/acoppola	Confirmed
1400-1600	Wrap up & Feedback	
<i>Evening</i>	Open for Meet-ups & Exploring San Francisco	

Hotel: Best Western Americana
121 7th Street
San Francisco, California, 94103-2835, US
Phone: 415/626-0200

Bus: 17-January SFO to Hotel
19-January Hotel to Stanford University and return
23-January Hotel to SFO
Othmar Witteveen
Managing Director
Sideways Incentives, Inc.
6277 Taft Ave., Richmond, CA 94805
Phone: +1 (510) 970-7900
www.sidewaysincentives.com