



*From start-up to scale up:
Develop your invention into
a scalable business!*



Interested?

Take the opportunity to meet network partners on site in the Silicon Valley, participate in workshops and experience the special mindset and spirit!

Silicon Valley Master Class at Santa Clara University Silicon Valley Executive Center - Leavey School of Business Santa Clara, California

Participants receive a certificate from Deggendorf Institute of Technology / Silicon Valley School and Santa Clara University/Silicon Valley Executive Center.

For more details and registration please contact:

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www.scu.edu

DEGGENDORF
INSTITUTE OF
TECHNOLOGY **DIT**

BITZ Oberschneiding
The Silicon Valley School



Silicon Valley
MASTER CLASS

October 6th - 11th, 2024

Silicon Valley Master Class

October 6th - 11th, 2024

Exclusive price per person in 2024 excl. travel expenses: 2.500 € (incl. VAT)

Kickoff
Sunday, October 6th

Half-day @SCU campus

Ideation Workshop
Monday, October 7th

Full-day @SCU

The Valley Experience
Tuesday, October 8th

Half-day @

Spirit of San Francisco
Wednesday, October 9th

Half-day @CCA

Get ready to pitch
Thursday, October 10th

Half-day @SCU

Grande finale
Friday, October 11th

Half-day @SCU

Setting the scene:

Framing of business challenge

Creating ideas & problem statement:

Wall of ideas, clustering, and customer centric problem statement

Business model understanding:

Introduction to business modeling, examples and your business model (canvas)

Show me the money:

Business model financials, incl. TAM/SOM

Riskiest assumptions:

Definition of riskiest assumptions, hypotheses and untested assumptions plan

Customer interviews:

Techniques to run customer interviews

Californian College of the Arts CCA:

Welcome by CCA Faculty
Design sprint 1 - Wearing your customers' shoes: Customer persona & journey
Design Sprint 2 - The power of prototyping: Preto-/prototyping

Storytelling:

Learn how to empathize and tell a compelling story
Pitch preparation:
Introduction to pitch-master canvas and learn how to pitch like a pro

Guest lecture:

Speaker and topic to be determined
Grande finale: Pitch like a pro, create excitement and get expert feedback

A M

P M

SCU campus tour:

Walking tour of Santa Clara University (SCU) campus

Guest lecture:

Technology-to-market the Silicon Valley way at STEM SCU

Silicon Valley company visit 1:

e.g. C3.ai HPC. etc.

San Francisco company visit(s):

e.g., Pony.ai, Zoox, Airbnb

Silicon Valley company visit 2:

e.g. NVIDIA

Graduation dinner

Get together:

Meet and mingle at Peter's Chapel (Sonesta Simply Suites)

Guest lecture:

Ethics in the age of disruptive technologies at SCU Markkula Center by Shomit Ghose (Professor at Berkeley University & SCU lecturer)

San Francisco coffee challenge:

Get out of the building and test your assumptions with customers in San Francisco

