



VENTURE CAPITAL ACADEMY

# THE SECRETS OF INVESTING IN TECHNOLOGY STARTUPS

Five-day Immersion Program  
Taught by Top Silicon Valley Investors

5 DAYS

San Francisco  
Bay Area, CA

SAMPLE PROGRAM AGENDA



## INTRODUCTION

Venture capital is an important driver of innovation, economic growth, job and wealth creation. We see the success of the industry all around us: in the companies which grow rapidly from entrepreneurial beginnings thanks to venture funding.

Yet the venture industry suffers from a strange paradox. Though its entire purpose is to fund innovation, its own structures and processes have changed little over the years.

A decade from now, the world of venture capital will look radically different from its image today. But, unlike many other industries, venture capital will survive the dramatic shifts soon to come.

Still, many questions about the venture industry remain. How rapidly will transformation occur? What survival strategies will yield better outcomes? How many players will there be and which ones will make the new premier league? And how exactly will the continued evolution of global innovation shape the venture landscape?

Only time will tell. What's certain is that success in the new venture environment is sure to be had by the practitioners who respond quickly to the opportunities and challenges it presents.

*"We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next 10. Don't let yourself be lulled into inaction."*

**Bill Gates, Microsoft**





## KEY PROGRAM TOPICS

A transformative learning journey that will drive professional results

### DAY 1

**Intro to the world of venture capital**

Gain first-hand insights from the top Silicon Valley investors and thought leaders

### DAY 2

**Explore venture landscape**

Benefit from exclusive access to leading venture funds, accelerators, fast-growing companies and game-changing startups

### DAY 3

**Learn how venture investors generate returns**

Get familiar with how different exit strategies impact return economics

### DAY 4

**See what's next in venture capital**

Learn how accelerating innovation leads to change in the venture capital formula

### DAY 5

**Create your venture strategy**

Apply your newly gained skills and knowledge to build a venture strategy that fits your risk and return profile



# DAY 1

## INTRO TO THE WORLD OF VENTURE CAPITAL

To kick off our program we review how venture capital has evolved over 60 years to become an essential part of the Silicon Valley ecosystem. That's followed by a deep dive into the industry to gain perspective on the best practices of VCs. How do they make decisions and add value? You'll find out the answers to those questions as you get to grips with the basics of venture economics and learn how to evaluate and structure venture deals.



### Overview of the venture capital industry

Learn about the industry's past, present and future. How has the industry evolved?



### Types of startups

What are the characteristics of startups with the biggest upside potential?



### Due diligence and deal structuring

Learn what to look for while evaluating venture deals, why it's important and how to structure them.



### Best VC practices

Get perspective on how to source and evaluate opportunities. Learn to identify the parameters of a good deal.



### Offsite Briefing

Visit to a premier venture firm



## DAY 2

# EXPLORE THE VENTURE LANDSCAPE

On Day Two we go deeper into venture capital to tackle some of its most pressing practical issues. You'll be rewarded with a more granular vision of the industry as we deconstruct its dynamics and key players, while you learn how differentiation breeds access to the best opportunities. We then make a lateral move into the world of enterprise startups, identifying the most prominent ones.



### Seed investors, accelerators and micro-VCs

Learn about the important role they play in shaping startup ecosystems and their strategies that lead to successful outcomes.



### VC landscape: the players

What types of venture investors are out there? How do they differ: angels, seed, early-stage, late-stage; generalists and specialists; financial and strategic?



### Who are the strategic investors?

How can corporations, government agencies, non-profit organizations and foundations harness the power of venture capital?



### Pitching Sessions

Presentations by select Silicon Valley startups



### Offsite Briefing

Visit to a premier venture firm



## DAY 3

# LEARN HOW VENTURE INVESTORS GENERATE RETURNS

How do VCs source and structure their investments? Where does their added value come from and how do they know when it's time to exit? We tackle these questions head-on in Day Three through hands-on, interactive sessions. You'll put your learning into practice and deepen your understanding of the mentality of the Silicon Valley venture capitalist. You'll come away with a firm grasp on the return potential of a variety of investment strategies and have the chance to formulate your own approach.



### Venture Capital investment strategies

Get a firm grasp on various venture strategies including Primary, Secondary, Venture Debt, Direct, Fund-of-Funds, Co-investments



### How do VCs differentiate themselves?

What's the rationale for investors to play active or passive roles? How do they add value? What do they do on the boards of companies in their portfolio?



### Value creation: It's all about exits

Demystifying how investors generate returns via various alternatives including IPO, M&A, Buyout or SPAC.



### Pitching Sessions

Presentations by select Silicon Valley startups



### Offsite Briefing

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## DAY 4

# SEE WHAT'S NEXT IN VENTURE CAPITAL

Day Four is devoted to the transformative forces threatening the venture capital status quo. We examine trends such as the increasing use of technology by VCs to make and manage investments and the growing preference for startups to seek alternatives to traditional sources of capital. These sessions will familiarize you with today's key technological trends and their implications for both consumers and industry players.



### **Panel discussion: Key trends of venture investing**

Venture industry transformation is underway and value creation has shifted to private markets. What are the implications for industry players and entrepreneurs?



### **Crypto world**

Understand Blockchain, crypto space trends, deals, issues with ICOs and frameworks for their evaluation.



### **The cutting edge of new frontiers**

Become familiar with hot technology themes and areas including AI/ML, VR/AR, Autonomous cars.



### **Pitching Sessions**

Presentations by select Silicon Valley startups



### **Offsite Briefing**

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## DAY 5

# CREATE YOUR VENTURE STRATEGY

The final day is all about putting theory into practice. We help attendees formulate a unique venture investing strategy to suit their preferences for risk and return. A panel discussion will help you distinguish myth from reality in venture capital, while a hands-on workshop led by professional VCs will give you essential practice in formulating sound investment strategies. We close with pitches from a handpicked selection of Silicon Valley startups.



### **Panel discussion about VC myths and realities**

How do investors get to 3x returns and counter down cycles? How do small funds compare against large funds? Is crowdfunding a friend or foe?



### **Pitching Sessions**

Presentations by select Silicon Valley startups



### **Hands-on workshop**

Practice how to formulate sound investment strategy



### **Pitching Sessions**

Presentations by select Silicon Valley startups



## PAST AND FUTURE SPEAKERS

**Don Dixon**

Trident Capital  
Co-Founder & Managing Director



**David Weiden**

Khosla Ventures  
Partner

**Dixon Doll**

DCM  
Co-Founder & Partner



**Eric Benhamou**

BGV  
Founder & General Partner

**Steve Goldberg**

Venrock  
Operating Partner



**Ramneek Gupta**

Citi Ventures  
Managing Director

**Randy Williams**

Keiretsu Forum  
Founder & CEO



**Mark Platshon**

Icebreaker Ventures  
Managing Director & Founder

**Steven Schlenker**

DN Capital  
Co-Founder & Managing Director



**Mark Platshon**

Icebreaker Ventures  
Managing Director & Founder

Our Digital Reinvention  
Silicon Valley Innovation Week

Our Digital Reinvention  
Silicon Valley Innovation Week





## DISCOVER THE BEST OF SILICON VALLEY

Silicon Valley Innovation Center organized this program in collaboration with with speakers from leading technology companies, innovative startups, accelerators and venture capital firms.

### VC's

khosla ventures

venrock

partech

M  
Menlo

MOHR  
DAVIDOW  
VENTURES

Mayfield

### Startups

slack

airbnb

IdentityMind

POSTMATES

affirm

robinhood

### Established Companies

Google

facebook.

amazon.com

Dropbox

TESLA

salesforce



## HERE IS WHAT PREVIOUS ATTENDEES HAD TO SAY

*"I am very thankful to SVIC for organizing this one-week event. It was very helpful to get to know VCs who are investing in new digital technologies, entrepreneurs who are building these technologies and large companies that are already applying it."*

**Juan Clariond**

Executive Chairman,  
Dimex Capital & Alis  
Foods, Mexico



*"Thank you for the excellent program! I really enjoyed the content and meeting some innovative Silicon Valley companies."*

**Valentin Peltek**

Innovation Partner,  
Noosphere Ventures,  
USA



*"This program is an excellent opportunity to get an idea of what is going on in Silicon Valley and experience it firsthand. The program exceeded my expectations: fantastic content, set of companies, VCs, and startups."*

**Hiram Alarid**

CEO / Director,  
Factum Consulting  
Group, Mexico



*"SVIC, thank you for a fantastic immersion program. It was an excellent and truly inspiring to be a part of the group and experience the innovation culture of Silicon Valley. You did a great job on speakers, content, and logistics."*

**Alex Zimin**

Managing Partner,  
Foresight + VC Fund,  
Russia





Leading Silicon Valley practitioners and thought leaders will help you master the skills necessary to develop a solid investment strategy and make successful investment decisions.

In addition, on this one week course in the heart of Silicon Valley you'll visit leading technology companies and meet with premier VCs and promising startups.

## WHAT YOU'LL LEARN

Seize this unique opportunity to make a deep dive into the world of venture capital and gain first-hand insights from the top Silicon Valley investors.



Master the key trends that drive transformation of the venture industry



Get a clear vision of the changing venture landscape, its key players and how they get access to the best opportunities



Learn how to evaluate and structure deals to ensure attractive returns



Get a firm grasp on various investment strategies and formulate the one that fits your objectives



**FIVE-DAY**  
Immersion  
Program

**VENTURE CAPITAL ACADEMY**  
**THE SECRETS OF INVESTING IN**  
**TECHNOLOGY STARTUPS**



## ABOUT US



**SILICON VALLEY**  
INNOVATION CENTER

Silicon Valley Innovation Center empowers senior-level executive leaders from around the world to uncover business growth opportunities behind the threats of disruptive technologies.

Since 2011, we have organized hundreds of corporate innovation programs, board study tours and executive education programs for corporate executives, business owners, board members of global businesses and government leaders in Silicon Valley and beyond.

## CONTACT US

[www.siliconvalley.center](http://www.siliconvalley.center)  
[www.siliconvalley.center/venture-capital-academy](http://www.siliconvalley.center/venture-capital-academy)

+1 (650) 274-0214

[info@svicenter.com](mailto:info@svicenter.com)

1850 Gateway Drive, Suite #150,  
San Mateo, CA 94404, USA