



June 10- MONDAY

10:00 – 11:30

Welcome & Orientation

- Information about the Bootcamp Program
- Introduction to the U.S. Entrepreneurship Ecosystem
- Business Culture in the U.S. (Do's and Don'ts)
- Tips and Hints on benefiting from the program

11:30 – 11:45

Coffee Break

11:45 – 13:00

Training: Fundraising Strategy – Part I

Funding Cycle

The Math behind the VC funding

When you should raise money and how much?

What VCs Look For in a Startup

13:00 – 14:00

Lunch

14:00 – 15:30

Training: Fundraising Strategy – Part II

Due Diligence in the U.S.

How to Approach to VC Funds

15:30 – 15:40

Coffee Break

15:45 – 17:00

Training: Fundraising Strategy – Part III

Negotiations with VCs

Best Practises

Homework: Preparing a 3min pitch



June 11- TUESDAY

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| 10:00 – 12:00 | Training: Basics of Pitching in the U.S. <ul style="list-style-type: none">- Recap of the pitch basics from the previous day- Best pitch examples- Pitch Karaoke |
| 12:00 – 13:00 | Lunch |
| 13:15 – 15:15 | Workshop: Pitch Coaching and Perfection (4 startups)
Perfecting the pitches of 4 startups |
| 15:15 – 15:30 | Coffee Break |
| 15:30 – 17:30 | Workshop: Pitch Coaching and Perfection (4 startups)
Perfecting the pitches of 4 startups |

The U.S. Bootcamp / San Francisco



June 12- WEDNESDAY

- 08:45 **Departure for Berkeley**
- 10:00 – 12:00 **Training: Leadership Skills for the New Economy**
Learn the skills you need to develop as a 21st Century Entrepreneur:
Culture transformation, authentic leadership presence,
communications, executive coaching and storytelling
Speaker: Lecturer of Leadership Communications at Berkeley University,
Haas School of Business
- 12:30 – 13:30 **Lunch**
- 14:00 – 16:00 **Meeting: Berkeley SkyDeck Incubator**
Meet with portfolio startups and ask your questions about the startup
life in Silicon Valley
- 16:00 – 17:30 **Berkeley to SF**

June 13 - THURSDAY

- 09:00 – 09:30 **Internal Discussion about the previous day's meetings & possible action items**
- 09:45 – 11:00 **Meeting: CEO, IsBank Silicon Valley Office**
Learn how a Turkish corporation is trying to disrupt the corporate
innovation through working with Silicon Valley startups and invests in
them
- 11:00– 11:15 **Coffee Break**
- 11:15 – 13:00 **Training: Basics of Sales in the U.S.**
 - Developing the best sale strategy for your startup
 - What works and what does not work
 - Best Practises
- 13:15 – 14:00 **Lunch**
- 15:00 – 17:00 **Training: How to Get Big Corporate Clients**
Instructor: Co-Director of Runway
Venue: Runway Incubator or WeWork

Confidential



June 14 - FRIDAY

- 10:00 – 11:00 **Internal Discussion about the previous day's meetings & possible action items**
- 11:30 – 13:00 **Developing Products that Users Want**
Speaker: Product Manager @ Instagram
Venue: Instagram HQ or WeWork
- 13:00 – 14:00 **Lunch**
- 15:00 – 17:00 **Meeting with VCs – BMW Ventures**
Learn how BMW Ventures invests in startups

June 17 - MONDAY

- 09:00 – 09:30 **Internal Discussion about the previous day's meetings & possible action items**
- 09:45 – 11:00 **Meeting with VCs – SoftBank Vision Fund**
Learn how SoftBank picks startups to invest with its \$100 Billion Fund
- 11:10 – 11:30 **Coffee Break**
- 11:30 – 13:00 **Meeting: Business Strategy Manager, Dropbox**
Learn how Dropbox (Market cap:\$9.6B) is planning the business strategy to get more customers.
- 13:30 – 14:30 **Lunch**
- 15:00 – 16:30 **Special Guest: Magdalena Yesil – The first investor of Salesforce**
Q&A with Magdalena Yesil & Book Signing
Venue: WeWork

Confidential



June 18 - TUESDAY

- 09:30 – 10:00 **Internal Discussion about the previous day's meetings & possible action items**
- 10:30 – 11:45 **Creating a Lovemark – The Story of BonusCard and MyGini**
Speaker: Creator of Bonus Card and Founder & CEO @ MyGini
Venue: MyGini HQ
- 12:00 – 13:30 **Lunch**
- 14:00 – 15:30 **Meeting: CEO, Instapio**
Learn how a Turkish cofounder & CEO cracked the code of Silicon Valley and sold her company
- 15:30 – 15:50 **Coffee Break**
- 16:00 – 17:00 **Meeting with VCs – Kleiner Perkins**
Learn what Kleiner Perkins – a top Silicon Valley VC look for in a startup to invest

June 19 - WEDNESDAY

- 10:00 – 11:00 **Internal Discussion about the previous day's meetings & possible action items**
- 11:30 – 13:30 **Meeting with ProductBoard**
Learn how an European founder secured \$10M funding from top Silicon Valley VCs. Learn the tips to survive in the USA as an immigrant founder
- 14:00 – 15:00 **Lunch**
- 15:30 – 17:00 **Prep Time for the Mini Demo Day**
- 17:00 – 19:00 **Mini Demo Day with Y Combinator Angel Group**
Startups will pitch to Y combinator Angel Group to get their feedback



June 20 - THURSDAY

- 09:30 – 10:00 **Internal Discussion about the previous day's meetings & possible action items**
- 10:15 – 11:30 **Meeting with Account Executive of Salesforce**
Learn how Salesforce is (Market Cap: \$112B) still leading the innovation, keeping its employees happy and motivated
- 12:00 – 13:00 **Lunch**
- 13:30 – 14:30 **Uber's Growth Strategy**
Speaker: Program Manager @ UBER
- 14:45 – 15:00 **Coffee Break**
- 15:15 – 16:30 **Meeting with VCs – Vela Partners**
Learn how Vela Partners invests in startups

June 21 - FRIDAY

- 10:00 – 11:00 **Internal Discussion about the previous day's meetings & possible action items**
- 11:30 – 13:30 **Meeting with VCs – Bain Capital**
Learn what Bain Capital look for in a startup
- 14:00 – 15:00 **Lunch**
- 15:30 – 17:00 **Closing Event**