



Mission to Silicon Valley

for startups and ecosystem builders

Startup Division

November 12-16, 2018

STARTUP
EUROPE



Overview of the programme

Summary



- During this 5 day programme ecosystem builders and startups from all over Europe will be deeply immersed into the Silicon Valley startup ecosystem
- For ecosystem builders, the main goals of the mission are to give an opportunity to quickly understand the local ecosystem and build strong, lasting partnerships with its key stakeholders.
- For startups, the main goal of the programme is to provide tangible practical support in entering the US market or benefiting from access to it.

Outcomes



1. Gain a deep understanding of a unique Silicon Valley ecosystem.
2. Shake hands and have a one-on-one chat with the key stakeholders from the ecosystem, ranging from leading accelerators and VCs, to government officials and rock-star entrepreneurs.
3. Build strong relationships and identify opportunities for ground-breaking collaborations



Location: Silicon Valley, California



Duration: 5 days
When: November 12-16, 2018



Participants: 30 ecosystem builders and 10 startups



Mission to Silicon Valley is organized by Soft-Landing and French Tech HUB



Soft-Landing connects top startup ecosystems through numerous exchanges of ecosystem leaders, strengthening the knowledge of EU, US and India's startup scene and building strong networks.

- 6 startup ecosystems explored in 3 continents
- 200 ecosystem builders participating in the Missions
- 100 startups/scaleups supported



French Tech Hub backed by Paris Region authorities and the French government is a growth accelerator for high tech companies in the United States that has active presence in Silicon Valley and facilitates growth for European scaleups.

- 200 companies
- \$150M raised after US market validation
- 50 subsidiaries currently managed



French Tech HUB has a successful track record in the Silicon Valley

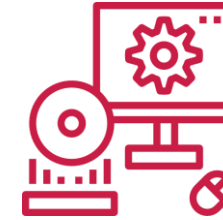
French Tech Hub built strong partnerships in Silicon Valley thanks to the bootcamp programmes



>300 speakers



>200 workshops



>200 mentoring sessions

French Tech Hub partners

Accelerators and co-working spaces



Universities



A sample of 300+ workshops facilitators – mentors from French Tech HUB



Sean Sheppard
@GrowthX Academy



Mike Sigal
@500 Startups



Pascale Diaine
@Storm Ventures



ED Fernandez
@Naiss



Jorge Soto
Founder, Dashtab &
Inside Sales, Twitter
Expert: B2B Sales



Mitchell Weinstock
@HP Tech Venture



Raphael Marty
@Synapse Partners



Nicolas Zylberstein
Corporate development @Pinterest



Anne Cocquyt
@The Guild



Bill Reichert
@Garage
Technology



Dan Fagella
@TechEmergence



Sabrina Cherunin
@Kmart & Sears
Marketing Director



Juliette Somma
@Lailo



Dan Feld
@Google for
Entrepreneurs



Chris Brown
Expert: Business development,
Market entry



RJ Mahadev
@Cisco



Shira Abel
@Hunter & Bard



Germain Brion
@ChargeBee



A sample of 300+ workshops facilitators – mentors from French Tech HUB



Donna Griffith
Expert: Pitch



Marvin Liao
@500 Startups



Jeff Clavier
@Uncork Capital



Maud Texier
@Tesla



Chris Haroun
@Udemy



Barry Katz
@Stanford University



Mark Searle
@UC Berkeley



Fabian Gallusser
@Google



Jerome TERNYNCK
@Smart Recruiters



Alison Murdock
@SocialChorus



Jacquelynne Suguitan
@Trinet



Ben Levy
@Bootstraplabs



Steve Hoffman
@Founderspace



Scott Sambucci
@SalesQualia



Isabelle Lescent Giles
@Hult



What is in the programme?



5-day programme

- Full-day activities from Monday to Friday (full participation in the programme required).



Practical support

- Support for travel and accommodation costs up to 950 EUR.
- Pre-arranged accommodation.
- Transportation from the hotel to activity locations.
- Breakfasts and lunches.



The best events and networking

- Exciting site visits and events.
- Social events and networking with other startups and scaleups in the hub.



A week of inspirational topics*

Welcome to Silicon Valley! Arrivals of participants.	Change makers Bay areas welcome top universities that produce the most venture capital-backed entrepreneur. This successful ecosystem support many IPOs.	Innovative trends From Design Thinking to innovative schools, Silicon Valley facilitate the emergence of creative way to learn, to think and work.
Nov 11	Nov 13	Nov 15
Nov 12	Nov 14	Nov 16
Silicon Valley Culture The Silicon Valley's success is due to the unique culture create and nurtured by the Tech giants and digital companies.	Investors meeting The major role played by venture capitalists is unique to the Silicon Valley. It explains entrepreneurial successes, but also how this particular ecosystem works.	Startup experience The art of pitching, networking, and all about startup strategy for success. Ecosystem builders Strategic discussions with C level executives engaged in the digital transformation of their company.

*The programme is subject to change and will be confirmed 1 month before the Mission



A week of inspirational meetings*



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A week of events and networking*

Welcome Dinner Welcome dinner with all participants (TBC)	European Innovation Meeting Connect with European entrepreneurs, VCs, Corporate Executives and influencers from Silicon valley
Nov 11	Nov 15
VCs Pitch Startups French Tech Hub's U.S. VCs Pitch to International Entrepreneurs	Pitch and Play By group and with dedicated mentors, you will imagine a startup that you would like to create based on your learning and meetings of the week. You will pitch your startup presenting your business model strategy.

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A few words from previous participants of the French Tech HUB programmes



“The workshop was a **fantastic opportunity** to dive into the world of Silicon Valley... I was able to evaluate the pros and cons of creating and/or moving my startup to the Bay Area and what I could export to Europe.”

Pierrick GUIVARC'H
CEO of IRIUM



“This trip to the USA allowed us to understand the pace of the local market and to share ideas with well-known experts during the conferences. **Everything was top!**”

Dovamiel Haddad
Co-Founder of OMMI



“We **came back totally blown away**. The experience allowed us to put our complete project into perspective and to rethink our entire growth strategy as well as image.”

Michael Sebbag
Co-Founder of BISLY



A few words from previous Soft-Landing participants (startups)



“Soft-Landing **programme in Zoetermeer was a game changer**, a paradigm shift for us. Even after the 2nd mentoring session, we altered our business plan for a leaner, better and faster startup. Quality of the participants were exceptional.”

Firat Aytas

Founder at Kryptowatt Investments



“Soft- Landing Vilnius was truly a great experience for Casky, as we have networked with key players in the field of Blockchain and Cryptocurrency. On top of which, we have **met potential, lifelong contacts to collaborate, socialize, and build with**. This experience is highly recommended.”

Joshua Anthony

Casky.io



“Very intense program to find out everything to know about local startup environment. Perfectly answers all the questions regarding the export to chosen market. **Best market research I've done.**”

Povilas Vytautas Dudonis

Founder at Serfy.io



A few words from previous Soft-Landing participants (ecosystem builders)



“It was amazing to discover the Lithuanian leadership in regulation and support for blockchain startups. The great selection of participants and speakers gave us all an **excellent learning and networking experience!**”

[Claudia Suhov](#)

Founder at Kidster.ro



“Soft-Landing was a condensed and complete experience that combined two things: the interaction of interesting startups with a bunch of European ecosystem players and the familiarization with the Dutch FinTech companies and ecosystem. **Fast, efficient and fun!**”

[Aristeia Sapera](#)

Program Manager at Beta-I



“**Missions like this are really needed** - they are eye-opening experiences, which help participants learn from one another. At the same time, they encourage us to look at our own ecosystem from a different angle and understand that we actually are better than we think we are.”

[Ieva Dirvonskaitė](#)

COO at Vilnius TechPark





Have questions?

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APPLICATIONS OPEN

Are you a startup? Apply here:
<https://www.f6s.com/slsa/apply>

Are you an ecosystem builder? Apply here:
<https://f6s.com/slb/apply>

www.soft-landing.eu
@softlanding_eu #SoftLandingEU



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