



# Mission to Silicon Valley

Startup Division  
November 11-15, 2019

**STARTUP**  
EUROPE





# Mission to Silicon Valley For Startups

# What lures startups to Silicon Valley?



World's main **unicorn factory**, producing more than **89** through March 2019.



World's **1st largest startup** ecosystem



Sub-Sector Strength: **AI, Big Data, Analytics, Fintech** and **Life Sciences**



Early-stage funding per startup **\$700+ K** (Global avg. 284 K)



Ecosystem Value **\$312 bn** (Global Median: \$5 bn)

Companies already here





# What we provide during the missions?



## 5-day programme

- Full-day activities from Monday to Friday (full participation in the programme required)
- Key meetings to help you understand how to scale in Silicon Valley



## Practical support

- Support for travel and accommodation costs up to 950 Eur
- Suggestions on exciting side events to attend
- Organized transfers during the day



## The best events and networking

- Exciting site visits and events
- Social events and networking with other startups and scaleups in the hub
- Plenty opportunities to get to know fellow mission participants



# How will the mission help your business?

- **RELEVANT CONTACTS** | Meet Silicon Valley investors that are looking for promising European innovations
- **SCALE IN US** | Learn how to do effective sales, set up a team, nail unwritten business rules
- **INCREASE YOUR KNOWLEDGE** | Break knowledge barriers and misconceptions about Silicon Valley
- **STARTUP STORIES** | Meet startups who scaled to US and drill them for details!



## Organized by Startup Division (Lithuania) & Silicon Valley Innovation Centre (USA)

---



Startup Division is a leading startup support organization in the Baltics connecting startup ecosystems globally. It runs world-wide entrepreneurship support projects, helping to access investors, accelerators & incubators, and providing soft-landing support.

- 1000+ startups assisted
- 5M+ EUR raised for startup support programmes
- 200+ mentor, investor and business professional network.



Silicon Valley Innovation Center helps companies grow and innovate by educating them about disruptive technologies and emerging trends. They closely work with their partners like Google, Facebook, AirBnb, Microsoft, 500 Startups, Apple, Instagram, Mercedes-Benz Innovation Center, Pinterest, Twitter, Adobe, Stanford University, Graduate Business School, Khosla Ventures and many others.



## Mission to Silicon Valley is a joint initiative by two Startup Europe projects

---



Soft-Landing and Startup Lighthouse are EC-funded projects that help startups scale abroad by connecting startup ecosystems in European and beyond. The “missions” are mini acceleration programmes (3-5 days) that provide necessary support for startups to understand the market.

Similar programs are organized to:

- The Netherlands (Soft-Landing)
- Berlin (Soft-Landing & Startup Lighthouse)
- Lisbon (Startup Lighthouse)
- Dublin (Startup Lighthouse)
- Israel (Startup Lighthouse)
- The Baltics (Soft-Landing and Startup Lighthouse)



## A week of inspiring topics\*

<b>Welcome to Silicon Valley!</b> Participant arrivals.	<b>Meeting tech giants</b> How do global tech companies manage innovation & build new products? Visit Valleys' superstars and get their insights.	<b>Realities of setting up in Silicon Valley</b> What does it take to do sales, hire people, incorporate in the US? All the practical things you need to consider.	
Nov 10	Nov 12	Nov 14	
	<b>Nov 11</b> <b>Understanding Silicon Valley</b> What makes Silicon Valley unique & how is the ecosystem structured? Get a immersive overview of the key players of the market and the business & innovation culture.	<b>Nov 13</b> <b>Pitching to investors</b> Meet local investors who are interested in working with European startups and get their advice and insights about the market.	<b>Nov 15</b> <b>Startup experience</b> What it's like to start a business in the Valley and what are the hottest startups in the market? Meet and chat with our selected companies.

\* Preliminary agenda will be provided in the near future.





## Feedback on our previous mission to US

---



“Soft Landing really put together an amazing line-up of top speakers for a **no-bullshit open conversation** about the US market and the Silicon Valley.”

Josselin Guibert

Founder at Wine Picker



“Mission to Silicon Valley was a real **mind-opening experience**. We had a chance to get **first-hand insights** from leaders and investors. Their **unique and honest opinions and feedback** helped us challenge our business and definitely allowed us to avoid many mistakes that EU startups make when entering US market. ”

Evgenia Sopochkina

CEO and Co-Founder at xLearn.fr



“The Silicon Valley mission has been an intense and insightful experience. It gave us a global understanding of the powerfulness of this famous ecosystem. It also brought **us a lot of energy and contacts** to prepare the next steps for a development of the Premedit in the USA.”

Jérôme Galerne

Cofounder & CEO at Premedit





Questions? Get in touch!

Jurga Mecinskiene

[jurga@startupdivision.eu](mailto:jurga@startupdivision.eu)

APPLICATIONS OPEN

[www.soft-landing.eu](http://www.soft-landing.eu)

[www.f6s.com/soft-landing](http://www.f6s.com/soft-landing)

@softlanding\_eu #SoftLandingEU



Startup Division

crossspring



GTEC

German Tech  
Entrepreneurship Center



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 780914.