

# Entrepreneurial Journey to Silicon Valley

## About Us

M31 is a private and independent investment company established in 2006 in Italy; it incubates technology startups and turns them into global companies.

In 2010 it established an office in Silicon Valley with the goal of supporting the international expansion of European high tech companies. Located in the heart of Silicon Valley, our offices welcome entrepreneurs and start-uppers eager to find out more about the tech world in Silicon Valley. Leveraging its strong affiliation with Universities, research labs, angel investors, and early-stage VCs, M31 offers an Entrepreneurial Journey designed for managers, executives, entrepreneurs and graduates students interested in exploring their entrepreneurial potential or testing their business idea in Silicon Valley.

## Program Description

Are you curious about the working styles, practices and culture of the Silicon Valley entrepreneurial environment? If so, this program is for you. Participants will have a direct, first-hand exposure to the inner workings of some of the world's most innovative organizations. This program is different from many others offered by academic institutions in that it is highly experiential: M31 is well known as a "start-up school" since it already founded, incubated and managed six successful start-ups so far; participants will learn hands-on the "M31 method" to entrepreneurship.

## Participants

Managers, Entrepreneurs, Executives, Graduate Students in Business, Engineering and other scientific disciplines.

## Goals

As a result of this program participants will

1. understand how business works in Silicon Valley and the US;
2. understand the basics of entrepreneurship "Silicon Valley style;"
3. be inspired to pursue their own entrepreneurial initiative;
4. grasp the potential of the US market for their own business.

## How it works

The program consists of a one week, full-immersion training in Silicon Valley. You can apply individually. Experience shows that very small groups lack the rich interaction required for effective learning. Hence, we require a minimum of ten participants and maximum of 25. We believe that learning does not just happen in the classroom; therefore our program is very experiential. Through personal meetings with executives, company visits, and networking events, participants will be exposed to practical insights they can apply to their own world.



M31 USA, LLC  
4699 Old Ironsides Dr.  
Santa Clara, CA 95054  
Ph: +1 408 988 8404  
[www.m31usa.com](http://www.m31usa.com)



"An enriching experience  
that opens up new  
worlds"

*Vladimir Nanut, Dean,  
MIB School of  
Management, Trieste*



## Cost

The cost of the program is €2,000 per person. This amount includes tuition, lunches and transportation within the program. Dinners, transportation from the airport to the hotel and from the hotel to M31USA office are excluded. An accommodation package can be purchased for €400 to €500. As of today's date, the average cost of airfare Milan-San Francisco starts at €800 with American Airlines.

## Customized Programs

We also offer customized programs for companies, universities and groups of 10 people or more. These programs are designed to suit your group's specific objectives and goals. The cost is €2500 per person. An accommodation package can be purchased for €400 to €500. Please contact us for more information.

## Method of payment

Credit card, or wire transfer to M31USA.

One third of the payment is due at the time of registration, and the balance is due two weeks prior to the start of the program.

## Registration

There are three ways to register:

1. Call M31USA office to save your spot: +1 408 988 8404
2. Fill out a registration form online at [www.m31usa.com](http://www.m31usa.com)
3. Email the registration form enclosed in the appendix to: [greta.varenna@m31.com](mailto:greta.varenna@m31.com)

Cancellations are accepted until four weeks prior the beginning of the program and will be subjected to €300 fee.

M31USA reserves the right to cancel the program due to reasons beyond its control and unforeseeable circumstances. We will make every effort to reschedule the program and/or reimburse the cost to the participants who cannot reschedule.

Please do not hesitate to contact us for further information

### Our Clients so far:

- Inclusa, a consortium of startups of the Politecnico di Milano and Parco Tecnologico di Lodi
- MIB School of Management, Trieste

"An exciting trip that allowed us to see new opportunities"

*Tommaso Minola,  
Consorzio Inclusa,  
Regione Lombardia*

## Entrepreneurial Journey to Silicon Valley Standard Program:

Monday	Tuesday	Wednesday	Thursday	Friday
<p><b>[01]</b> 9:00 AM–10:00 AM</p> <p><a href="#">Meeting of participants and Presentation of the weekly schedule</a></p> <p style="text-align: center;"><b>M31 Faculty</b></p>	<p><b>[04]</b> 9:00 AM–10:30 AM</p> <p><a href="#">Angel Investing and VC</a></p> <p style="text-align: center;"><b>Carol Sands</b></p>	<p><b>[07]</b> 9:00 AM–1:30 PM</p> <p><a href="#">Creativity and Innovation in the Corporate World</a></p> <p style="text-align: center;"><b>Jonathan Littman</b></p>	<p><b>[09]</b> 9:00AM –12:30 PM</p> <p><a href="#">Build your Tech Startup: Dos and Dents</a></p> <p style="text-align: center;"><b>Aldo Cocchiglia</b></p>	<p><b>[14]</b> 9:00 AM–11:00 AM</p> <p style="text-align: center;"><a href="#">True Color</a></p> <p style="text-align: center;"><b>Michele Battelli</b></p>
<p><b>[02]</b> 10:00 AM–1:00 PM</p> <p><a href="#">Doing Business the American Way</a></p> <p style="text-align: center;"><b>Elisabetta Ghisini</b></p>	<p>10:30 AM–12:30 PM</p> <p><a href="#">Angel investing and VC - practice</a></p> <p style="text-align: center;"><b>Carol Sands</b></p>		<p><b>[10]</b> 9:00AM–12:30 PM</p> <p><a href="#">Individual 15 minutes coaching sessions with M31 management</a></p> <p style="text-align: center;"><b>M31 Management</b></p>	<p><b>[15]</b> 11:00 AM–1:00 PM</p> <p><a href="#">An Italian Startup Success Case: CenterVue</a></p> <p style="text-align: center;"><b>Cliff Wright</b></p>

### LUNCH

<p><b>[03]</b> 2:00 PM–5:00 PM</p> <p><a href="#">Introduction to Silicon Valley, Silicon Valley History and its Entrepreneurial Ecosystem</a></p> <p style="text-align: center;"><b>Aldo Cocchiglia</b></p>	<p><b>[05]</b> 1:30 PM–3:30 PM</p> <p><a href="#">Learning From Failures</a></p> <p style="text-align: center;"><b>Cosimo Spera</b></p>	<p><b>[08]</b> 3:00 PM–5:00 PM</p> <p><a href="#">Visit to Silicon Valley Celebrity: Google</a></p> <p style="text-align: center;"><b>Michele Battelli</b></p>	<p><b>[11]</b> 3:00 PM–4:00 PM</p> <p><a href="#">Meeting with BAIA</a></p> <p style="text-align: center;"><b>Elisabetta Ghisini</b></p>	<p><b>[16]</b> 2:00 PM–3:30 PM</p> <p style="text-align: center;"><a href="#">Program Debrief</a></p> <p style="text-align: center;"><b>Elisabetta Ghisini</b></p>
	<p><b>[06]</b> 4:00 PM–6:00 PM</p> <p><a href="#">Visit to Silicon Valley Celebrity: Ebay</a></p> <p style="text-align: center;"><b>Francesco Rovetta</b></p>		<p><b>[12]</b> 4:00 AM–5:00 PM</p> <p><a href="#">Meeting the Italian Consul</a></p> <p style="text-align: center;"><b>Fabrizio Marcelli</b></p>	
	<p><b>[13]</b> 5:00 PM–7:00 PM</p> <p><a href="#">Shopping in Union Square</a></p> <p style="text-align: center;"><b>Free Time</b></p>			

## Modules description

### **Module 1- Meeting of the participants and presentation of the weekly schedule**

Learn what M31 does and how it can help you.

[M31 MANAGEMENT](#)

### **Module 2 - Doing Business the American Way**

Learn the dos and don'ts of establishing productive work interactions with your US customers or partners. From meetings to negotiations to presentations, learn how to fit smoothly into the American workplace.

[Elisabetta Ghisini](#)

VP Marketing & Communications,  
[M31 USA](#)

### **Module 3 - Introduction to Silicon Valley, Silicon Valley History and its Entrepreneurial Ecosystem**

Learn how Silicon Valley became the super power that it is now. This module will also help you understand how to replicate the Silicon Valley business model in your organization.

[Aldo Cocchiglia](#)

CEO and Founder,  
[M31 USA](#)

### **Module 4 - Angel Investing & VC**

This module will provide a landscape of the US investment scene.

Carol Sands, founder of the Angels Forum and the Halo Fund, will also cover topics like deal flow generation, deal screening, and investments thesis. During the practical part of this module you will learn how to pitch your business idea to VCs using techniques that grab their attention and make your message stick.

[Carol Sands](#)

Founder,  
[The Angels' Forum and The Halo Funds](#)

### **Module 5 - Learning From Failure**

“Failure is good” when you capitalize on your experience by making the appropriate corrections. Silicon Valley is a great example of many failures turned into successes. In this talk we will discuss some of the “major failures” that became a success, specifically looking at the strategies implemented to turn them around. We will also highlight how “young and new” entrepreneurs should deal with failure.

[Cosimo Spera](#)

Founder,  
Chairman and CEO,  
[GigWme, Inc](#)

### **Module 6 - From Internet to E-commerce, a journey through successful ventures**

Francesco Rovetta will share his experience working with an early stage business (Skype) and nascent units within a large corporation (eBay mobile and PayPal mobile) and the lessons he learnt. Participants will hear how the road to growth and success can take many very different shapes and what risk-taking means in diverse contexts.

[Francesco Rovetta](#)

Director Business Development,  
[Paypal](#)

### **Module 7 - Creativity and Innovation in the Corporate World**

Challenging economic conditions and quickly shifting markets have drummed in an essential truth. Teams and companies with a higher proficiency in quick prototyping and project development – the engine of innovation -- survive and thrive. Jonathan Littman, the author of two bestselling books on the subject, shows how to launch innovative efforts. This will be a dynamic section. Dress casual and be ready to open your mind for a highly experimental module where the location will surprise you.

[Jonathan Littman](#)

President,  
[Snowball Narrative](#)

### **Module 8 - Visit to Silicon Valley Celebrity: Google**

Michele Battelli will illustrate the Google approach to boost productivity and engender innovation. Participants will learn specific tools and attitudes they can use to more effectively think as innovators, contribute to the success of the company and position themselves for future career success.

[Michele Battelli](#)

Technical Program Manager,  
[Google Inc](#)

### **Module 9 - Building your tech start-up: Dos and don'ts**

What distinguishes managing a high tech corporation from a startup? This module will address the differences between managing a corporate organization and leading an entrepreneurial venture from start-up to exit.

[Aldo Cocchiglia](#)  
CEO and Founder,  
[M31 USA](#)

### **Module 10 - One to One meetings with M31 management**

Learn how to make the transition from theory to practice. Pick a project that is meaningful for you and get professional mentoring on how you can turn it in a success.

[M31 MANAGEMENT](#)

### **Module 11 - Meeting with BAIA**

The Silicon Valley scene is built on ethnic and national networks. This module will allow you to meet the representatives of the main Italian business networks in Silicon Valley.

[Elisabetta Ghisini](#)  
VP Marketing &  
Communications,  
[M31 USA](#)

### **Module 12 - Meeting with Italian Consul**

Visit the Italian Consulate in San Francisco. Understand the main services the consulate provides, learn about the process and documentation required to live and work in the USA. Open Q&A will be held at the end of the module.

[Fabrizio Marcelli](#)  
Consul General,  
[Italian General Consulate](#)

### **Module 13 - Shopping in Union Square**

Spend two hours discovering the best-kept secrets of Union Square and take advantage of the strong Euro!

[Free Time](#)

### **Module 14 - True Color Class: How to improve team productivity, happiness and efficiency**

This module will give you the insights you need to contribute to your team's success. You will gain a better understanding of your individual team style and learn how to identify team strengths and trouble spots. Many large businesses and organizations have used True Colors Techniques over the years, including Boeing, Microsoft, Disney, US Air Force.

[Michele Battelli](#)  
Technical  
Program Manager,  
[Google Inc](#)

### **Module 15 - An Italian start-up success case in US: [CenterVue](#)**

Learn how a promising Italian start-up got established in the US market. [Cliff Wright](#), COO of CenterVue, will share successful business development strategies to quickly boost US sales.

[Cliff Wright](#)  
COO,  
[CenterVue](#)

### **Module 16 - Program Debrief**

Elisabetta Ghisini will moderate a debrief section to cement the "take-aways" of the week. Brainstorming and Q&As will be encouraged.

[Elisabetta Ghisini](#)  
VP Marketing &  
Communications,  
[M31 USA](#)

### **Module 17 - Visit the [Computer History Museum](#)**

Learn more about the history of computers and their impact on society by visiting an institution that brings computer history to life through a speaker area and special exhibitions.



## Speakers



[Carol Sands](#) – Founder, [The Angels' Forum](#) and [The Halo Funds](#)

Carol founded The Angels' Forum Management Company, the parent company of The Angel's Forum, in 2007. Starting in 2000, Carol co-founded a series of four venture funds to invest in early-stage SV start-ups. She serves as the Chair of the Global Women's Leadership Network, is a Charter Member of The Indus Entrepreneurs (TiE), and is an Advisory Board Member for Silicon Valley Association of Startup Entrepreneurs (SVASE). Carol received her BA in Business Administration from The University of Iowa.



[Elisabetta Ghisini](#)- VP Marketing & Communications, [M31 USA](#)

Elisabetta is the founder of Verba – International Communications, a boutique firm specializing in cross-cultural executive communication and leadership. An Adjunct Professor at the University of San Francisco, she previously taught communications skills workshop at the Graduate School of Business at Stanford University. In her corporate career she was a Director with Burson-Marsteller and a Manager of Communications with McKinsey & Co. The author of *Communicating the American Way*, Elisabetta has 20 years of experience in international consulting; she holds a Laurea from the Università degli Studi di Milano.



[Jonathan Littman](#) – President, [Snowball Narrative](#)

Jonathan is an authority on the subject of innovation: the co-author of *The Art of Innovation* and *The Ten Faces of Innovation*, two bestsellers about the legendary design strategy firm IDEO, Jonathan launched Snowball Narrative in 2010, a new media consulting business. He holds a bachelor's degree and a PhD in Rhetoric from UC Berkeley.



[Francesco Rovetta](#) - Business Development Director, [PayPal](#)

Francesco Rovetta is Director of Business Development at Paypal Mobile. Before joining PayPal, Francesco was Director of eBay Mobile, responsible for leading his team in experimenting with technologies. Previously, Francesco was licensing director at Skype. In 2005, he worked for Alcatel where he held different global positions in marketing, strategy and business development within Alcatel's mobile, broadband and consumer businesses. Francesco graduated in International Economics at Bocconi University in Milan, Italy.



[Michele Battelli](#) - Technical Program Manager, [Google](#)

Michele Battelli has ten years of experience in software development in large scale networks and enterprise search. He spent four years at Google as a software engineer first, and then as engineering project manager. He holds an MS in EE and a PhD in Computer Engineering. Michele has formal leadership and management training including the Stanford APM and EDGE certifications.



[Cosimo Spera](#) – Founder, Chairman and CEO, [GigWme, Inc](#)

Cosimo is the Founder and CEO of GigWme, a stealth mode start-up focusing on building the next generation of social network application. Cosimo brings over twenty years of experience in the area of applied mathematics and operations research, with an emphasis on supply chain, network optimization and agent technology. He graduated from University of Siena and Yale and holds a Phd in Operations Research. He has been a Fulbright Chair Professor at University California at Berkeley, and has taught at University of Michigan, M.I.T, Columbia University and University of Siena.



[Cliff Wright](#) – COO, [CenterVue US](#)

Cliff Wright, OD is a business development consultant with 30 years of ophthalmic experience. He practiced optometry for 20 years and then entered the corporate world as Vice President of Business Development first at Johnson & Johnson (Vistakon), then HOYA and ultimately at Bausch + Lomb accumulating 10 years of corporate BD experience. He has performed due diligence on over 150 opportunities ranging from start-up through public companies.



[Aldo Cocchiglia](#) — CEO and Founder, [M31 USA](#)

Aldo established M31 USA in 2010 and serves as its CEO. He co-founded M31 Italia in 2006, and became its General Manager in 2008. He currently serves also - as President of CenterVue (biomedical diagnostic systems). A true entrepreneur, Aldo founded and sold three successful startups over the course of his 30-year experience in the technology sector, all with corporate exits. Aldo holds a Master of Sciences in Electronic Engineering from the University of Padova



**Profile information**

**Full Name:**

Select the accommodation:

**Title:**

**Company:**

Select a method of payment:

**Address:**

(Please contact: [greta.varenna@m31.com](mailto:greta.varenna@m31.com) for information)

**Phone:**

**Email:**

**Special needs:** (Food, Disabilities, Others)

**Please answer to the Following questions**

- 1) Is this your first visit to the United States? If not, what were your previous experiences in the US, including tourism and/or business?
  
- 2) Have you visited the Silicon Valley before? If so, please briefly describe when, how long and for what purpose
  
- 3) Please indicate your specific goals for this Journey
  
- 4) Please indicate the three sessions of our program that you believe will be most interesting for yourself personally

Please provide a picture and a short biography of yourself: (please send the picture as an attachment)