



**Entering the US market requires preparation, training, guidance and coaching. What sets the successful international company apart is excellence in execution, ability to quickly learn and adapt, proper resourcing coupled with a deep understanding of the market need and pain points.**

## Program Overview

Silicon Valley Immersion Week is an intensive 5-day program that brings together leading business experts to provide visiting entrepreneurs with the information and best practices required to ensure a successful US market entry and a sustainable business. A typical program curriculum includes:

**Overview and Assessment:** To insure that the program meets participants' *specific* needs and interests, we begin by updating G/SCORE™ Assessments and discussing the goals and objectives of each team to frame the best use of your time at the conference and in Silicon Valley.

**Networking Essentials:** Making connections effectively is key to identifying prospective customers, investors and partners.

### Positioning and Pitch Review:

Participants work with Guidewire Group coaches to fine-tune their market position and refine their business presentations and elevator pitch.

**Financial Planning & Budgeting for the US:** Gain a realistic understanding of what it really costs to execute a

"From an international entrepreneur point of view, this is a place full of useful resource that can help us really take our business to next level. Plus the people here are so nice!"

- TK Chen, CEO, HABU CO., LTD (Taiwan)

successful and sustainable US market entry, set expectation for first revenue, and learn to avoid many of the typical financial pitfalls.

**Sales, Marketing & Business Development:** How should a company look, feel and act like a local player and deliver confidence and credibility in the sale process? Understand the US buyer's perspective!

**Immigration and the Right Visa:** Make sense of the various visa options available to new market entrants that plan to hire employees. Understand the rights, options and obligations of a visiting entrepreneur and emerging business founder.

**Legal Essentials:** Top Silicon Valley lawyers share the essential information for structuring a business to address the US market. Learn what needs to be in place to transact business, hire employees, or prepare for the funding or acquisition process.

**Communications & Social Media Strategies:** Understand the do's and don'ts for jumpstarting brand awareness and demand generation programs.

## The Immersion Experience

In addition to the structured workshops held at Guidewire Group's Studio G facility in Redwood City, Immersion Week participants will attend a significant industry conference, participate in a roundtable with local entrepreneurs, and enjoy cultural and business networking opportunities, as they get to know the cultural and historical landscape of Silicon Valley.

Studio G Immersion Week is delivered as a component of Guidewire Group's Studio G Business Acceleration Program for International Startups. Individual companies may be sponsored to attend the Immersion Week program for a per-person fee of \$3,500, plus travel and accommodation.

Studio G Immersion Weeks are scheduled to take place<sup>1</sup>:

- April 16 – 20, 2012, in conjunction with The DEMO Conference
- June 18 – 22, 2012, in conjunction with GigaOm Events
- September 17 – 21, in conjunction with The DEMO Conference

### For More Information, please contact:

Michelle E. Messina  
[mmessina@guidewiregroup.com](mailto:mmessina@guidewiregroup.com)  
408.981.4801

Chris Shipley  
[chris@guidewiregroup.com](mailto:chris@guidewiregroup.com)  
415.640.5999



<sup>1</sup> Subject to change.