



SILICON VALLEY  
INNOVATION CENTER

# LEADING DIGITAL TRANSFORMATION

SILICON VALLEY IMMERSION PROGRAM  
FOR CORPORATE EXECUTIVES

SAMPLE AGENDA





## COMPREHENSIVE PROGRAM FOR CORPORATE EXECUTIVES

*“Digitization has just begun to penetrate industries. As it continues its advance, the implication for revenues, profits and opportunities will be dramatic.”*

*McKinsey, February 2017\**

Executives have an unavoidable stark binary choice:  
Figure Out Your Digital Strategy *or* Be Left Behind

For those choosing the first option, we offer a comprehensive five-day immersion program customized to your objectives.

### TWO EXPLICIT REASONS WHY THIS PROGRAM PAYS:

#### 1. What You Learn

- **Gain clarity on disruptive technology trends** and what challenges and opportunities they will create
- **Discover critical digital capabilities** you need to create a customer-centric journey
- Brainstorm with Silicon Valley visionaries **how to make digital integral to your strategy**
- **Figure out where to invest** to get the best ROI for digital transformation

#### 2. Who You Meet

- **Executives** of innovative Silicon Valley companies to forge new business alliances
- **Silicon Valley visionaries** to share best practices for leading digital transformation
- **Founders** of a new crop of aspiring “unicorns” just getting their ideas off the ground and out of the garages.
- **Your C-level peers** from established companies from all over the world for unparalleled networking



## PROGRAM OVERVIEW

### **DAY 1**

#### DIGITAL REVOLUTION

Who will win and who will lose in the digitizing economy

### **DAY 2**

#### NEXT GENERATION OF DIGITAL TECHNOLOGIES

AI, VR/AR, IoT, Robotics and more. Threats and opportunities

### **DAY 3**

#### DIGITIZATION OF EVERYTHING

Disruptive business models and digital capabilities for creating personalized customer experiences

### **DAY 4**

#### MAKING DIGITAL HAPPEN: LESSONS FROM DIGITALLY NATIVE

What corporations can learn from Silicon Valley startups

### **DAY 5**

#### ACCELERATING CORPORATE INNOVATION

Case studies in leading digital transformation

*“In today’s era of volatility, there is no other way but to re-invent. The only sustainable advantage you can have over others is agility, that’s it. Because nothing else is sustainable, everything else you create, somebody else will replicate”.*

*Jeff Bezos, Amazon*



## Day 1

### DIGITAL REVOLUTION:

### Who Will Win and Who Will Lose In The Digitizing Economy

09:30 – 11:00

#### The Role of Silicon Valley In Driving Digital Revolution



*Learn about Silicon Valley's ecosystem and its role in accelerating the digital revolution. Get an introduction into the economic drivers and major players that fuel technological innovation and shape the future of the industries.*

11:00 – 12:30

#### Future Thinking And Automated World



*Learn from IFTF, an independent, nonprofit research group with almost 50 years of forecasting experience, about the future of the automated world and how it will disrupt new industries. Discover tools that let you assess how your company is positioned to play in a world of disruptive innovation.*

12:30 – 1:30

#### Lunch

1:30 – 3:00

#### The Age of Intelligence



*Discover how connectivity is transforming the entire industries and find out from **Flex**, a sketch-to-scale solution provider, how to scale the connected world to improve productivity and accelerate innovation. **Private tour of Flex Design and R&D Center.***

3:30 – 5:00

#### From Search Engine to Disrupting 15+ Industries



*Find out how **Google** is maximizing the advantages of the digital technologies and embeds "digital first" thinking into its strategies.*



## Day 2

### NEXT GENERATION DIGITAL TECHNOLOGIES

#### AI, VR/AR, IoT, Blockchain and more. Threats and opportunities

9:30 – 11:00

#### Artificial Intelligence



*Find out why more than \$1B was poured into AI and machine learning research only in the last quarter and what it means for your business. An executive from **Deep Vision**, a provider of deep learning computer vision solution for drones, robots, and IOT cameras founded by ex-Apple employees, presents.*

11:30 – 12:30

#### Virtual and Augmented Reality



*Learn about the impact of VR/AR technology on industries and its most innovative use cases from **Nvidia**, a leader in visual computing delivering groundbreaking solutions for virtual reality applications.*

12:30 – 1:30

#### Lunch

01:30 – 3:00

#### Robotics



*Hear about the commercial applications of robotics technologies presented by the leading global consumer robot company that designs and builds robots that empower people to do more both inside and outside of the home.*

03:00– 04:30

#### Blockchains



*Discover how a blockchain - an open-source distributed database using state-of-the-art cryptography—may facilitate collaboration and tracking of all kinds of transactions and interactions. Explore top use cases, understand the growing ecosystem of blockchain start-ups and VC investments in this technology.*

04:30 – 06:00

#### Internet of Things



*Learn how to realized advantages of the Internet of Things and digital transformation and which industries will benefit most.*



## Day 3

### DIGITIZATION OF EVERYTHING:

#### Disruptive business models and digital capabilities for creating personalized customer experiences

9:30 – 11:00

#### Innovation in Business Models



*Discover the technologies fueling the phenomenon of shared economy. The massive amount of data is at the center of massive disruption. When created, structured and analyzed it can drive growth and create significant business value.*

11:30 – 1:00

#### Case Study On Disruptive innovation



*Learn first-hand why disruptive companies are often able to rise so quickly that their larger competitors overlook them. Brainstorm about the ways the companies can disrupt themselves propelling them toward successful growth.*

01:00 – 2:00

#### Lunch

02:00 – 3:30

#### Bridging the digital gap



*Hear about the role of strategy vs. technology in undertaking digital transformation initiatives. Learn from a representative of GAP Labs on implementing digital initiatives in a push to reimagine retail business.*

03:30– 05:00

#### Creating unique consumer experiences



*Find out about cutting edge innovations converging the digital and physical worlds. Learn how Westfield Labs is creating ways to better connect users of digital technology and social media with the physical shopping world.*



## Day 4

# MAKING DIGITAL HAPPEN. LESSONS FROM DIGITALLY NATIVE

## What corporations can learn from Silicon Valley startups

09:30 – 11:00

Lessons From Digitally Native



*Be among the first to discover the most innovative startups at The Vault, a collaborative workspace and innovation hub founded on the principle that people work better together.*

11:00 – 12:30

Lessons From Digitally Native



*Connect with aspiring “unicorns” just getting their ideas off the ground and out of the garages. Explore the latest innovation with the participants of the 500 startups acceleration program, and learn about the next generation technologies that will dramatically change the future of your industry.*

12:30 – 1:30

Lunch

2:00 – 3:30

Lessons From Digitally Native



*Discover how a digitally native company is reinventing consumer financing. Meet with Affirm, a financial technology company started by PayPal Co-Founder Max Levchin that focuses on improving the lives of everyday consumers with less expensive, more transparent financial products.*

3:30 – 17:00

Lessons From Digitally Native



*Learn about innovative marketing strategies and unorthodox tactics digital native companies employ to achieve rapid growth.*



## Day 5

### ACCELERATING CORPORATE INNOVATION

#### Case studies in leading digital transformation

9:30 – 11:00

Real-life story of leading digital transformation



*Hear from the digital transformation leaders on Cisco's approach to digital transformation. By automating business processes and quantifying the cost of delivering services to ensure accountability for each unit, hear about what business outcomes this effort brings.*

11:00 – 12:30

Corporate innovation strategy: Innovation Lab



*Visit Autodesk Labs and learn about how to create, run and get results from the internal corporate innovation initiatives.*

1:00 – 2:00

Lunch

2:00 – 15:30

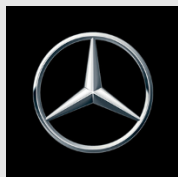
Corporate Innovation Strategy: Venture Fund



*Explore best practices of setting up a corporate venture fund as part of your corporate innovation strategy.*

3:30 – 5:00

Corporate Innovation Strategy: Innovation Outpost



*Visit one of the first Silicon Valley Innovation Outposts. Discuss how MBRDNA established in 2002 as an innovation lab with key areas of Advanced Interaction Design, Digital User Experience, Machine Learning, Autonomous Driving, Customer Research and Business Innovation, advances the corporate innovation agenda.*





## DON'T JUST TAKE OUR WORD FOR IT HERE IS WHAT ATTENDEES HAD TO SAY:

"Many thanks for the great week. I enjoyed my visit to Silicon Valley. It was very inspiring. SVIC put a great program together. Thank you for making our visit a memorable event! I look forward to keeping in touch!"



Enrique Aznar,  
Group Chief Values & Culture Transformation Officer,  
VimpelCom

"Thank you for the fantastic experience! That was an amazing and inspiring program. I'm a different person since last week. Thank you for the impact you made."



Henno Janmaat  
Creative Engine, Inspiring People

"Thank you for such a wonderfully inspiring week. Your commitment, attention, and stimulation made for a very thought provoking week. It was truly transformational. I look forward to keeping in touch!"



Jacki Johnson  
CEO, IAG New Zealand



## DON'T JUST TAKE OUR WORD FOR IT HERE IS WHAT ATTENDEES HAD TO SAY:

"I just wanted to thank SVIC for all of the effort and organization that you put into the executive program. It was absolutely wonderful and truly inspiring to be a part of the group, get acquainted with the business culture of Silicon Valley and visit top Silicon Valley companies."



Chaiwat Kovavisarach  
President & CEO, Bangchak

"Thank you SVIC. It's been a busy and exciting week. You did a great job of speakers, content, and logistics. Not only was it great to connect with the Silicon Valley companies, but also with some promising startups for future partnership and collaboration."

Inci Aksun  
VP, Retail Banking, Akbank



"Thank you for everything. It was a fantastic week! We got more than we expected with the Silicon Valley Innovation Center Program."



Aurore Gillmann  
Head of Transformation Office, D'leteren



SILICON VALLEY  
INNOVATION CENTER

CONTACT US:

## SILICON VALLEY INNOVATION CENTER

Contact Person: Andrey Kunov

Email: [akunov@svicenter.com](mailto:akunov@svicenter.com)

Telephone (US): +1 650 274 0214

Website: <http://www.svicenter.com>

Facebook: [www.facebook.com/SiliconValleyInnovationCenter](http://www.facebook.com/SiliconValleyInnovationCenter)

Address:  
1850 Gateway Drive., Suite # 150,  
San Mateo, CA 94404, USA

SILICON VALLEY  
INNOVATION CENTER:  
WHERE COMPANIES  
COME  
TO GROW AND INNOVATE