



SILICON VALLEY  
INNOVATION CENTER

# AGRITTECH

Sample Agenda

SILICON VALLEY  
IMMERSION PROGRAM  
FOR C - LEVEL EXECUTIVES







## PROGRAM DETAILS

### PROGRAM DESCRIPTION

The program is an intense, transformative learning experience that will immerse you in the innovations and business culture of Silicon Valley through:

- presentations by influential technology experts and visionaries
- provocative brainstorming sessions with like-minded innovators
- visits to top Silicon Valley companies
- meetings with Silicon Valley luminaries

### YOU WILL LEARN ABOUT:

-  Science and "secret sauce" of Silicon Valley innovation
-  Navigating emerging technologies and disruptive trends and their impact on the future of Agriculture
-  The art and science of innovation management
-  The theory and practice of technology investments



## **PROGRAM OVERVIEW:**

### **DAY 1**

#### **SILICON VALLEY CONTRIBUTION TO THE TECHNOLOGICAL REVOLUTION IN AGRICULTURE**

How Silicon Valley is revolutionizing AgriTech Industry

### **DAY 2**

#### **INVESTING IN AGRITECH: CHALLENGES AND OPPORTUNITIES**

Best practices and case studies and to identify the most exciting opportunities for investment.

### **DAY 3**

#### **APPLYING NEXT GEN TECH TO AGRITECH**

AI, Big Data, Machine Learning, and more. Threats and opportunities

### **DAY 4**

#### **WHAT IS THE NEXT BIG THING**

Who will win and who will lose in the era of smart farming

### **DAY 5**

#### **CORPORATE INNOVATION**

What corporations can learn from Silicon Valley startups



## DAY 1 - SILICON VALLEY CONTRIBUTION TO THE TECHNOLOGICAL REVOLUTION IN AGRICULTURE

### 09:30 – 10:30 Introduction to Silicon Valley



*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 agritech industry.*

### 10:30 – 11:30 AgriTech Emerging Trends



*Explore emerging technologies and innovations, how these advances may disrupt the market, and identify new opportunities, before people even know that change is on the way.*

### 11:30 – 12:10 Lunch

### 12:40 – 15:00 The Age of Intelligence



*Discover how connectivity is transforming the entire agritech industry 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.***

### 15:30 – 17:30 Insider View: Incubators and Accelerators



*Explore the **business incubation model** and meet the residents and alumni of the **hottest Silicon Valley start-up incubator. Start-up showcase.***



## DAY 2 - INVESTING IN AGRITECH: CHALLENGES AND OPPORTUNITIES

09:00 – 10:30

### The AgriTech Revolution



*Technology leadership changes at breakneck speed, exceeded only by the pace of change in the Agritech industry. Discover the roots of the AgriTech revolution and the role of technology innovations.*

11:30 – 12:30

### New Waves of Investing Into AgriTech



*Agriculture technology is becoming a key area of focus for investors globally. Learn about new online marketplace matching investors with early-stage Agriculture opportunities from around the globe*

13:00 – 13:40

### Lunch

14:00 – 15:30

### New Business Models for AgriTech



*Learn how the Climate Corporation helps the global \$3 trillion agriculture industry to stabilize and improve profits by combining hyper-local weather monitoring, agronomic modeling, and mobile SaaS solutions.*

16:00 – 16:40

### Investing in AgriTech



*Agriculture technology is becoming a key area of focus for investors globally. Learn about new online marketplace matching investors with early-stage Agriculture opportunities from around the globe*



## DAY 3 – APPLYING NEXT GEN TECH TO AGRITECH

09:00 – 10:30

### Data Harvesting: Big Data in AgriTech



*Visit Granular and learn about their new platform (with cloud, mobile and advanced data science technology) that makes it easier to manage a large farm and use data for critical business decisions.*

11:30 – 12:30

### The New Face of Innovation: AI in AgriTech



*Hear from the most innovative agritech startup about creating a unique data stream that helps solve world's toughest challenges and triggers industry-changing opportunities.*

13:00 – 13:40

### Lunch

14:00 – 15:00

### Agricultural Robotics



*Visit Blue river Technology and get to know their revolutionary computer-vision based robots that unlock greater yield potential. The company envisions a future where “every plant counts” and farmers can care for each plant in their field through the use of robotics.*

15:30 – 17:00

### Blockchain Solutions for AgriTech



*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 for Agritech.*



## DAY 4 – WHAT IS THE NEXT BIG THING

09:30 – 10:30

### 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.

11:30 – 12:30

### AgriTech New Business Strategies



Discover how Naiss, a venture capital boutique, define and implement growing strategies for technology based startups, early stage companies and grown ups willing to disrupt themselves.

13:00 – 13:40

### Lunch

14:00 – 15:30

### Next Generation AgriTech



Be among the first to see the latest AgriTech innovations at **RocketSpace**, an open innovation campus that is helping tech entrepreneurs, startups and corporate professionals bring the future to market.

16:00 – 17:30

### Lessons From Silicon Valley's AgriTech



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.



## DAY 5 – CORPORATE INNOVATION

09:20 – 10:40 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.

11:30 – 12:40 Airbnb: Innovation Success Story



Visit **AirBnb** office and discover how this online community marketplace for people to list, discover, and book accommodations around the world, was created, developed and grew into a true Silicon Valley success story.

13:00 – 13:40 Lunch

14:00 – 15:30 Corporate Innovation Strategy: Innovation Outpost



Mercedes-Benz

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.

16:00 – 17:30 The Future of Autonomous Cars: Tesla Experience



Learn about the future of autonomous cars and how Tesla accelerates the transition to electric mobility with a full range of increasingly affordable electric cars. The lecture will be followed by the “test-drive” experience.





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

"It's been a great week, and a fantastic program focused on Silicon Valley innovation and specifically innovation in AgriTech. We got a good mix of both. Great learnings, great insights, and great fun. We had a great time and really had our minds opened to the full range of opportunities to improve our business. Thanks again for all your time and excellent contacts across the valley and beyond. It made the trip very productive and valuable for all of us."

Andrew Crane,  
CEO, CBH Group, Australia



"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'Ieteren, Belgium

"Thank you so much for a memorable and successful immersion experience with SVIC. The program was very well structured, and the choice of organizations from SV was very well thought through. Thank you for the professional and friendly way SVIC went about shepherding us around the Valley and arranging the key introductions. I was pleased to receive the feedback - as I am sure other members of our party will be. I sincerely hope that our paths cross again soon and until then, I would like to wish SVIC continued success always."

Trent Bartlett,  
Chair of Remuneration Committee, Audit & Risk  
Committee Member, CBH Group, Australia





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## ABOUT SILICON VALLEY INNOVATION CENTER

Since 2012, Silicon Valley Innovation Center (SVIC) has been empowering senior-level executive leaders from around the world to uncover business growth opportunities behind the threats of disruptive technologies. We provide expertise in the business impact of disruptive technologies by creating exclusive executive management programs, cutting-edge thought leadership summits, and breakthrough corporate innovation acceleration programs.

We have organized hundreds of study tours and executive education programs for corporate executives, business owners, board members of multi-billion dollar corporations and government leaders in Silicon Valley and beyond.

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WHERE COMPANIES  
COME  
TO GROW AND INNOVATE