



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

in cooperation with:



San José State
UNIVERSITY
RESEARCH
FOUNDATION

a product of:



Digital Tech
Academy

FAU Silicon Valley Spring School



FAU Silicon Valley Spring School

- Key Facts -

The **FAU Silicon Valley Spring School** offers high-speed learning as well as a unique experience in the global center of digital technology and innovation: a Silicon Valley entrepreneurship deep dive for leaders and learners!

This program invites you to join an exciting group of outstanding students, entrepreneurial academics and industry innovators. Together, you will visit exciting companies such as the current and future Googles, Teslas or Facebooks. Exclusive networking events, lectures and case study sessions with leading entrepreneurs, business representatives and academic innovators will be part of the program.

Boost your entrepreneurial skills, deepen your knowledge about innovation and digitization, enhance your analytical skills, intercultural competence and creative thinking in a once-in-a-lifetime experience with future change makers!



Program duration:
21 - 29 March 2019



Application deadline: 10 January 2019



Confirmation of applicants: 15 January 2019



Application

- 1 - Download the application form from our website
<https://www.dta.fau.de/entrepreneur-program/>
- 2 - Fill out the application form and send it together with your CV and related certificates to dta-dte@fau.de



Program Fees*

€ 700 for FAU students
€ 3,400 for FAU staff and scholars

*excluding fees for flights, accommodation, etc.



Certificate

- ✓ Participants will be awarded a certificate of participation
- ✓ In addition, you will be part of the Digital Tech Entrepreneur (DTE) community!

Key Benefits



Make the most of the program with a multitude of different activities such as **case studies, company visits, soft skill trainings** and meetings with experienced entrepreneurs in an interactive learning environment.



Discover new approaches, high-level information and **scientific methods** in a professional environment.



Make an outstanding contribution to your own professional development and take the unique opportunity to **upgrade your CV**.



Enjoy exclusive **networking events** with entrepreneurs, business representatives, and professors; expand your professional network globally.



Discover Silicon Valley, the Californian business ecosystem with insiders and the local culture during company visits and social activities.

Preliminary Program Outline

21.03

Opening Session by Gurmeet Naroola

22.03

Building up a Start-up Company Utilizing Silicon Valley Methods

23.03

Exploring the Ecosystem: Real Cases & Company Visits (1)

24.03

Exploring the Ecosystem: Real Cases & Company Visits (2)

25.03

The Human Equation & Digital Challenge

26.03

Pitching your Business Training

27.03

Mega Market Opportunities: Last Mile Solutions, IOT, Energy, Crypto, Medical Devices

28.03

Entrepreneurial Marketing & Fostering Sales

29.03

Closing Session & Award Ceremony

Participants

- FAU Bachelor and Master students across all disciplines
- FAU PhD students & Early Career Scholars
- FAU Professors & Professionals
- FAU Alumni & Partners
- Learners and Leaders from Industry & Politics



Program Organizer



Friedrich-Alexander University Erlangen-Nuremberg (FAU)

When it comes to innovation, FAU is a world leader. According to the latest Reuters ranking the University is at the top in Germany, and ranked at an excellent 5th position in Europe and 31st position worldwide. Founded in 1743, FAU is today one of the largest universities in Germany with about 40,000 students, 4,000 academic employees and about €200 Mio annual third-party research funding.

As innovation leader, FAU designs unique learning experiences that carefully combine internal and external further education and provide leaders and learners with inimitable network opportunities that span across boundaries: institutional boundaries, disciplinary boundaries, but also the boundaries of generations, backgrounds and diverse strengths and talents.

Partner at Silicon Valley



San José State University and its Research Foundation is the oldest public institution of higher education on the West Coast. SJSU is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges. As a comprehensive public university located in the heart of Silicon Valley, it offers students an exceptionally rewarding learning environment. The distinctive character of SJSU has been forged by its long history, by its location, and its vision—a blend of the old and the new, of the traditional and the innovative. It is ranked fifth in Top Public Schools and 52nd in Best Value Schools.

More information about the program and application process can be found on our website.



<https://www.dta.fau.de/entrepreneur-program/>



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