



The Mind the Bridge Foundation is dedicated to fostering a global entrepreneurial ecosystem, spurring innovative ideas, and reinvigorating the new venture economy, providing international entrepreneurs with a bridge to the world's most innovative center — Silicon Valley. Entrepreneurship education, serving both startups and established companies, is a key focus of the Foundation: MtB Startup School teaches participants what it's like to be a Silicon Valley startup, helping to transform their ideas into a new venture worthy of financial support, while The MtB Executive Entrepreneurship Program provides middle managers and executives with practical tools to help their companies become more successful and innovative. With its roots in advancing the Italian economy, the Foundation's over-arching goal is to help create a new generation of entrepreneurs and success stories that promote economic growth worldwide.

*Marco Marinucci and Alberto Onetti*

#### WHO CAN PARTICIPATE

Startup entrepreneurs, SME business managers and executives, and other business professionals.

*Participants must be proficient in English*

#### HOW TO APPLY

Email your employment resume, a statement of purpose and a short description of your business concept to:

[executiveschool@mindthebridge.org](mailto:executiveschool@mindthebridge.org)

#### WHERE

Mind The Bridge Foundation  
One Market Plaza, Steuart Tower, 5th floor  
San Francisco, CA 94105

#### WHEN

Dates and deadlines are available on our website:

<http://www.mindthebridge.org/executiveschool>

#### FOR MORE INFORMATION

[executiveschool@mindthebridge.org](mailto:executiveschool@mindthebridge.org)



The Italian Business & Investment Initiative (IB&I) is focused on voicing a call for action to mobilize Italian leaders in business and government to continue making progress toward improving the Italian economy through vital investments in potential growth industries such as high-tech. IB&I's key partners are the Business Association Italy America, INNOGEST, Intesa Start Up Initiative and Mind the Bridge Foundation.

*Fernando Napolitano*



# Mind the Bridge Executive Entrepreneurship Program

## The Lean Approach to Enterprise Success and Innovation





### Why companies do not fully exploit their business potential

Most mature small-to-medium-sized enterprises (SMEs) are not exploiting their unique strengths to create new products and business models, and thus fail to be innovative.

The key reasons for this:

1. enterprise managers are not trained to be innovation leaders;
2. they lack a standard process to nurture the development of new ideas and assess their financial viability;
3. most managers are not effective in communicating their company's value proposition

It's no wonder why many outstanding SMEs progress at a snail's pace, not tapping their full business potential.

**10** working days

**2** relaxed weekends

**50** hours of structured time includes workshops, mentoring, weekly presentation critique and visits to Silicon Valley companies

**30** hours for unstructured networking time, working on your project, developing your business and explore contacts for funding and partnerships

### Why an executive program in Silicon Valley?

Silicon Valley is the leading hub for innovation and the center of the "lean startup" movement — a new approach to launching a business or product that relies on validated learning, experimentation, and iterative product development to gain valuable customer feedback and shorten development cycles.

Through core modules, interactive work sessions, and guest presentations, management teams first learn to examine their company's existing business model through the core principles of lean methodology. Then they learn to apply these principles to explore new business models that support the creation of new products, services, or internal corporate initiatives — finding the right match between customer needs and what their company can profitably offer. In addition to work sessions, participants will have the opportunity to attend networking events, as well as visit Silicon Valley icons such as Apple, Google, Facebook, Stanford University, and UC Berkeley.

### Goals

Designed to be most effective through company team participation, the MTB Executive Entrepreneurship Program takes middle-to-upper managers back to the proverbial garage where the company's innovative foundations were first developed. Our mission is to help them and their company become more agile and innovative, and to successfully create and execute new business opportunities.

## PROGRAM CORE MODULES

- Applying the Business Model Canvas: Break the cultural, organizational, and leadership barriers to change by integrating cross-functional teams from different departments to brainstorm and rapidly prototype.
- Identifying your value proposition: Test your company's unique value proposition — identify and deliver value both to the customer as well as the internal stakeholder in the company.
- From Business Plan to Lean Approach: Design experiments to align your business and product customer needs.
- International Marketing: Identify new markets for your products.
- Financial Budgeting and ROI Analysis: Prepare a financial plan to reach break-even for your new product.
- Building an A-Team: Attracting and retaining the dream team is the first and most challenging task for your project to succeed.
- Presentation Skills: Present and communicate your ideas to executive management and strategic partners.