



High velocity company growth

Best practices & successful growth strategies from Silicon Valley, California

Silicon Valley-based, *Eurocal Group, LLC* has teamed up with *Silicon Valley Link, LLC* to provide a nationwide series of one-day workshops in Poland designed to share lessons learned and build lasting ties between Silicon Valley and Poland's vibrant technology communities.

Silicon Valley, California is home to many local multinationals, including HP, Intel, Apple, Facebook, Cisco, eBay, Yahoo, Salesforce.com, Google, Oracle, Adobe and many non-US companies have significant sales, R&D and support centers here, including SAP, Orange, Skype and NEC. In fact, most major international technology companies have an outpost in the Silicon Valley, if only to simply listen to what the Silicon Valley teaches, learn about new trends, network with like-minded people, explore opportunities and partnerships, and identify best practices.

Silicon Valley is still the key gateway for developing a U.S. market presence in any technology sector including: information technology, clean technology and biotechnology. The reasons for this are many, but they hinge on some key factors, best practices and growth strategies that built the Silicon Valley of today. Many of these dynamics must be understood by Polish entrepreneurs and early stage companies as they prepare for growth in domestic and international markets. Polish entrepreneurs have an unprecedented opportunity to create innovative products and services for domestic and global markets.

Workshop Series
Poland
November 2011

Warsaw
Krakow
Kielce
Wroclaw
Others

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Target Audience

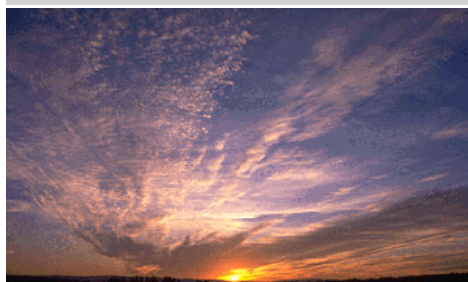
Entrepreneurs and small businesses seeking to grow their business in country, in Europe, and globally

Government development agencies, technology parks, incubators, chambers of commerce, and others whose mission is to enhance economic activity and business success

Venture capitalists who are looking for new investment opportunities, and to support their client companies

Financial and market analysts who wish to expand their knowledge of and connections into Silicon Valley

Media seeking to cover the changing face of innovation in Europe and Silicon Valley



Model Program Agenda

How Silicon Valley differs from Europe (30 min)
Understanding Silicon Valley best practices (30 min)
Subject specific modules (2-4 hours, based on audience needs)

One: How business philosophy is different outside of Europe

Two: How culture impacts innovation in Europe, and for Europeans abroad

Three: How venture and funding models work in the US

Four: Intellectual Property: management, protection and monetization

Five: How sales and business development are different

Six: How marketing is different

Learn to pitch your idea to global audiences (30 min)
Hands-on pitch preparation & contest (2 hours)
Lunch served during preparation time
Coming to America, how, when and why (30 minutes)
In conclusion, lessons learned (15 minutes)
Open Q&A (30 min)
Networking
6.5 – 8.5 hours depending on audience needs, with an additional hour for professional networking at the end

Custom programs can be designed upon request.

Who are we?

The Eurocal Group, LLC and Silicon Valley Link, LLC, two leading Silicon Valley-based companies made up of entrepreneurs, business strategists and organizational management professionals have teamed up for this series. We provide European technology companies with strategic and practical advice and services for domestic, regional and international business expansion. We also support the ecosystem of governments, regional development agencies, venture capitalists and others who seek to support innovation and economic growth.

Together, we have over half a century of real world experience in technology startups, entrepreneurship, global operations, finance, marketing, business development and sales. We have started companies, worked in startups, expanded companies and divisions overseas, worked in giant multinationals and advised hundreds of businesses to success. Along with our global end to end business expertise, we bring to the table a unique multicultural perspective that refines and shapes our knowledge of European business needs. We hail

What you will learn

- Key elements of the Silicon Valley ecosystem and business models
- New trends that will define the Silicon Valley for the next 20 years
- Silicon Valley best practices in marketing, finance, channel management and corporate management, that can be applied in any country
- Relevant differences and similarities between US and European entrepreneurship and venture funding
- Intellectual property and why it matters to startups
- Successful legal, financial, US visa and organizational approaches for expanding your business globally
- Hands on pitch development and presentation skills
- Advantages and challenges of global expansion
- How Polish companies can “plug into” Silicon Valley

What can be learned and transferred from Silicon Valley to Europe?

We believe many of our lessons are sharable, our methodologies applicable, and approaches and best practices relevant to European technology companies. No matter if you seek to grow in country, in region, or globally, there are valuable lessons for European early stage technology companies and entrepreneurs that we would like to share.



- ◆ BUILD
- ◆ ADVANCE
- ◆ SUCCEED

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About Us



George Slawek, Executive Director, Eurocal Group. George, a native of Britain and of Polish parents, has 22 years of professional and executive experience with both large global and smaller local Silicon Valley and European organizations. He is former President and Board Member of the US-Polish Trade Council. His focus is technology start-ups, venture capital, organizational structure and executive management. George has a Bachelor of Science degree in Organizational Behavior and an MBA in Finance from the University of San Francisco <http://www.linkedin.com/in/gslawek>



Jack Wolosewicz, Chief Technology Officer, Eurocal Group. A native of Warsaw, Poland, he has a 20 year track record in Silicon Valley of pioneering new technologies, innovation, starting companies, IP development and analysis and technology implementation. Founder of four startups, as CEO and CTO he has developed and patented technologies ranging from high speed telecom, IC design, audio and image analysis, e-commerce, DRM, online audio and video monetization. Holder of numerous patents, he also consults in the area of IP strategy and valuation. He holds a BSEE from CCNY and was a Ph.D candidate at MIT. www.linkedin.com/in/jackwolosewicz



IdaRose Sylvester, Managing Director, Silicon Valley Link. A native of California, she has 15 years of marketing experience in leadership roles at non-US based startups and all stages of US based companies. Her specialties are strategic marketing, market research and small organization management. She holds a Bachelor of Science from the University of California, Berkeley, and an MBA from the FW Olin School of Business, Babson College <http://www.linkedin.com/in/idarosesylvester>

Eurocal Group, LLC. is seeking Polish national, regional, city government, industry organizations, technology parks, universities and other partners to create this unique series of workshops designed to promote Polish entrepreneurship and the knowledge-based economy.

We envision a series of 5 to 6 workshops in key centers of Polish technology and innovation, each with 20 to 25 participants.

The cost for each workshop is \$7,500. The workshops would be conducted in English and take place in October 2011.

Previous Workshops: Stanford University, University of San Francisco, Gdansk Science & Technology Park, Rzeszow Business School & Pomeranian Science & Technology Park