



**INTERNATIONAL SEMINAR DIGITAL
TRANSFORMATION**

ISDT

AT SILICON VALLEY

OPEN YOUR
MIND TO
THE FUTURE
OF BUSINESS

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TRAVEL TO SILICON VALLEY. OPEN YOUR MIND TO THE FUTURE OF BUSINESS.

The **Silicon Valley Bootcamp** is a week-long seminar for individuals who want to be leaders of the digital transformation in their own companies or investors and entrepreneurs who wish to immerse themselves in the heart of the digital ecosystem where innovation thrives.

The moment has come to acquire a **comprehensive, global and updated vision of the digital ecosystem**. If you want to stand out in the digital era, your moment is now.



SEMINAR HIGHLIGHTS

Obtain a comprehensive vision with renowned experts on a global scale.

Keeping up-to-date with the latest trends will give you a competitive advantage in leading the transformation of your company and startups you are investing in.



One week in-person



Face to Face
City of San Francisco, California (Silicon Valley)*



40 hours of classroom training



Taught 100% in English



Local visits to important institutions



Digital Tool Workshops



Case studies



Digital experts from around the world

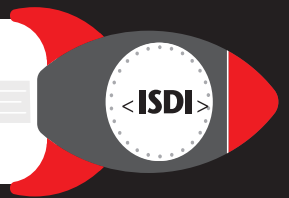
*A tourist visa will suffice for entry into the US in order to be able to attend the seminar.

▶ OBJECTIVES

1 DEVELOPMENT OF **DIGITAL SKILLS FOR BUSINESS PROFESSIONALS** AT COMPANIES THAT ARE GOING THROUGH DIGITAL TRANSFORMATIONS

2 MASTERING **INTERNET BUSINESS MODELS**, LEARNING ABOUT WHAT AN INTERNET BUSINESS PLAN CONSISTS OF AND **HOW TO EXECUTE ONE**

3 LEARN HOW TO CREATE AND MANAGE STARTUPS FROM THE INDUSTRY GIANTS: **GOOGLE, LINKEDIN, SALESFORCE AND SLACK.**



4 LEARNING TO USE **LEADERSHIP AND MOTIVATIONAL METHODS** FOR DIGITAL PROJECTS AND STARTUPS



▶ AIMED AT



Professionals, directors and entrepreneurs of any sector or department who want to learn about the latest trends in digital transformation and the startup ecosystem.



Average age: **42 years old**



Average work experience: **18 years**



CONTENT & METHODOLOGY

The **Silicon Valley Bootcamp** has been developed with a unique methodology. The course includes **face-to-face sessions** explaining the **hottest digital trends, hands-on workshops and local visits to important companies and organizations.**



DAY 0.1 **LEADING STARTUPS**

Silicon Valley: Digital Business & Startup Ecosystem
Driving Innovation: Leadership for Success



DAY 0.2 **STARTUP FUNDING ECOSYSTEM**

Start-up Journey
Venture Capital & Alternative Funding Strategies
Internationalization for Startups



DAY 0.3 **DIGITAL THROUGH THE AGES**

The History of Silicon Valley
Blockchain
The Future of Leadership



DAY 0.4 **INNOVATION**

Futurism & Human Augmentation
Frugal Innovation
Transformation through innovation



DAY 0.5 **DIGITAL TALENT & BEYOND**

AI & Machine Learning
Market You
The Future of Work



WHAT DOES THE SEMINAR HAVE TO OFFER?



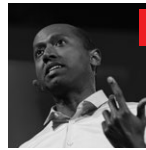
Meet the digital experts

The Silicon Valley Bootcamp faculty consists of cutting edge digital experts from around the world, all of whom actively work in digital business. Every year, the leaders of the digital revolution design our training programs using the most up-to-date content.



SOUJANYA BHUMKAR

Co-found of Cooliris Former
Yahoo VP of Global
Partnerships.



NAVI RADJOU

Silicon Valley Author,
Thinker & Scholar.



ED FERNÁNDEZ

Early Age & Startup VC.



HIGO GIRALT

CEO at Propelland.



ARIEL POLER

Founder at Human
Augmentation
Syndicate.



International networking

This seminar provides you with **exclusive international networking opportunities** that will allow you to promote your business, learn from others, and acquire potential partners and investors.



Local visits and industry master classes

You'll have the opportunity to visit the facilities of leading companies and attend master classes hosted by industry leaders from companies such as:





Admissions

Mónica González



mgonzalez@isdi.education



+34 917 373 925 (International calls)
900 814 144 (Calling from Spain)

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