



InterGen Silicon Valley Bootcamp

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Today's Agenda

- My Background
 - Silicon Valley: History of Risk
 - InterGen Silicon Valley Bootcamp Details and Description
 - Why You Want to Go
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My Background

- Grew up and live in Silicon Valley
 - Also lived in Mexico and Japan
 - Co-founder, Garage.com
 - 11 years, Adobe Entrepreneur-in-Residence
 - Multi-time startup CMO/VP Marketing
 - Worked with 300+ startups from 20+ countries, including more than 75 Canadian companies
 - Founder and Chief Mentor, C100 Growth
 - University Lecturer, Adjunct Professor, and Program Director (Santa Clara University Leavey School of Business, Deggendorf Institute of Technology)
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Silicon Valley: History of Risk



Fairchildren

SILICON VALLEY COMPANIES THAT CAN BE TRACED BACK TO FAIRCHILD SEMICONDUCTOR

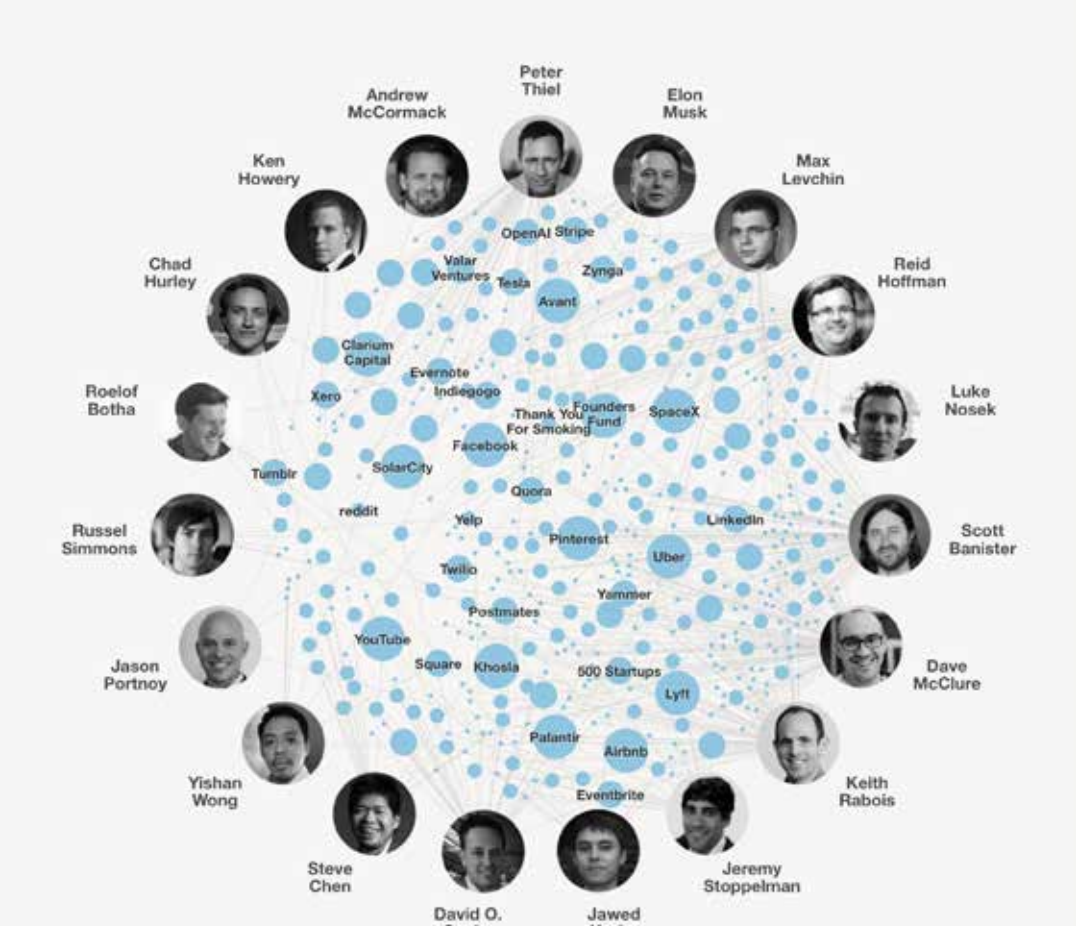
AAPL GOOG ORCL FB INTC CSCO EBAY YHOO AMAT TSLA
SNDK INTU TWTR LKDN A SYMC XLNX KLAC NTAP LRCX
JNPR EA LLTC ALTR NVDA MXIM NOW SNPS SCTY PANW
SPLK CDNS YELP FEYE ALGN PAY FTNT BRCD UBNT AMD
TIBX SYNA RVBD ZNGA CAVM SNX IDTI FCS FNGN ARUN
ISIL SFLY POWI CUDA CY MPWR MLNX RMBS TRLA PMCS
CODE PFPT MKTO INFN RNG RKUS XOOM AMBA RPXC FUEL
AMCC BLOX EHTH MCRL IMPV HLIT CHGG ISSI EXTR SABA
IXYS QTM PLXT QUIK PSEM MTSN MOSY SPRT IMI ELON
MERU IKAN

Note: Companies above are listed by their ticker symbols in descending order of their market capitalization on July 15, 2014.
Source: Endeavor Insight.

PayPal Mafia



PayPal Offspring Companies



What's So Special about Silicon Valley?



Silicon Valley by the Numbers

- 10% of California's population and ~1% of US population
- 1% of California's land mass
- 18.5% of California's GDP
- ~72% of California VC and 40% of US VC
- ~52% of California's patents
- 50% of California's IPOs
- 50+% of population has university or graduate degrees
- 38% of population is foreign-born
- Avg. annual earnings = ~\$170k USD (more than 2x US average)

Sources: Silicon Valley Index: <https://jointventure.org/images/stories/pdf/index2022.pdf>, Pitchbook

What's the Story Behind the Numbers



What Silicon Valley Gets Right

- Grit
 - Growth and growth mindset
 - Risk
 - Big vision and ability to extrapolate
 - Seeing opportunity everywhere
 - Comfort with failure
 - An accepting meritocracy
 - Capitalism
 - Pay it forward
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But Silicon Valley Isn't All Sunshine and Roses



Six Downsides to the Silicon Valley Way

1. Growth at all costs
 2. Templated approach
 3. Reductionist thinking
 4. Approval by proxy
 5. Incestuous culture
 6. Mental and physical health
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Can Silicon Valley Be Replicated?



Silicon Valley Is a Mindset





InterGen Silicon Valley Bootcamp

March 11 – March 14, 2025
Palo Alto, California

InterGen Silicon Valley Bootcamp Overview

- 4 days in Palo Alto/Silicon Valley
 - Workshop and expert speakers
 - Pre- and post-trip mentoring
 - Create community among cohort companies
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InterGen Silicon Valley Bootcamp Objectives

- Silicon Valley culture and best practices
 - Network of potential supporters
 - Competition
 - Calgary scale-up community and relationships
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Workshop and Expert Speakers

- Workshop will provide combination of best practices, frameworks, and hands-on exercises, covering topics, such as:
 - Strategy
 - Leadership
 - Product
 - Go-to-Market
 - People and teams
 - Fundraising and finance
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Example Speaker Profiles



Emily Mikaili

Chief People Officer



Signifyd

Google

 **SurveyMonkey®**



Nathan Trueblood

VP Product Management

box

yahoo!



Marie Goodell

VP Product Marketing

SAP

ORACLE

IBM

Example Speaker Profiles



Dennis Rohm

CTO



Sachin Rekhi

Head of Product



Samer Hamadeh

Founder & CEO



Example Speaker Profiles



Goly Anvary

*Innovation &
Digital Marketing*



Neutrogena®



Thomas Nielsen

*Former Chief
Digital Officer*



Robert Hatta

*Human Capital
Partner*



DRIVE


Example Speaker Profiles




Steve Kenning
VP Customer Success




BAIN & COMPANY 





Chris Caren
CEO



*Acquired for
\$1.75B*



Jose Benitez Cong
Head of Recruiting



nest.

Next Steps and Logistics

- Interested companies will apply to participate through a competitive selection process
 - InterGen will evaluate applicant companies based on market traction, potential, stage, and commitment to attend and engage
 - Application will include a short form AND investor or company overview presentation
 - **Applications will be due on January 3, 2025**
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Participant Acceptance and Costs

- Accepted companies will be notified by January 10, 2025
 - Accepted companies will be required to commit to participate by January 21, 2025
 - Company commitment includes signed participation agreement, \$1000 deposit, and airplane tickets and travel itinerary for InterGen travel planning purposes (e.g., potential airport transfers and hotel recommendations)
 - Companies will be responsible for all travel costs (i.e., flights, lodging, local surface travel, and non-hosted meals) and workshop catering
 - InterGen will cover all program, speaker, and mentoring fees.
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Questions and Answers