The Pioneering Spirit
When it comes to innovation, there is a special kind of magic in Silicon Valley. The constant buzz of new ideas. Effective funding of pathfinding innovations. Startups in many markets. The birth of entirely new industries. While it may appear that it’s all about creative new ideas, the success of Silicon Valley actually comes from a highly disciplined approach for taking ideas through a series of iterations all the way to market-changing implementation.

Learn the Secrets
Over the past two decades, EDG has collaborated with many of the players that make up the Valley’s remarkable innovation ecosystem. EDG’s Immersion Program was created to open this remarkable world to anyone who wants to learn from those who create it every day.

About Silicon Valley
- Almost half of all US venture capital goes to Silicon Valley
- Home of tech icons like Apple, Google, Facebook, eBay, HP, Intel, CISCO, Oracle, PayPal, Square, and many more
- Home to 6000+ Startups
- 300+ Companies founded each year and financed at > $2 Million each
- #1 generator of patents in the country: 1 of every 8 US registered patents originates in Silicon Valley
- 7% of Stanford students start a company from their dorm rooms
The program provided a tremendous boost to our business. It was the perfect mix of strategy, teamwork, and hands-on innovation practices.

Pat Younge, President, Travel Channel Media

Silicon Valley Immersion = Innovation Training + Tours

The program combines hands-on innovation skill building with company visits as well as conversations with visionary leaders and experts who share their insights and outlooks.

The Secrets of Silicon Valley program offers attendees proven approaches and easy-to-use tools (e.g., CO-STAR™) for creating an innovation advantage. Take-aways include:

- Capitalizing on technology disruptions with new innovation strategies and business models
- Design thinking to gain customer insight and generate breakthrough ideas
- Innovation practices for pitching and perfecting compelling value propositions
- Innovation architecture and software for sourcing ideas and facilitating selection and funding
- Applying lean innovation to get to market faster, cheaper and better
- Building dynamic networks to support value creation across boundaries
- Aligning the organization and leadership to promote game-changing results
- Creating an entrepreneurial mindset and a culture of how

Creating Your Own Innovation Blueprint

During the week long program, each individual or team will create an Innovation Blueprint that captures insights and specific plans for moving forward. Participants will leave with a roadmap in hand, enabling them to “take Silicon Valley home.”

Tailored Program

We customize the program to ensure highest impact—whether your group is a team, company, network of partners or region of the world.

Many programs take place at Plug and Play Tech Center.

Plug and Play By the Numbers

- 2500+ Start-ups since 2006
- 350+ Start-ups in Plug and Play Silicon Valley
- 3000+ Start-ups reviewed annually
- $3 Billion Raised by Plug and Play startups since 2006
- 30+ International partners
- 50+ Corporate partners
- 180+ VC partners

To sign up for the Secrets of Silicon Valley program, contact:

SOSV@enterprisedevelop.com

Program is inspired by the New York Times bestselling book by Deborah Perry Piscione

SECRETS OF SILICON VALLEY

What Everyone Else Can Learn from the Innovation Capital of the World

DEBORAH PERRY PISCIONE
Program Faculty
The Enterprise Development Group is an international consulting and training firm specializing in business strategy, innovation best practices, and leadership development for businesses facing market disruptions and complex change.

Deborah Perry Piscone is a Silicon Valley-based entrepreneur, national bestselling author, media commentator and regular speaker at the program.

EDG is headquartered in Silicon Valley and works with innovation leaders around the world.

EDG has been running innovation programs for over 15 years. Program participants include:
Airbus, BBC, Cheers Publishing - China, Danish Broadcasting, Hospital North Zealand - Denmark, ITRI - Taiwan, Johnson and Johnson, Mayo Clinic, Panera Bread, Philips, Swisscom, Swiss Post, Texas Health Resources, and Universal Music.

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