Today global issues, the way of living and human behavior are constantly changing. With the advancement of technology, we have a new configuration regarding the consumption of products and services, and Silicon Valley ends up being a reference in this area. The site has the largest concentration of technology companies in the American territory, and the active role of universities and the availability of funding create an ecosystem prone to innovation and creation of new disruptive technologies.

The Innovation Seminar’s main objective is to promote a unique learning format that allows its participants to have a multifactorial view of the Valley and its role in the world, in addition to understanding what has been created so far and the innovations that are to come. In addition, the program aims to inspire new ideas, expand the repertoire and promote integration and networking with entrepreneurs and executives.

An intense program was developed involving lectures and interactive visits to local companies. The participants had the opportunity to be with renowned professors and executives, such as prof. Bret Waters (Stanford University), Gustavo Lemos (CEO of Mediar), Bree Cahill (Director of partnerships at Accelerator Skydeck.) And prof. Naem Zafar and prof. Greg LaBlanc, both from UC Berkeley.

In addition, interactive visits and a round table were held at HP, Google, Institute for the Future and Netflix. Finally, the participants participated in a round of presentations of new ideas by local entrepreneurs at Plug and Play, considered the largest accelerator in the world (responsible for Google’s acceleration).
Immersion in highly prestigious university environments: throughout the project students had the chance to participate in classes and lectures taught at Stanford University and University of California, Berkeley, both institutions of great reputation and tradition, which were extremely relevant in the development of the valley and that even today they are very active with regard to the development of new technologies.

Preparation: prior to the beginning of the program, students had an introductory class in order to prepare them for the experience, in addition to receiving reading instructions and complementary materials.

Visits to companies and accelerators, with very relevant companies such as Google and Netflix. Participants not only visited the headquarters of these locations, but also had the chance to chat with top executives like Miguel Feldens (Global Executive & Advisor from Google) and Eddie Oggihara (Director of Internal Audit and Sox Compliance from Netflix). In addition, they also had contact with the dynamics of accelerators, such as Skydeck and Plug and Play, through pitch presentation rounds of new entrepreneurs and group discussions.

Security, organization and support: throughout the program, the participants had excellent logistical support, with buses available throughout the program, 24-hour support from our coordinators and academic tutoring.

It was an intense and extremely productive week that surprised me positively both for the organization of Campus B and Inser and for the quality of networking. The immersion week was digested in the following months and made me understand the Genesis of entrepreneurship in Silicon Valley. I came back more aware of the importance of tests for fast business change, assuming mistakes to run the course, building storytelling to sell the business to investors and finding the ideal client to grow fast. And I was very satisfied with the conversations with the group that participated in this experience, we exchanged a lot of information and professional experiences. I recommend it with my eyes closed."

Our passion for the academic field has given us the privilege of actively collaborating with more than 80 universities, offering professional and extracurricular experience journeys that directly impact more than 4000 students.