

BESPOKE INSPIRATION TOURS

Program 2020

Silicon Valley
New York
London
Tel Aviv
Dubai
Mumbai
Hong Kong

Silicon Valley Inspiration Bespoke Tours DNA

In 2012 we launched the program in Silicon Valley to **inspire leaders** of organizations of all sizes and industrial backgrounds about the future of their industry.

From day one, the uniqueness of this program was and is that **every single tour is taylor-made to the participants:**

prior to meeting for the tour, all the participants are invited to join a call with the curator to talk about their individual backgrounds. With this information, the program of perfectly fitting conversations, meetups, talks, workshops and visits will be curated.

Every Tour is...

- ... a highly exclusive and intense experience for a group of max 10 participants.
- ... a complete taylor-made experience: the program is curated around the participants backgrounds, questions, visions, concerns and hopes.
- ... a set of up to 5 activities like conversations, meetups, talks, workshops and site visits every day.
- ... a dive deep into the Anatomy of Innovation which is a combination of Forecast Thinking Mindset, Exponential Growth Strategies, Design Thinking 3.0, Growth Hacking and the Skills of Social Intelligence.

Program 2020

Silicon Valley Inspiration Tours

A bespoke program with possible industry focus on:
Automotive, Healthcare, Medical Innovation, Retail,
Financial Services/FinTech & InsurTech
and Exponential Technologies (AR/VR/XR, AI, IoT, AM,...)

Campus Tours:	Jan 13.-17. & Aug 10.-14
Healthcare:	Feb 10.-12.
FinTech:	Mar 09.-13.
Retail (New):	Apr 13.-15.
Tech Tour (former Big Data):	Sep 21.-23.
Automotive/Mobility	Nov 16.-20.

Global Inspiration Tours

New York	Feb 03.-07.
Mumbai	Apr 06.-10.
Dubai	Apr 27.-May 01.
Tel Aviv	May 04.-08.
Hong Kong	May 11.-15.
London	June 15.-19.

One Day Tours upon request



Silicon Valley Campus Tour

Jan 13.–17.

Aug 10.–14.

www.siliconvalleyinspirationtours.com/campus

The most mature tour in the program. Up to a max of 10 participants will enjoy a highly intense week of 4-5 activities per day. We will have inspiring conversations and private talks (“flipped conference”-format), workshops on Exponential Strategies (“Moonshot Business Ninja”, The Skills of Social Intelligence, Growth Hacking and the Anatomy of Innovation and participate at local meetups. You will dive into a Silicon Valley life for a week, which can be highly addictive.

But also intense: by the end of the program, your brain might explode – but: you will love it!



Ticket Campus Tour: USD 3.000

(includes curation, transport during the program
excludes travel to/from SFO, accommodation in SF,
food/beverages during the program)

Global Tour: New York

Feb 03.-07.

www.siliconvalleyinspirationtours.com/newyork



New York is home to 48 Fortune 500 Headquarters. More than any other city in the US. Innovation and entrepreneurship is a key pillar of the local administration and is part of an ambitious innovation agenda to help speed good ideas to market, grow innovation clusters, and encourage start-ups to stay and grow in this amazing city.

The biggest challenges entrepreneurs face is accessing the right decision maker at the city's global investment and corporate firms. New York looks to remedy this by becoming a global center of innovation built on collaboration.

From the Fortune 500s to the startup founders, a three day intense, tailor-made program will give you insight into this hub of innovation and collaboration. Through meetings curated based on the backgrounds of the participants, framed in the narrative of Exponential Growth Strategies, the Art of Storytelling and Social Intelligence you will learn and experience what it takes to make it in the concrete jungle.

The 4th Day will be a one-day-workshop on Exponential Growth Strategies, combined with social intelligence and the Art of Storytelling - also wrapping up the program and help you define actionable insights.

Last day is a social day with a tour through the city and a farewell picnic in central park.

End of program will be on Friday at 4pm.

Participation fee: \$: 9.500,-

(includes accommodation in NYC, curation, transport during the program
excludes travel to/from NYC, food/beverages during the program)

Silicon Valley Healthcare & Medical Innovation Tour

Feb 10.-12.

www.siliconvalleyinspirationtours.com/health

In a three days journey, our itinerary spans from hospitals to innovation outposts of global pharma companies, including some breathtaking views into nanotechnology/biomed and the progress of crispr. We will look into the healthcare system in the us and how the Silicon Valley in coming up with solutions to a regional problem that actually has global relevance.

In the past, we have visited the UC Davis, several CRISPR/Cas9 experts, UCSF Hospital, 23andme, Stanford Medical, met TED speakers like Andrew Hessel, and amazing startups like Nutrigene or Healthtap.



Participation fee: EUR/USD: 3.000,-

(includes curation, transport during the program
excludes travel to/from SFO, accommodation in SF,
food/beverages during the program)

Silicon Valley FinTech & InsurTech Tour

March 09.–11.

www.siliconvalleyinspirationtours.com/fintech

In this three days fact finding mission, we will meet Startups, Serial Entrepreneurs, experts on Artificial Intelligence and Big Data, explore the world of Blockchain and the cryptocurrency race. We will hear from established companies, how they see their future and talk to Design Thinkers and exponential minds about where the future might be going but even more: HOW the transformation will be shaped by old and new players.

Past flights visited Intuit, Wells Fargo, Singularity University, Stanford University, Square, Paypal, 500 Startups, Plug&Play Center, Autodesk, earn.org, Earnest.

Participation fee: EUR/USD: 3.000,–

(includes curation, transport during the program
excludes travel to/from SFO, accommodation in SF,
food/beverages during the program)



Global Tour: Mumbai

Apr 96.–10.

www.siliconvalleyinspirationtours.com/india



Mumbai is undergoing the biggest imaginable change of a megacity. From an intense place where poverty, dirt, disgust, wealth, fortune and innovation where neighbors of undistinguishable appearance, the city is transforming into the most modern, beautiful and smartest cities in the world.

Indian people are a humble, patient and smart community. While being appreciated as cheap labor force to the rest of the world, India has developed knowledge and expertise in technology, bundled with a desire to turn the world into a better place.

This three days Tour is a setup of conversations with the most beautiful minds, you will have met in your lifes. You will be exposed to a culture we can learn so much from. In the tradition of the SVIT, the meetings will be curated, following the backgrounds of the participants, framed in the narrative of Exponential Growth Strategies, the Art of Storytelling and Social Intelligence.

The fourth day will be a wrap up and workshop to develop actionable insights from the tour. The fifth day will be a guided Tour in Mumbai. All participants will stay at the Sohoouse Mumbai.

Participation fee: \$: 7.500,–

(includes curation, transport during the program, accommodation in the sohoouse in Mumbai.

Excludes travel to/from BOM, food/beverages during the program)

Silicon Valley Retail Tour

Apr 13.–15.

www.siliconvalleyinspirationtours.com/retail

Retail is looking into a very interesting future. Some believe retail is „dead“, has lost the war against online. Others believe, retail has a bright future – capitalizing the strengths of a brick and mortar – real life experience. In this three days experience, we will look into some next-chapter scenarios of the retail business, learn about exponential organizations and community management – some of the core skills, required to run a future fit company.

With up to 5 activities per day, wrap ups, workshops and personal mentoring and coaching in a small group of max 10 participants, it is very likely that future strategies of our participants companies/backgrounds will become clear.

Participation fee: EUR/USD: 3.000,–

(includes curation, transport during the program
excludes travel to/from SFO, accommodation in SF,
food/beverages during the program)



Global Tour: Dubai

Apr 27. – May 01.

www.siliconvalleyinspirationtours.com/dubai



Dubai is thinking big and thinking ahead as it aims to become the world's most innovative city - building on its credentials as one of the fastest-growing technology hubs.

In 2017, the executive chairman of Cisco Systems, John Chambers, labelled Dubai “arguably one of the most technologically advanced cities in the world”, with digitization initiatives capable of generating nearly US\$5 billion in value by 2019. In line with the UAE's Vision 2021 program, the Dubai government has formulated bold strategy to be the world's most innovative city by 2021.

Through 3 days of meetings and conversations we will ensure you learn the most from this unique and seemingly unstoppable innovation force. Through tailor-made interactions with entrepreneurs, venture capitalists and founders, you'll have a tough time to retain all the knowledge.

So day 4 will be a one-day-workshop on Exponential Growth Strategies, combined with social intelligence and the Art of Storytelling - also wrapping up the program and help you define actionable insights.

Last but not least, on your final day we will have a social day with a tour through the city and a hangout at a nice club in the Marina. End of program will be on May 01st at 4pm.

Participation fee: \$: 7.500,-

(includes curation, transport during the program, accommodation in Dubai Marina.

Excludes travel to/from DXB, food/beverages during the program)

Global Tour: Tel Aviv

May 04.-08.

www.siliconvalleyinspirationtours.com/telaviv

It has long been known that Silicon Valley is the start-up capital of the world, but many do not know that Tel Aviv is moving quickly up the ranks and rivaling the northern California hub. This is accomplished by allowing intelligent and creative young minds synergize to create innovative ideas. By providing the environment that aspires to create success, the Wall Street Journal named Tel Aviv as the second most innovative city in the world.

Startups and well established tech companies have found home in this beautiful city. With some of the most gorgeous beaches, cafes and a top innovation system, this is the ideal setting to learn and relax at the same time.

This program is a set of 3 days of meetings and conversations with entrepreneurs, Venture Capitalists, Startup-Founders, Managers of established organizations and Talks.

The 4th Day will be a one-day-workshop on Exponential Growth Strategies, combined with social intelligence and the Art of Storytelling - also wrapping up the program and helping you define actionable insights.

Last day is a social day with a tour through the city and a BBQ at the beach.
End of program will be on 05/08th at 4pm.

Participation fee: \$: 7.500,-

(includes curation, transport during the program, accommodation in Tel Aviv.

Excludes travel to/from Tel Aviv, food/beverages during the program)



Global Tour: Hong Kong

May 11.-15.

www.siliconvalleyinspirationtours.com/hongkong



Hong Kong's innovation and technology sector together with that of Shenzhen – the Shenzhen-Hong Kong technology cluster – ranked the world's second largest based on the Global Innovation Index 2018.

With 2000 startups in 2016 and an increase of 16% the following year, it's obvious something exciting is happening in this beautiful city. Biotechnology, artificial intelligence, smart city and financial technologies were identified as the four areas of strength for development in Hong Kong.

Building a strong support system and increasing investments in infrastructure and research and development have been at the heart of the technological boom happening in the past few years.

In a 3 day intense flight into this thriving eco-system you will meet entrepreneurs, venture capitalists, founders and managers of established orgs. All activities and meetings carefully curated to give you the most out of the experience.

The 4th Day will be a one-day-workshop on Exponential Growth Strategies, combined with social intelligence and the Art of Storytelling - also wrapping up the program and help you define actionable insights.

Last day is a social day with a tour through the city and a farewell lunch at the famous Felix restaurant on the roof of the Peninsula Hotel. End of program will be on May 15th at 4pm.

Participation fee: \$: 8.500,-

(includes curation, transport during the program, accommodation in Hong Kong.

Excludes travel to/from Hong Kong, food/beverages during the program)

Global Tour: London

June 15.-19.

www.siliconvalleyinspirationtours.com/london



The mayor of London presented a "2020 Vision: The Greatest City on Earth, Ambitions for London" where he emphasized the importance of innovation-driven entrepreneurship, and the education of the workforce needed to sustain it, as well as efforts already underway to make London a "smart" city with major improvements in transportation, housing and connectivity.

London's business community is helping to carry the momentum with a wide variety of initiatives and programs aimed at strengthening the city's and the country's economic growth.

In 3 Days of meetings and conversations with entrepreneurs, Venture Capitalists, Startup-Founders, Managers of established organizations and Talks you will learn how these efforts are making London a true home of innovation.

The 4th Day will be a one-day-workshop on Exponential Growth Strategies, combined with social intelligence and the Art of Storytelling - also wrapping up the program and help you define actionable insights.

Last day is a social day with a tour through the city and a farewell lunch at the Shoreditch Sohoouse. End of program will be on 09/13th at 4pm.

Participation fee: EUR 8.500,-

(includes curation, transport during the program, accommodation in the sohoouse in London.

Excludes travel to/from London, food/beverages during the program)



**Co-Hosted by London-Guru
Marcus Orlovsky**

Silicon Valley Tech Tour

(Previously listed as: Artificial Intelligence, Wearables, Internet of Things ("big data"))

Sep 21.-23.

www.siliconvalleyinspirationtours.com/techtour

Artificial Intelligence – the last invention of mankind?
What does it mean to act like a datacompany, even though your product has nothing to do with data? Why does dealing with a lot of data does not necessarily mean that you are a data company? How do AI, BD and IoT act together in this technological blackbox?

In the past, we have met AI Gurus like DeKai, learned from AI companies like Inteligenz, how to transform to datasmart, met Huami, the worldmarket leader in IoT and Wearables, underwent exponential growth strategy workshops and much more.

Participation fee: \$: 3.000,-

(includes curation, transport during the program
excludes travel to/from SFO, accommodation in SF,
food/beverages during the program)



Silicon Valley Automotive Innovation Tour

Nov 16.-20.

<http://www.siliconvalleyinspirationtours.com/automotive>

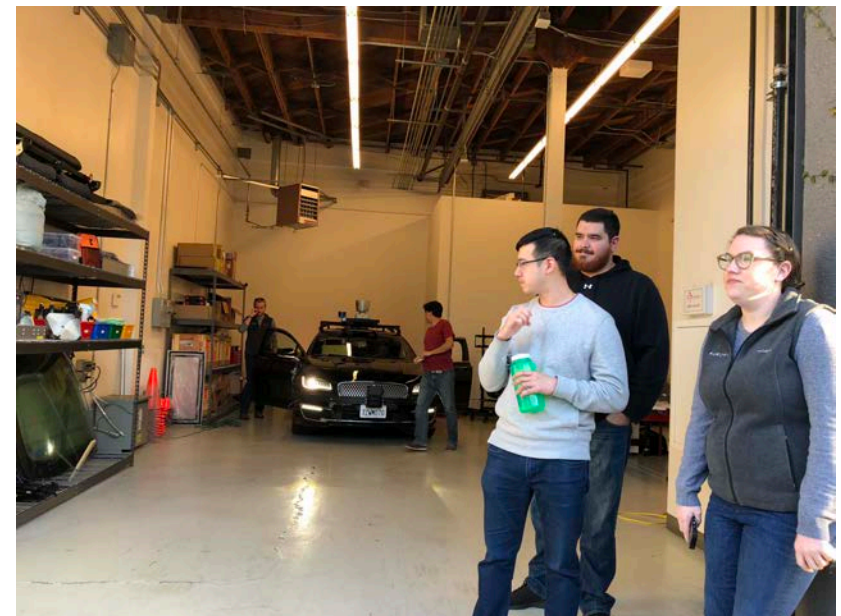
Quo vadis, carmakers? A whole industry on the brink of change. Which conversation are we having? Engine, Driverless, Platform, Energy, Data,...?

There are so many possible future szenarios. Over 1000 registered vehicles of ~80 companies are running their experiments in Silicon Valley.

Thats worth a visit. This tour is all about the future of cars, mobility, energy, retail and urban infrastructure.

Participation fee: EUR/USD: 4.000

(includes curation, transport during the program
excludes travel to/from SFO, accommodation in SF,
food/beverages during the program)



Your host:

Niki Ernst

"The Business Therapist"



I help people and companies explore and identify what they are actually capable of – designing, creating and shaping future businesses.

My professional roots are in branding and advertising. From 1997-2015, I worked at BBDO, McCann-Erickson and ran my own ad-agency, planetsisa.

When I stumbled across **TED** in 2006, my professional career changed dramatically: I got excited about amplifying ideas, changing peoples perception about the(ir) future. In 2011, **TED** assigned me global **TEDx** Ambassador and in 2015, I joined Singularity University as faculty coach.

With a combined understanding of visionary ideas, exponentially growing technology, global grand challenges and the very personal issues people have, grasping whats going on in the world, I co-founded the Silicon Valley Inspiration Tours in 2012 and my School of Talk in 2013.

This is how your week could look like...

Monday (San Francisco)

Kick Off
Autodesk Gallery (3D, 4D Printing)
Businessmodels Inc (Design Thinking)
WeWork (CoWorking)
Intelygenz (Artificial Intelligence)

Tuesday (Silicon Valley)

APP Haus (Corporate Design Thinking)
Mozilla (Firefox)
Stanford University
BirdsEye (your reputation is your main asset)
NASA

Wednesday (Silicon Valley)

Plug and Play Center:
Founder Meetings & Venture Capital (Investors)
Singularity University
Exponential Growth Talk & Workshop

Thursday (Silicon Valley)

Apple Park
B8ta (Future of Retail)
Amazon
Tesla
Googleplex
Cogswell College (Future of Education)

Friday (San Francisco)

Growthhackers
Amazon Web Services
Propelland (Rapid Prototyping)
Farewell Lunch

This is how your week could look like...

Monday: 09am–06pm

Kick Off, meet with a local, get introduced to the local culture and specifics to the city/country we are in.

Company Visit: Local Player

Company Visit. Global Players Outpost

Talk

Free Evening

Wednesday: 09am–11pm

Location-Specific Tech-Related Conversations/Meetings

- AR/VR/XR
- Artificial Intelligence
- Internet of Things

Founders-Talks/Startups/VC ecosystem

Meetup

Friday: 09am–4pm

Explore the City

Fireside Chat with a local inspiration

Tuesday: 09am–11pm

Location Specific Conversations/Meetings

- Energy
- Education
- eGov
- Food
- Retail
- Fashion
- Fintech
- Healthcare

Dinner

Thursday: 09am–6pm

Exponential Growth Strategies

Talk

Workshop

Experience-into-Action/Wrap-up

PRIVATE/CORPORATE FLIGHTS

Book your own Money-cant-buy-Experience. We go to places and will meet people you can't „book“ for a visit. This is the exclusive network of the Silicon Valley Inspiration Program curator, Niki Ernst. Each flight will be set around your industry and specifically around the participants backgrounds. Rate starts at \$ 1.500 per person per day.*

Most of the people we visit are either founders, CEOs, Chairmen, execs or leading managers. Some visits have a general content that is relevant for most of the industries: methodology, community, workspace environment, culture & community.

These are the industries, for which we can curate a private/corporate program:

Automotive

Financial Technology

Biomed

Food

Healthcare & Medical

Energy

Tech-related content spans across industries:

Artificial Intelligence

Augmented Reality/Virtual Reality

Robotics

Big Data

Internet of Things/Wearables

* covers curation and transport during the program.

excluded: travel to SFO/accommodation in SF/Food & Beverages during the program.

Silicon Valley Inspiration One Day Tour

upon request

You can call it the entry drug to our program. Spend 10 hrs with the curator and enjoy his insights and wisdom of Silicon Valley, of the concepts of linear- versus exponential organizations, the art of storytelling, the anatomy of innovation, growth hacking and the skills of social intelligence, in the realm of the future of retail, the future of workspace, the future of education and a lot of thought-provoking ideas for various industries...

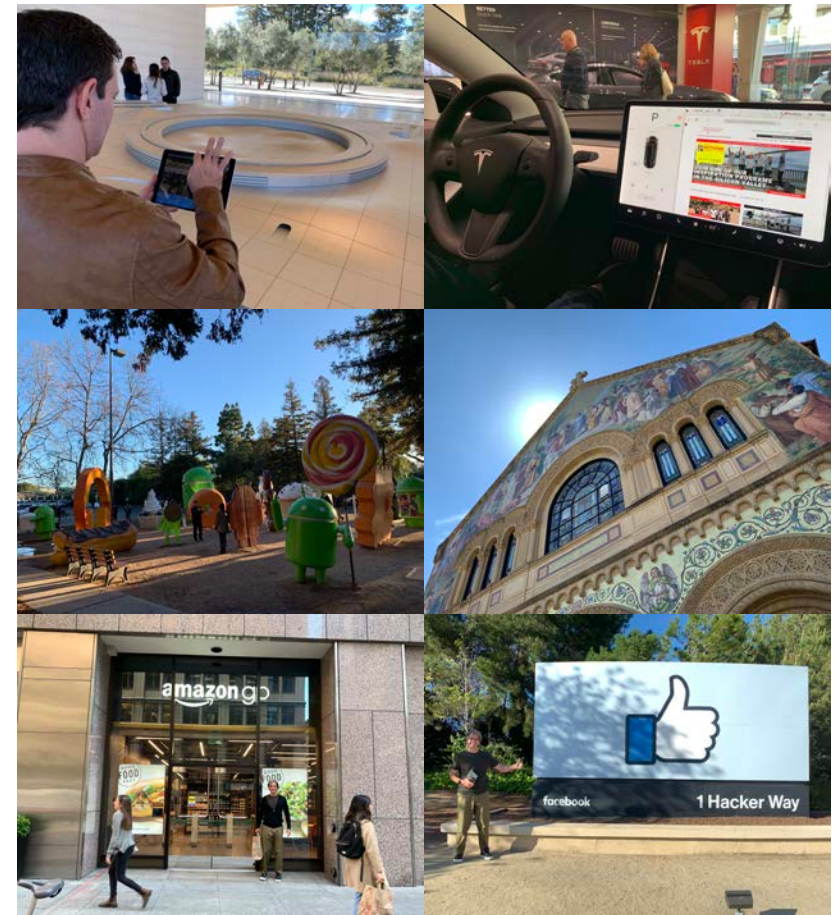
The one day tour has an insane schedule:

Kick off Breakfast in San Francisco > AmazonGO > Autodesk > b8ta > Stanford University > Apple Park > Amazon Books > Impossible Burger > Tesla > Googleplex > facebook.

Max 10 Participants per flight.

Rate per participant: USD 500

(includes curation, transport during the program
excludes travel to/from SFO, accommodation in SF,
food/beverages during the program)





*“For PVH there was really a before
and after your innovation tour – and
you were the one who inspired us”*

Frank **Cancelloni**
Regional President, PVH Asia Pacific

INSPIRATION, INNOVATION

and the Most Inspiring People to have a conversation with.

Every flight has the potential to change each participants life.