



# SILICON VALLEY & START-UP BUSINESS ENGLISH

## WHY CHOOSE THIS COURSE?

Take advantage of the entrepreneurial spirit our region is known for. With ready access to top experts, national labs, Silicon Valley, and cutting-edge companies, Berkeley is a hub of innovation and exploration.

KI Berkeley's 5-week course will engage and inspire you to dream big. Learn from insiders on how to take your business idea from zero to one. Improve your English business communication including giving a pitch and developing your business plan.

## 5-WEEK CURRICULUM

### Week 1: Introduction and The Silicon Valley Ecosystem

- Vocabulary building: common business terms and phrases
- Overview of the Silicon Valley startup scene and its key players
- Guest speaker: a successful Silicon Valley entrepreneur.

### Week 2: Giving a Pitch

- Practice delivering a pitch and receiving feedback.
- Tips and strategies for effectively communicating your business idea
- Guest speaker: a venture capitalist who will share insights on what they look for in a pitch

### Week 3: Developing a Business Plan

- Understanding the components of a business plan and their importance
- Work on developing a basic business plan for a hypothetical startup
- Guest speaker: a business consultant who will share tips on how to create a successful business plan

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**THE BEST WAY  
TO PREDICT THE  
FUTURE IS TO  
CREATE IT.**

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**- PETER DRUCKER**

### Week 4: Raising Seed Money

- Understanding the various funding options available to startups
- How to create an effective pitch deck
- Guest speaker: an angel investor who will share their experiences of how they evaluate investments and what they are looking for

### Week 5: Silicon Valley Excursion and wrap-up

- Visiting Google, Meta, Apple, and tech meetups
- Final review of the course material and feedback session
- Guest speaker: a successful Silicon Valley entrepreneur who will share the successes and failures they have experienced on the road to success.

## MORE INFO:



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