STARTUP FACTORY PROGRAM

2022

INSEEC U.
SAN FRANCISCO

WHO WE ARE

INSEEC U.
SAN FRANCISCO

RON MORRIS DIRECTOR

INSEEC U.
SAN FRANCISCO

INSEEC U.
SAN FRANCISCO

OUR SILICON VALLEY EXPERTS DELIVER CUTTING-EDGE COURSES ON CREATIVITY, INNOVATION AND ENTREPRENEURSHIP
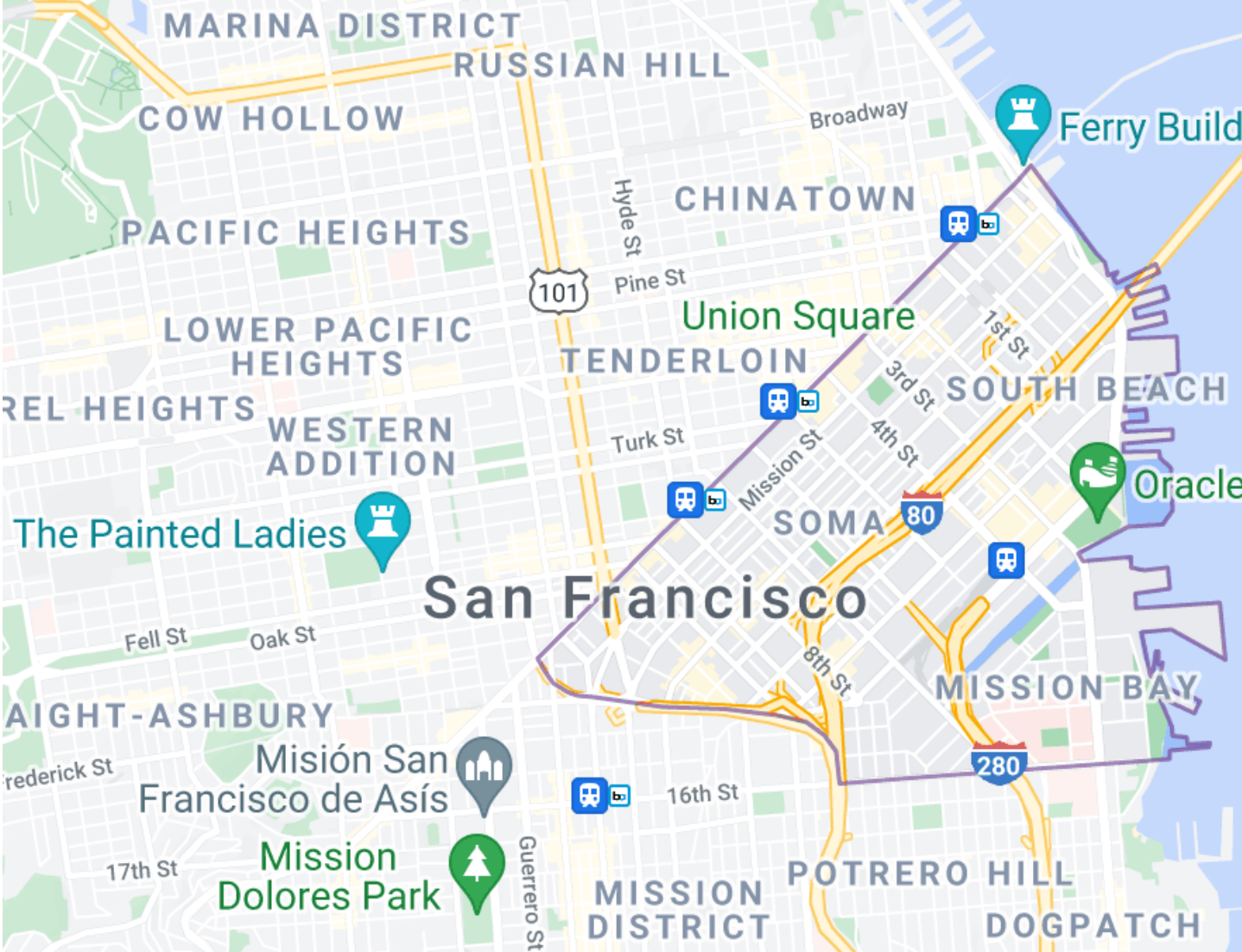
IN THE HEART OF SAN FRANCISCO

INSEEC U.
SAN FRANCISCO

OPENED IN JANUARY 2016

INSEEC U.
SAN FRANCISCO

OFFICES AT
GALVANIZE TECH HUB
SINCE 2021

LOCATED IN THE HEART OF SOMA, HOME TO MANY OF SF'S MAJOR MUSEUMS AND TECH COMPANIES, SUCH AS SALESFORCE, LINKEDIN, SLACK, AND AIRBNB.

INSEEC U.
SAN FRANCISCO

SILICON VALLEY ECOSYTEM

Population: its main asset

- 3M inhabitants

- 38% foreign-born residents

- Gains one international immigrant every 28 min.

- MoreTech workers from Asia and India than from the US

- 73% Bachelor's Degree or higher

A Flourishing Economy

- 9000 companies, 3000 startups

- At the forefront of all innovation waves

- 79% of all patents nationwide

- 46% of all investments nationwide; 52% are megadeals.

- Per capita yearly income is 2.1 times that of the US

- Startup Factory program participants attend classes and workshops in INSEEC U.'s dedicated space at Galvanize.

INSEEC U. SF Space

Startup Factory program participants benefit from full membership at Galvanize to take advantage of the campus amenities.
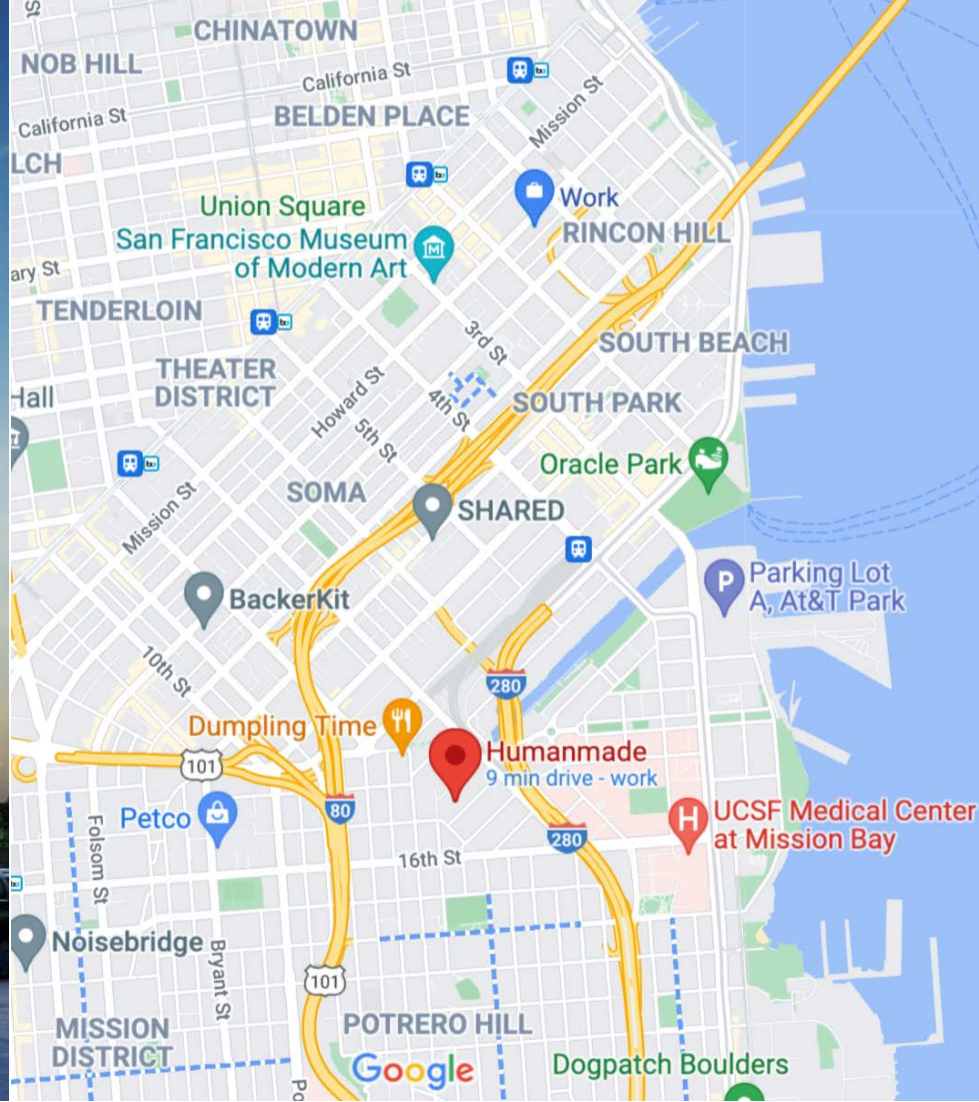
INSEEC U. SF Benefits

Startup Factory program participants are part of a community of five floors of creators, innovators and passionate learners. With a rooftop overlooking downtown, this campus is beautiful and full of energy, intelligence, and motivation.

INSEEC U. SF Community

INSEEC U. SF PARTNERS WITH HUMANMADE, A MAKERSPACE IN SAN FRANCISCO'S DESIGN DISTRICT.STUDENTS GET TO SEE AND EXPERIENCE SAN FRANCISCO'S PREMIER MAKERSPACE.

HUMANMADE

THE PROGRAM

MISSION

Through a **project-based** and **student-centered** pedagogy, the program aims at infusing **new skills and an innovative mindset** into tomorrow's professionals. Participants merge their talents and varied expertises into start-up teams and lead their **start-up projects from ideation to MVP** (*Minimum Viable Product*). Along the way they receive constant coaching from local experts and connect with entrepreneurs and other major players on the Silicon Valley tech scene.

More than simply being exposed to the Silicon Valley Innovation ecosystem, participants are active members of it. Each of their courses constitutes a challenge with concrete deliverables, and a unique opportunity to demonstate one's ability to **adapt to a new culture, adopt new methodologies, and innovate in a way to make a positive impact on the world.**

PROGRAM OVERVIEW

30 ECTS

Learning Axis	Course	Course Description	ECTS
BUSINESS & TECHNICAL METHODS	Lean Startup Methodology	Discover how to develop a startup project fast and in constant connection with your potential customers for minimum cost.	5
	Design Thinking	This course provides a customer-centered methodology for achieving breakthrough service and business innovations	4
	Digital Marketing & Growth Hacking	Hone your understanding of creative, low-cost strategies that help businesses gain more digital visibility.	4
	Prototyping	Create a digital prototype to measure your project's feasibility and potential customers' engagement.	3
	Coding	Learn the basics of Coding and create your own website.	4
BAY AREA LANGUAGE & MINDSET	Silicon Valley Innovation Ecosystem	Discover Silicon Valley's main actors, its dynamics and mindset.	3
	US Language & Culture	Improve your oral and written English as well as your cultural literacy on US topics and business environment.	4
	US Society Today	Dive into today's US hot topics through a practical sociological approach.	3

CLASSES & WORKSHOPS

1. BUSINESS & TECHNICAL METHODS (20 ECTS)

- Lean Startup Methodology
- Design Thinking
- Digital Marketing & Growth Hacking
- Prototyping
- Coding

LEAN STARTUP METHODOLOGY

Discover how to develop a startup project fast and in constant connection with your potential customers for minimum cost.

- Lean Startup Background, Concepts & Risky Assumptions
- Customer Development Questions
- Designing Customer Personas
- Designing Screener Forms
- Value Proposition Design
- Comprehension Design
- Value Proposition Design

Instructor: Ryan MacCarrigan

5 ECTS

DESIGN THINKING

This course provides a customer-centered methodology for achieving breakthrough service and business innovations.

The goal of this program is to bring a focus on startup, digital business when introducing Design Thinking in sufficient depth that attendees are familiar with the methodology theory and practice, and can start applying or managing the tools of Design Thinking within a startup or a more established organization.

The program is centered around weekly presentations and several continuing team projects carried out by students through the program.

Instructor: John Stoddard

4 ECTS

DIGITAL MARKETING & GROWTH HACKING

Hone your understanding of creative, low-cost strategies that help businesses gain more digital visibility and get the most up-to-date insights, including Google Analytics 4.

- Introduction & Analytics
- Keyword Research
- SEO
- Adwords
- Social Media
- Content Marketing
- Email Marketing
- Growth Hacking
- Unified Digital Marketing

Instructor: Andreas Ramos

4 ECTS
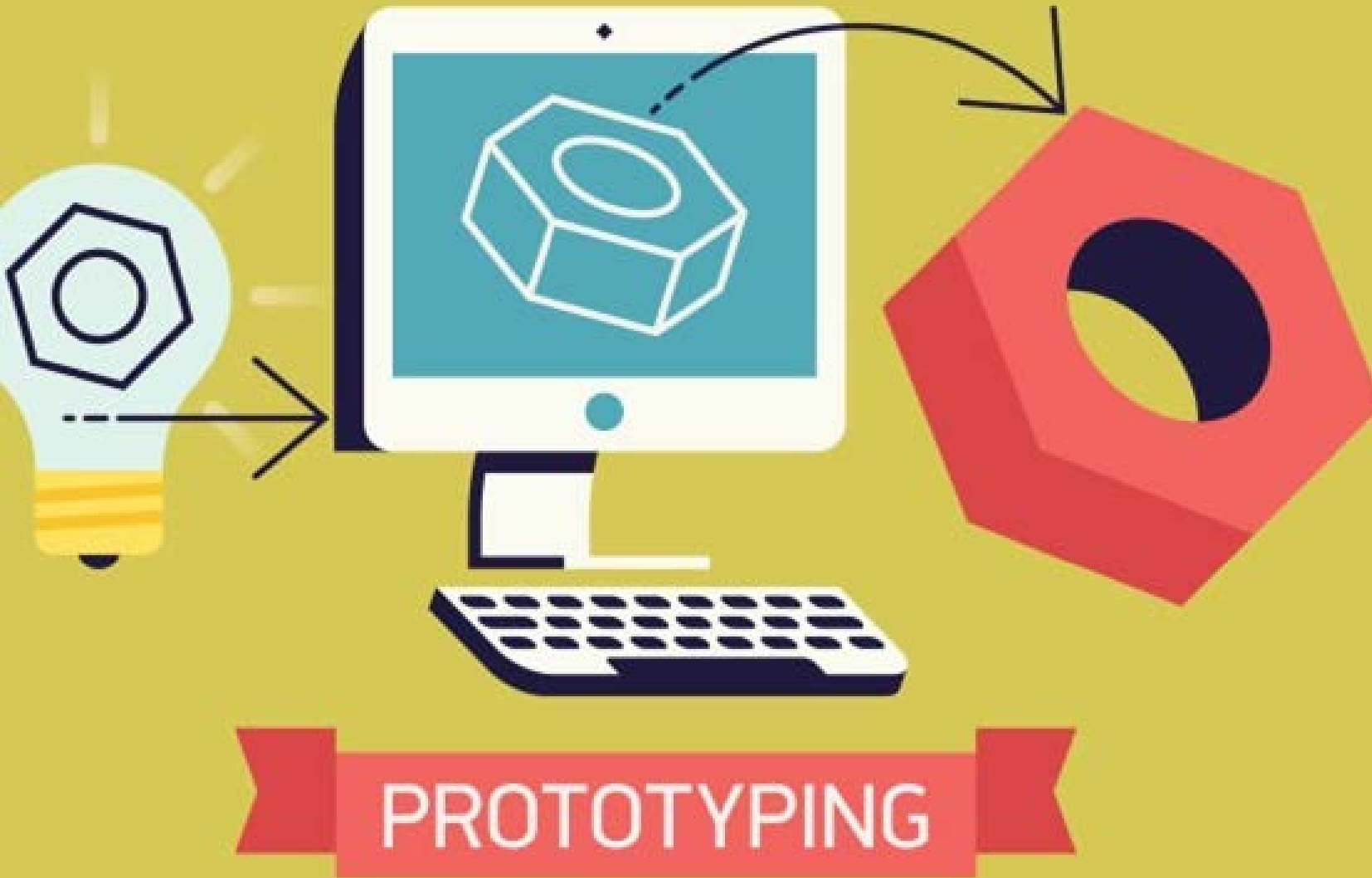
PROTOTYPING

Create a digital prototype to measure your project's feasibility and potential customers' engagement.

- Introduction to 3D Printing
- Introduction to 3D Modeling
- Modeling Basics
- Post Processing, Finishing & Customization

Instructor: Shane Alan

3 ECTS

CODING

Improve your coding skills to create websites and apps to fuel your startup.

Introduction to HTML, CSS and Javascript

Instructor: Cody Feldhaus

4 ECTS

CLASSES & WORKSHOPS

2. BAY AREA LANGUAGE & MINDSET (10 ECTS)

- Silicon Valley Ecosystem

- US Language & Culture

- US Society Today

- Bay Area History & Values

- Guest Lectures

SILICON VALLEY INNOVATION ECOSYSTEM

Discover Silicon Valley's main actors, its dynamics and mindset

- **The Ecoystem**
- **The Mindset**
- **Corporate Innovation**
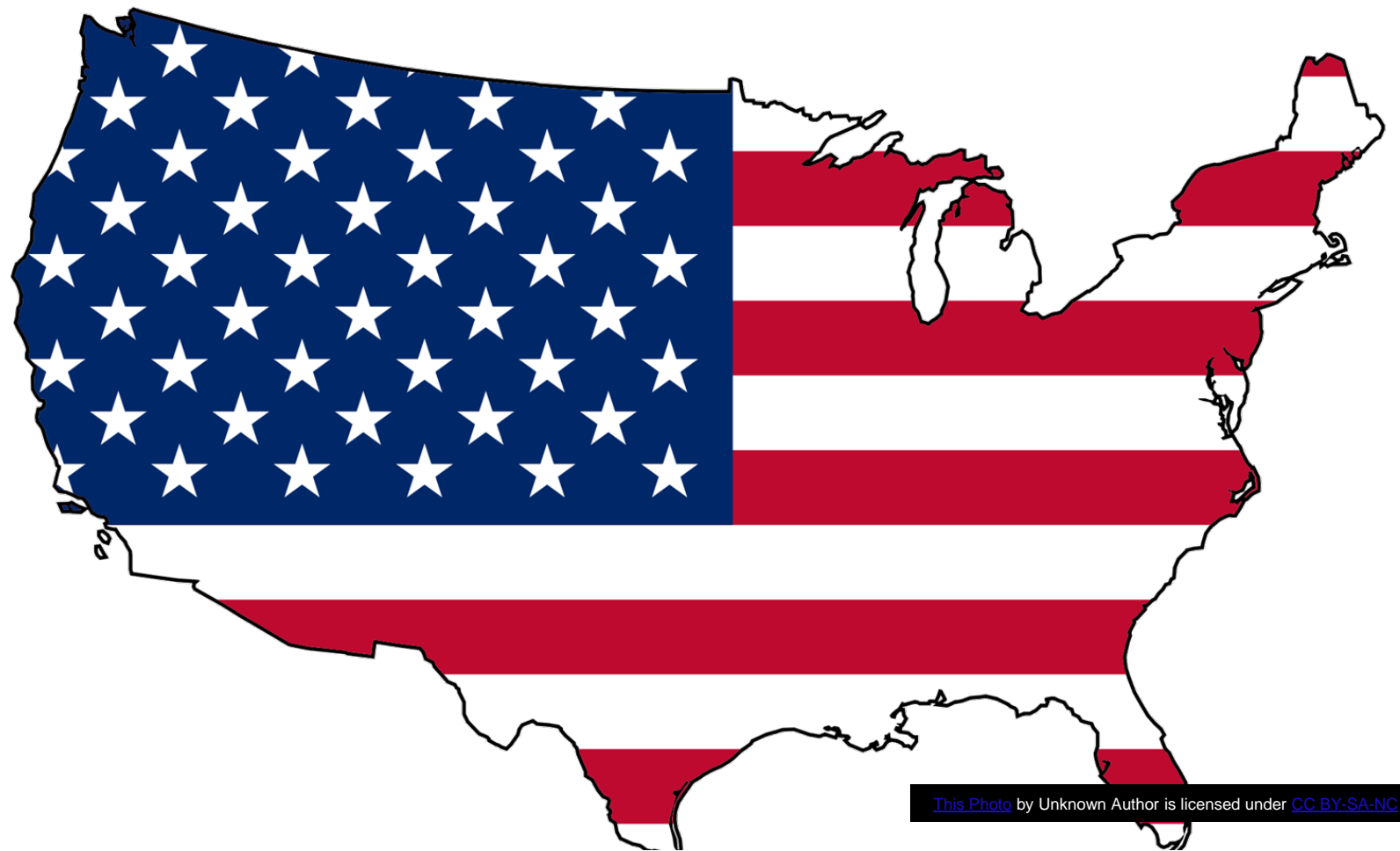
Instructor: Lene Schulze

3 ECTS

Improve your oral and written English as well as your cultural literacy on US topics and business environment.

- US Startup Language

- Pitching

- US culture

- Networking skills

Instructor: Sophie Lawson

4 ECTS

US LANGUAGE & CULTURE

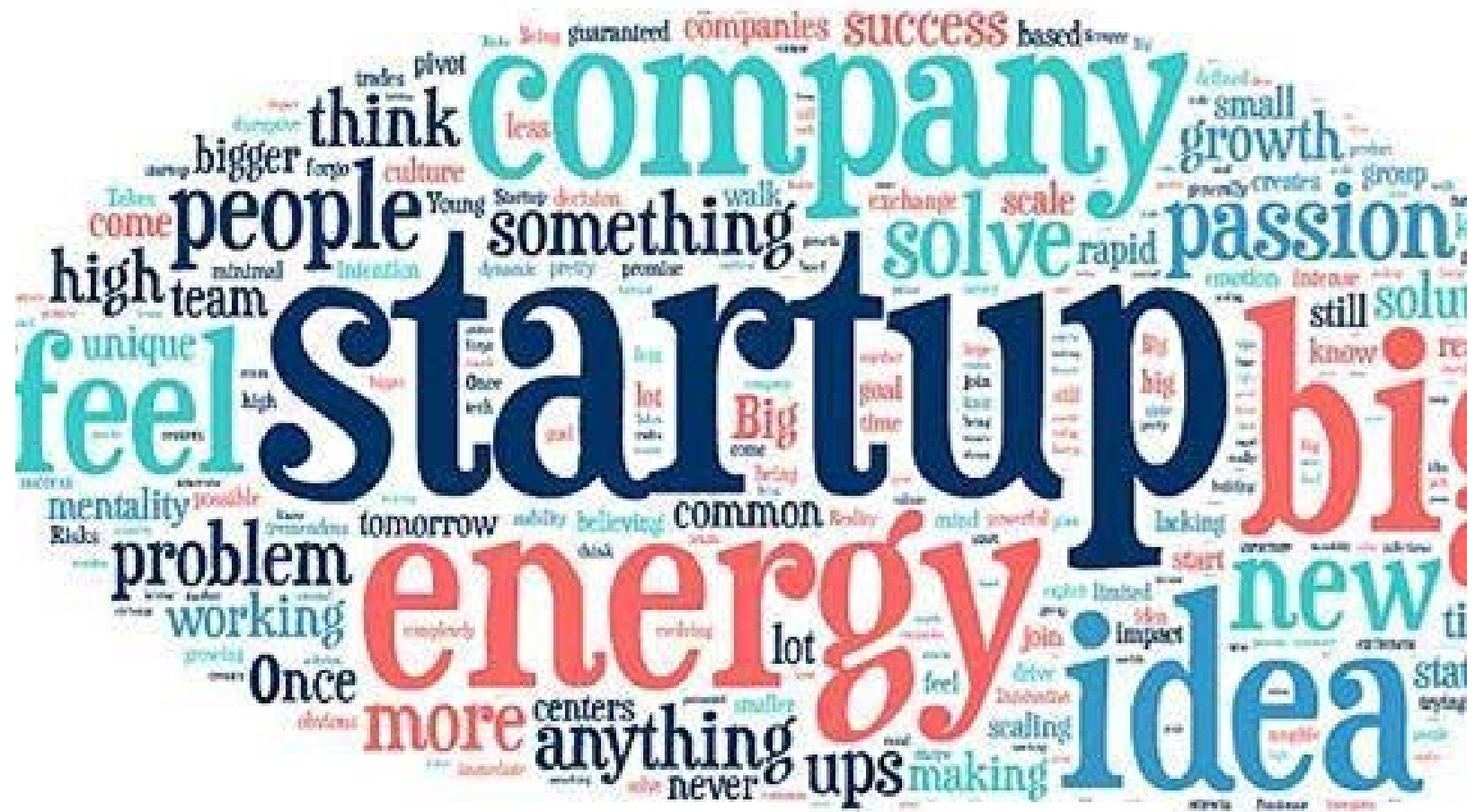# US SOCIETY TODAY

Dive into today's US hot topics through a practical sociological approach

Instructor: Ron Morris

3 ECTS

Learn about Silicon Valley's ways through testimonials from entrepreneurs, corporate employees and more.

GUEST LECTURES

BENEFITS

Learning by doing

BENEFITS

Collaborative learning

BENEFITS

Transformative journey

PRACTICALITIES

INSEEC U.
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AIR TRAVEL
SFO & OAK AIRPORTS

- [San Francisco International Airport](SFO) and [Oakland International Airport](OAK) are the two airports that serve the San Francisco metropolitan area. SFO is 22 km and OAK is 30 km from the campus.

PRACTICALITIES

GETTING FROM THE AIRPORT TO SF

BART

- From SFO it takes 30 minutes and costs $10 to take the Bay Area Rapid Transit train (BART) to the closest stop (Montgomery St.) which is about 1 km from the campus. From OAK it is 35 minutes and $11.

UBER & LYFT*
- SFO: $30-$40 in 30 minutes
- OAK: $35-$45 in 35 minutes

- * prices and times will vary depending on traffic and demand.

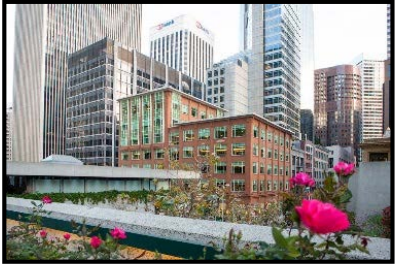PRACTICALITIES

Housing can be expensive in the Bay Area: the median studio monthly rent is **$2,500 in San Francisco and $2,000 in Oakland.** A **room in a shared apartment** can cost between **$1,000 and $2,500**. A **shared bedroom** can cost between **$700 and $950**.

Students tend to find their accommodation on [Airbnb](#) or in youth hostels (See next pages).

LIVING IN SAN FRANCISCO

Downtown San Francisco includes the **Financial District, Union Square** and the **Embarcadero/Fisherman's Wharf**. These neighborhoods are great for shopping malls, tourist hotspots, and Cable Cars. 5-10 minute walk from campus.


North Beach, known as the "Little Italy", is one of San Francisco's main nightlife districts as well as a residential neighborhood populated by a mix of young urban professionals and families. 30-35 minute walk from campus.

Chinatown is the oldest Chinatown in North America and the largest Chinese community outside Asia. While recent immigrants and the elderly choose to live in here because of the availability of affordable housing and their familiarity with the culture, the place is also a major tourist attraction. 20-25 minute walk from campus.

NEIGHBORHOODS
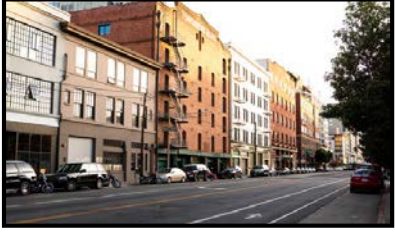
South of Market "SoMa", is a neighborhood of old industrial warehouses awaiting for renovation and turned into a hub for hip bars, clubs, and trendy coffee shops. It's also the home of the local baseball team: the San Francisco Giants. This is where the campus is located.

Nob Hill is known for its picturesque Victorian homes and spectacular hilltops. It's an affluent district with many bars and restaurants, very safe at night, but quite expensive. 25-30 minute walk from campus.

Haight-Ashbury is the San Francisco's hippest neighborhood featuring colorful architecture, boldly nostalgic shops, and eclectic cafes and restaurant. This creative-minded slice of SF is a haven for urban hippies and vintage enthusiasts. 30 minutes to downtown by public transit.

NEIGHBORHOODS

The Castro was one of the first gay neighborhoods in the United States. It's an entertainment hub filled with flamboyant bars and restaurants, glittering shops, and historical theaters. 20 minutes to downtown by public transit.

Mission District is an up-and-coming Latino neighborhood where a colorful collection of authentic Mexican restaurants, taquerias, cafés, bars, galleries, and street murals, has attracted many students, artists, and entrepreneurs. The Mission is well-connected by rail (BART) and bus routes to downtown.

Important: We do not recommend living in the **Civic Center** neither the **Tenderloin** districts. Home to San Francisco's City Hall and surrounded by equally important-looking buildings, Civic Center is known to become less safe after sunset. Be prudent after dark!

NEIGHBORHOODS

YOUTH HOSTELS & RESIDENCES

Youth Hostels can be an excellent way to meet many other international travellers. There has been some turnover and changes since covid, so contact them directly for their latest prices and policies. Some students have stayed here in the past:

HI USA - **Adelaide Hostel** - **Orange Village Hostel**

Important: Be aware of the conditions and policy before signing and giving a deposit!

POPULAR WEBSITES

AirBnB is the most popular and safest means of finding accomodation in San Francisco. You may search other websites for classified ads, but please read the following:

Important: Never book nor pay in advance an accommodation from France (except for the hostels and student residencies listed above) as it may be a scam! We suggest you book a room in a hostel or on Airbnb for the first days upon your arrival, if you want to find and pick a room or apartment directly on-site .

HOUSING OPTIONS

CONTACT

For further information, contact:

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SEE YOU SOON IN SF!

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