HIGH VELOCITY COMPANY GROWTH
Best practices&successful growth strategies from Silicon Valley, California
(workshops in English)

9th November 2011
Kielce Technology Park
Olszewskiego 6, 25-663 Kielce

AGENDA			
Time		**Speaker**	**Topic**
8.30-9.00	30 min	-	Registration Welcome coffee
9.00-9.15	15 min	**Szymon Mazurkiewicz –** Kielce Technology Park Director	**Welcome & Introduction**
I Session: Introduction to Silicon Valley			
9.15-9.30	15 min	**George Sławek -** Executive Director, Eurocal Group	**Welcome & Introduction to working program**
9.30 – 10.30	60 min		**Introduction to Silicon Valley** - Silicon Valley mindset - Examples of entrepreneur ecosystems - Silicon Valley ecosystem - European ecosystem - Clusters: Best Practices - Making it in Silicon Valley: what it takes
10:30-10:50	20 min	**Coffee break**	
II Session: Marketing, Business Development & Sales			
10:50- 11:50	60 min	**IdaRose Sylvester -** Managing Director, Silicon Valley Link	**Purpose of marketing/sales/biz dev** -Silicon Valley best practices -Global approaches -Localization -Do's and Don't's -Examples

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11:50-12:30	40 min	**Lunch**	

III Session: Intellectual Property (IP)			

12:30-13:30	60 min	**Jack Wolosewicz -** Chief Technology Officer, Eurocal Group	**What is IP – Overview**
			- IP Marketplace
			- Types of IP
			- Patents
			   - Process
			   - Rights
			   - Costs
			   - Protection Strategies
			   - Internationalization
			   - Financial
			- Trade Secrets
			- Trademarks
			- Trade Dress
			- Copyrights

IV Session: "Agile" Pitching			
13:30-15.15	105 min	**IdaRose Sylvester** - Managing Director, Silicon Valley Link	**"Agile" Pitching** - Guidelines for Success - Work group session – facilitated - Pitch Presentations - Critique and Awards
15:15-15:30	15 min	**Coffee break**	

V Session: Capital Ecosystem			
15-30-16:30	45 min	**George Sławek -** Executive Director, Eurocal Group	**Capital Ecosystem** - History of Venture Capital - Financing-Stages of Development - Financing – Sequence - Venture Capital - Angel Financing - Debt Financing
16:30-17:00	30 min	**Jack Wolosewicz -** Chief Technology Officer, Eurocal Group	**Summary & wrap up**

17:00-18:00	60 min	**All participants**	**Networking**

Speakers:

Szymon Mazurkiewicz, Director of Kielce Technology Park, graduated in Economics from the University of Economics in Cracow and numerous postgraduate studies, among others from the University of Austin in Teras (IC2 Institute), where he received a title of accredited specialist in knowledge commercialization and new technologies. Co-author of many system solutions within a scope of functioning of parks and incubators of technology, projects of economic activation and entrepreneurship. Expert of the Ministry of Regional Development in the field of indirect support of enterprises. An active member of the Section of Parks and Incubators of Technology of the Society of Organizers of Innovation and Entrepreneurship Centers in Poland. In 2009 he received the 1st award in the 2009 Euroleader Competition organized by the Minister of Regional Development. Since April 2008 he has been Director of the Kielce Park of Technology.

George Slawek, **Executive Director, Eurocal Group.** George, a native of Britain and of Polish parents, has 22 years of professional and executive experience with both large global and smaller local Silicon Valley and European organizations. He is former President and Board Member of the US-Polish Trade Council. His focus is technology start-ups, venture capital, organizational structure and executive management. George Slawek has a Bachelor of Science degree in Organizational Behavior and an MBA in Finance from the University of San Francisco

Jack Wolosewicz, **Chief Technology Officer, Eurocal Group**. A native of Warsaw, Poland, he has a 20 year track record in Silicon Valley of pioneering new technologies, innovation, starting companies, IP development and analysis and technology implementation. Founder of four startups, as CEO and CTO he has developed and patented technologies ranging from high speed telecom, IC design, audio and image analysis, e-commerce, DRM, online audio and video monetization. Holder of numerous patents, he also consults in the area of IP strategy and valuation. He holds a BSEE from CCNY and was a Ph.D candidate at MIT.

IdaRose Sylvester, Managing Director, Silicon Valley Link. A native of California, she has 15 years of marketing experience in leadership roles at non-US based startups and all stages of US based companies. Her specialties are strategic marketing, market research and small organization management. She holds a Bachelor of Science from the University of California, Berkeley, and an MBA from the FW Olin School of Business, Babson College.