



Startup Summer Camp 2023

Dates: July 5 to July 20, 2023

Location: Santa Barbara, Los Angeles and San Francisco

Startups, Entrepreneurship, Technology, Impact and Business in California

How does a good idea become a viable business opportunity? What is entrepreneurship and who fits the profile of an entrepreneur? What social change can an entrepreneur make in today's world? How do students prepare for a global world of business while focusing on sustainability and creating a better world?

The program will introduce students to the foundational concepts of entrepreneurship, including the definition of entrepreneurship, the profile of the entrepreneur, the role of venture creation in society, and how social entrepreneurship can be a driver for change and economic vitality. Students will explore where technology entrepreneurship and impact entrepreneurship align and where they diverge, and learn proven techniques for identifying and assessing the opportunity, testing their ideas and creating prototypes. By the end of the course, students will know how to prototype ideas as well as test, validate and apply the business model canvas to their idea to assess the viability of the vision. Students will also learn how to launch their own business or organization, assist a company in creating products, or launch programs in their ecosystem to help develop more entrepreneurs. Students will also learn whether or not they fit the profile of an entrepreneur and how they can best create or be a part of an impactful venture in their hometown.

The program will be facilitated, moderated and taught by Kyle Ashby, founder of Travel in Company, Startup Santa Barbara and THE SANDBOX Coworking.

About Kyle Ashby

Kyle Ashby is the founder of THE SANDBOX, with locations in Santa Barbara, Goleta and Paso Robles and Startup Santa Barbara

THE SANDBOX Santa Barbara, Goleta and Paso Robles are creative coworking and incubation spaces. Startup Santa Barbara connects and assists area entrepreneurs, startups, investors and resources.

He also operates Travel in Company, a company providing customized programs and travel itineraries for groups and athletic teams.

Ashby also runs Kaldera, an advisory firm that focuses on strategy, innovation, and marketing for startups and technology companies.

Ashby was on the founding team of BrandLive (a customizable, cloud-based, live interactive video platform) and has worked in executive, marketing and project management roles with a number of multinational companies including Yardi Systems, Citrix and Forms+Surfaces.

He has also taught courses in marketing, innovation, and entrepreneurship at the University of California Santa Barbara and Antioch University. Ashby has a Bachelor of Arts Degree in Film Studies, and a Bachelor of Arts Degree in Geography from the University of California Santa Barbara and a Masters in Business Administration with an emphasis in Global Business and Entrepreneurship from Babson College.

When he's not working you'll find him surfing, standup paddling, playing music or enjoying the outdoors.

MEET THE STARTUP SUMMER CAMP TEAM

Emily Jimenez

Startup Summer Camp Coordinator

Emily Jimenez is an elementary school teacher at Montessori Center School. She has a Bachelor's of Arts in English (specializing in Literature and the Mind) and a minor in Music from UCSB, as well as an Associate's Degree in Psychology from Santa Barbara City College. She grew up in Los Angeles but has called Santa Barbara home for over six years. In her free time, she loves going on drives down the coast with her boyfriend of five years, Hayden, and her dog, Lilah, or holding her snake, Noodle, while watching her favorite shows. She also enjoys writing songs and poems, singing and dancing, riding her bike, and baking yummy treats.

Jake Richard

Videographer

Videography in Santa Barbara and our Los Angeles Guide.

Alex is a freelance videographer based in the San Francisco Bay Area. He will be joining us in San Francisco to help document this year's Startup Summer Camp program.

Alex McCutcheon

Videographer

Alex is a freelance videographer based in the San Francisco Bay Area. He will be joining us in San Francisco to help document this year's Startup Summer Camp program.

Schedule and Curriculum

This document is also available online at: www.startupsummercamp.com/2023schedule

Tuesday July 4, 2023	<u>Arrival Day</u> <u>Group Arrival</u> Arrival at LAX @ 12:55pm Copa FLIGHT # CM 360 from Panama Transportation: Santa Barbara Airbus Arrival at San Joaquin Apartments @ 4pm
Wednesday July 5, 2023	<u>Kickoff Day & Welcome</u> <u>Tours of the University of California Santa Barbara</u> Breakfast: @ Portola Dining Commons Note: Students should wear good walking shoes. Morning ----- Location: Mosher Alumni House University of California, Santa Barbara, Santa Barbara, CA 93106 Transportation: Private Bus: Jump on the School Bus Pick up at 8:40 in front of Santa Catalina Residence Hall 9:00am - Class Session ----- <u>Curriculum:</u> Welcome and Orientation - Introductions - Introduction to the Startup Summer Camp program

- Overview of program
- Icebreakers

Santa Barbara History and Background

Introduction to Business in California and the United States

- Intro to California History
- Intro to California Business History
- Santa Barbara History
- Santa Barbara Business History
- UC Santa Barbara Introduction

10:45am - Class Session 2

Introduction to Entrepreneurship and Innovation

Introduction to entrepreneurial practices with an emphasis on learning how to solve problems, find business ideas, evaluate the potential of the ideas, and how to recognize the barriers to success. Exposure to the startup business structure, the uncertainties that exist, and the behavior of entrepreneurs.

IDEO Case Study

A look at Global Design and Innovation Group IDEO

Design Thinking

Students will learn about Design Thinking methods that focus on listening, user empathy, whole-brain thinking, collaboration, and experimentation. Design thinking can be applied in any field—from architecture and design to healthcare and product development to urban planning and beyond.

12:00pm - Lunch

De La Guerra Dining Commons
UCSB Campus

2:15pm - Walk to UCSB Visitor Center

2:30pm

Tour of UC Santa Barbara Campus
UCSB Visitor Center

4:00pm

	Visit to the UCSB Campus Store http://www.ucen.ucsb.edu/campus-store 5:00pm - Return to San Joaquin Apartments Transportation: Jump on The School Bus Dinner: @ Portola Dining Commons
Thursday July 6, 2023	<u>Welcome to Santa Barbara Day:</u> <u>Entrepreneurship in Santa Barbara & Tours of Santa Barbara</u> Breakfast: @ Portola Dining Commons Note: Students should wear good walking shoes. Morning ----- Location: Moshier Alumni House University of California, Santa Barbara, Santa Barbara, CA 93106 Transportation: Private Bus: Jump on the School Bus Pick up at 8:40 in front of Santa Catalina Residence Hall 9:00am - Class Session ----- <u>Curriculum:</u> Santa Barbara History and Background Introduction to Entrepreneurship in Santa Barbara - Intro to California History - Intro to California Business History - Santa Barbara History - Santa Barbara Business History - UC Santa Barbara Introduction

**Thursday
July 6, 2023
(Continued)**

9:30 - Class Session

The History of Santa Barbara Startups and Santa Barbara's Current Entrepreneurial and Startup Ecosystem

In this session students will learn about Santa Barbara's technology business and startup history and areas of focus and what continues to make the Santa Barbara area a successful location to launch businesses and entrepreneurial ventures.

Guest Instructor: John Greathouse

Professor of Practice Technology Management Program at UC Santa Barbara, Angel Investor and Community Builder

John has held a number of senior executive positions with successful startups. At Computer Motion (RBOT), he was the CFO and VP of Business Development. At Citrix Online (CTXS - formerly Expertcity), John served as Chief Financial Officer (CFO) and Senior Vice President (SVP) of Strategic Development. At CallWave (CALL), he served as the SVP of Sales & Business Development. In his capacities at Computer Motion and Citrix, John spearheaded transactions which generated more than \$350 million of shareholder value, including Computer Motion's initial public offering and the sale of Expertcity to Citrix for over \$236M. During 2012, John sold RevUpNet, an online marketing company which he Co-Founded in 2007, to UK based Coull for \$2M. He holds an adjunct appointment with the Technology Management Program where he teaches courses on New Venture Creation and Entrepreneurial Sales. In 2012, he was granted the University's prestigious "Venky" award as recognition of his multi-decade impact on Santa Barbara's entrepreneurial community.

He is also the author of a hands-on startup blog found on the web at:
www.johngreathouse.com.

10:50am - Break

11:00am

Guest Speaker

Rita Mounir, Co-Founder and COO from Allthenticate

<https://www.linkedin.com/in/ritamounir/>
<https://allthenticate.com/>

12:00pm - Lunch

Thursday July 6, 2023 (Continued)	----- De La Guerra Dining Commons UCSB Campus Afternoon ----- 2:00pm - Private Bus Pickup in Parking area near De La Guerra Commons 2:30pm to 6:00pm Tour of Santa Barbara Historical & Cultural Sites. Led by Santa Barbara Tour Guide: Jay Van Meter Guided Visits to: - Santa Barbara Mission - Arlington Theater - Granada Theater - The Presidio - Santa Barbara Courthouse - Courthouse Tower - State Street 5:00pm - Visit to Community Environment Council's Environmental Hub Grand Opening event. 6:00pm - Return to San Joaquin Apartments Transportation: Jump on The School Bus Dinner: @ Portola Dining Commons
Friday July 7, 2023	<u>Business Models & The Business Model Canvas</u> Breakfast: @ Portola Dining Commons Morning ----- Location:

Friday July 7, 2023 (Continued)	Mosher Alumni House University of California, Santa Barbara, Santa Barbara, CA 93106 Transportation: Private Bus: Jump on The School Bus Pick up at 8:40 at San Joaquin Apartments 9:00am - Class Session ----- <u>Curriculum:</u> Class Check-In and Question and Answer Session Students will talk about their first day and ask questions about the program, the Santa Barbara area, etc. Instructor: Kyle Ashby 9:00am - Class Session <u>Curriculum:</u> Introduction to Business Models A business model describes the rationale of how an organization creates, delivers, and captures value in economic, social, cultural or other contexts. The process of business model construction is part of business strategy and is a sustainable way of doing business. The business model helps businesses survive over time and create a successful, perhaps even profitable, entity in the long run. 10:30 - Break 10:45am Strategy, Business Models and Developing Your ideas 11:45am - Lunch ----- De La Guerra Dining Commons UCSB Campus
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**Friday
July 7, 2023
(Continued)**

1:30pm - Bus Pickup

2:00pm - Business Tour: Apeel Sciences

Apeel Sciences

Apeel is inspired by nature's own technology. From oranges to raspberries, every plant on Earth has a peel or skin containing lipids that protect it. These edible molecules are found in all fruits and vegetables and enable Apeel to keep produce fresh for longer periods of time.

Apeel's plant-based protection adds an extra "peel" that slows spoilage by keeping more moisture in and oxygen out, maintaining freshness and quality for longer. This gives you more time to enjoy what you buy and can help prevent food waste all along the produce supply chain. That's good news for you and for our planet.

www.apeel.com

4:00pm - Business Tour: THE SANDBOX Goleta

THE SANDBOX Goleta

THE SANDBOX Goleta is a coworking, shared office & event space for a community of technology and creative professionals and entrepreneurs focusing on creating technology solutions, lifestyle brands and a lifestyle of their own that is uniquely Californian.

There are 3 SANDBOX locations in Goleta, Santa Barbara and Paso Robles California.

www.thesandboxgoleta.com

While visiting THE SANDBOX we'll meet with SANDBOX members who work in the coworking space.

5:30 - Return to Santa Catalina Residence Halls

Transportation: Jump on The School Bus

Dinner: @ Portola Dining Commons

Saturday July 8, 2023	<u>Excursion Day: Los Angeles Tour</u> Breakfast: @ Portola Dining Commons Excursion: Los Angeles Tour Transportation: Provider: Santa Barbara Airbus Pickup Time: 9:00am Destinations: - Griffith Park - Hollywood Walk of Fame/Chinese Theater - Venice Beach - Santa Monica Pier Dinner: @ Santa Monica Pier Depart: 3rd Street Promenade Santa Monica Pier @ 6pm
Sunday July 9, 2023	<u>Excursion Day: Camarillo Outlets</u> Breakfast: @ Portola Dining Commons Morning & Afternoon ----- Destination: Camarillo Outlets 740 Ventura Blvd Camarillo, CA 93010 http://www.premiumoutlets.com/outlet/camarillo Transportation: Santa Barbara Airbus Bus Pickup: 9:30am Activities: A day of shopping at the Camarillo Outlets. Shops include Nike, Banana Republic, Converse, Hurley, Adidas and more.

	Dinner: @ Camarillo Outlets Bus Pickup: 8:00pm to return to Santa Catalina Residence Hall
Monday July 10, 2023	<u>Startup Day: Developing Your Ideas and Getting Started</u> Breakfast: @ Portola Dining Commons Morning ----- Location: Moshier Alumni House University of California, Santa Barbara, Santa Barbara, CA 93106 Transportation: Private Bus: Jump on The School Bus Pick up at 8:40 at San Joaquin Apartments 9:00am - Class Session ----- <u>Curriculum:</u> Entrepreneurship and Developing Your ideas Build a Startup - Day 1 Students will experience the highs, lows, fun, and pressure as they create a startup. Working in groups, students will learn how to pitch their ideas, create a team, create a real company, work with co-founders, talk to potential customers and meet with mentors to help them get started. 11:45am - Lunch De La Guerra Dining Commons UCSB Campus Afternoon ----- 1:30 pm - Bus Pickup: De La Guerra Dining Commons University of California, Santa Barbara, Santa Barbara, CA 93106

	Transportation: Private Bus: Jump on the School Bus Pickup at 2:00pm 2:00pm - Business Tour: Procore Procore Procore provides cloud-based construction management software to over half of a million registered users. Procore offers a secure management platform for all types of construction projects including industrial plants, office buildings, apartment buildings, university facilities, retail centers and more. www.procore.com Our Host: Kevin Molloy Academic Partnerships at Procore Technologies https://www.linkedin.com/in/kevin-molloy-sb/ Panel Discussion Careers in Technology, Coding and Engineering Procore will host a discussion about careers in technology. Learn about the backgrounds of Procore Employees including engineers, designers, project managers and sales team and what it takes to work for a software company whose stock is traded publicly. Transportation: Jump on the School Bus Return to Santa Catalina via Private Bus Dinner: @ Portola Dining Commons
Tuesday July 11, 2023	<u>Non Profit Organizations and Businesses Giving Back</u> Breakfast: @ Portola Dining Commons Morning ----- Location: Various Locations in Santa Barbara

**Tuesday
July 11, 2023
(Continued)**

Transportation:

Private Bus: Jump on the School Bus
Pick up at 8:40 in front of Santa Catalina Residence Hall

Location: To Be Announced

9:30am - Activity & Tour: Foodbank of Santa Barbara County

The Foodbank of Santa Barbara County

Foodbank of Santa Barbara County's mission is to end hunger and transform the health of Santa Barbara County through good nutrition. The Foodbank is a non-profit organization working to eliminate hunger by providing food, education and other resources to a network of hunger-relief charities and their communities. Getting from hunger to health requires understanding the difference between eating enough calories and choosing healthy foods. We are pushing beyond the traditional scope of a food bank by providing more than just food. With nutrition education, disaster preparedness, environmental sustainability and community resilience at the forefront of our mission, we are working to solve the underlying causes of hunger in Santa Barbara County

<https://foodbanksbc.org/>

We will be participating in the Food Bank's gleaning activity, to help pick and box fruit for use in local programs.

Our Host:

Kelly Smith
Community Engagement and Learning Manager

11:30pm - Bus Pickup: Jump on the School Bus

12:00pm - Lunch: Lunch @ Kyle's Kitchen

Afternoon

1:00pm - Discussion with Kyle's Kitchen Management

Every time you eat at Kyle's Kitchen you are helping people with special needs reach their potential. That's because each month we team up with a great special needs organization in our community. In addition to donating a portion of our proceeds to their cause, Kyle's

	Kitchen tries to be a place that spreads the word and helps us all connect better to those with special needs. www.kyleskitchen.com 2:30pm - Business Tour: Direct Relief International Direct Relief International Direct Relief is a humanitarian aid organization, active in all 50 states and more than 80 countries, with a mission to improve the health and lives of people affected by poverty or emergencies – without regard to politics, religion, or ability to pay. www.directrelief.org Our Host: Dean Axelrod Vice President, Partnerships & Philanthropy https://www.linkedin.com/in/dean-axelrod-mba-jd-bb010071/ Transportation: Jump On The School Bus Dinner: @ Portola Dining Commons
Wednesday July 10, 2023	<u>Market Validation, Sustainable Ventures & the Circular Economy</u> Breakfast: @ Portola Dining Commons Morning ----- Location: Moshier Alumni Hall Transportation: Private Bus: Jump on the School Bus Pick up at 8:40 in front of Santa Catalina Residence Hall 9:00am - Class Session ----- <u>Curriculum:</u> Market Validation

Wednesday July 12, 2023 (Continued)	Market Validation is a proven approach to reduce the risk of product failure. In this session, you will learn the strategy and tactics to conduct Market Validation and leave with knowledge of how to conduct this process. Students will test their business ideas in a hands-on workshop led by Market Validation Expert David Telleen-Lawton. Guest Instructor: David Telleen-Lawton Career Development Management - Technology Management Program at UC Santa Barbara As Career Development Manager, David works with Master of Technology Management (MTM) and TMP certificate students to help them find the ideal work situation after graduation. David is also an expert in Lean Startup, Market Validation and Customer Discovery. In his career he has helped many companies develop and learn to sell products. His clients have included both software and product companies such as Proctor & Gamble, Toshiba, Citrix, Fujitsu and more. 12:00pm - Lunch De La Guerra Dining Commons UCSB Campus Afternoon ----- 2:00pm - Work on your businesses and continue to market validate Use the time to work on your businesses. We'll hang out on campus for an additional hour and 1/2 and give you time to use the UCSB campus to build your business, test your idea by doing more market validation, or ... talk with other students. 2:30pm Transportation: Private Bus provided by Jump on the School Bus Pickup Time: 2:30 pm 3:30pm - Business Tour & Discussion Ontraport Ontraport is a CRM and automation platform designed for any business that's ready to scale, giving you all the tools you need for selling, marketing and managing a business online — in one app.
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www.ontraport.com

5:00pm - Business Networking Event

StartupSB Presents: Sustainable Style: Fashion and the Circular Economy

Students will join a local business networking event

Sustainable Style is an evening dedicated to exploring innovation in circular fashion and its positive impact on the environment and society. Learn from local companies and industry leaders and sustainability advocates as we discuss the potential of the circular economy in revolutionizing the way we produce, consume, and dispose of fashion.

The night kicks off with networking followed by a panel discussion featuring pioneers in the field of circular fashion. We'll hear from companies that have successfully integrated circular principles into their brands, promoting ethical production practices, responsible sourcing, and end-of-life solutions. Discover their journeys, learn about their challenges and successes, and gain invaluable insights into the circular economy's potential for transforming the fashion industry.

Moderator: Karla Mora, Alante Capital

Panelists:

- Stuart Jenkins, Founder @ Blumaka
- Sarah Pinner, CEO and Co-Founder @ Beni

After the discussion you'll have the opportunity to ask questions and continue networking with industry professionals, fashion enthusiasts, and sustainability advocates. Connect with like-minded individuals who share your passion for a more sustainable and inclusive fashion industry, and forge collaborations that can shape the future of fashion.

The event is sponsored by Toad&Co, StartupSB and THE SANDBOX.

Location:

Toad&Co

2020 Alameda Padre Serra #125 · Santa Barbara, CA

Moderator:

Karla Mora

Founder & Managing Partner at Alante Capital

Karla brings 15 years of experience strengthening, scaling and

	investing in companies in emerging markets. She served most recently as Interim Investment Director at VilCap Investments where she led initial investments in early-stage companies in Mexico, Ghana, Kenya, & the US. She supported a portfolio of over 30 companies, cultivated new investor relationships & raised capital for the fund. She also prepared early-stage FinTech and HealthTech entrepreneurs to raise capital through Village Capital's Mexico-based accelerator program. Prior to this, Karla was Associate Director of The Eleos Foundation, managing investments from 71 investors, into early stage social enterprises. She also worked at Building Markets in Afghanistan, supporting SMEs in post-conflict areas, the World Affairs Council, & the United Nations Sustainable Commodity Initiative for the coffee sector. Karla holds a Master's Degree in Development Economics from the University of Rome in Italy and a Certificate in Financial Management from Cornell University. Karla has dedicated her career to using business as a force for social good. Early on she developed a deep passion for reforming production practices across industries to improve working conditions & protect the environment. Her passion for supply chain reform, deep concern with the state of the apparel industry & her love of beautiful clothes, led her to create Alante Capital in an effort to spur innovations that can have lasting positive impacts on people & the planet. https://www.linkedin.com/in/karla-mora-9295924a/ Transportation: Jump on the School Bus Pickup at 6:30 to return to Dinner: 7pm @ Portola Dining Commons
Thursday July 13, 2023	<u>Technology Companies & Marketing</u> Morning ----- Breakfast: @ Portola Dining Commons Location: Mosher Alumni Hall Transportation:

**Thursday
July 13, 2023
(Continued)**

Private Bus: Jump on the School Bus
Pick up at 8:40 in front of Santa Catalina Residence Hall

9:00am - Class Session

Curriculum:

9:00am - Marketing

Learn the basics of marketing strategy and the channels used to market and sell physical and online products as well as services and philanthropic organizations.

11:00am - Guest Speaker

Blaine Elliott

<https://www.linkedin.com/in/iblaire/>

Big Data - What is it and why does it matter?

12:00pm - Lunch

De La Guerra Dining Commons

UCSB Campus

Afternoon

2:00 pm - Bus Pickup

Transportation: Private Bus provided by Jump on the School Bus

Pickup Time: 2:30 pm

Business Tours

Seek Thermal

2:30 pm

An unseen world of energy surrounds us. We only see some of it with our eyes, light from a source of energy reflected on objects around us. But even though we can't see it, all objects produce or retain heat. When viewed through a Seek Thermal camera, this world of heat can be converted to images, providing important information useful in solving everyday problems that are otherwise invisible to the naked eye. Seek thermal imaging lets you see the world of heat instead of the world of light.

www.thermal.com

	Host: Deb Horne Vice President of Human Resources at Seek Thermal https://www.linkedin.com/in/dhorne13/ 4:00pm - Return to Santa Catalina via Jump on the School Bus Dinner: @ Portola Dining Commons
Friday July 14, 2023	<u>Build a Startup (Session 2)</u> Breakfast: @ Portola Dining Commons Morning ----- Location: Mosher Alumni House University of California, Santa Barbara, Santa Barbara, CA 93106 Transportation: Private Bus Pick up at 8:40 at San Joaquin Apartments 9:00am - Class Session ----- <u>Curriculum:</u> Build a Startup Day 2 Students prepare their startup ideas for their presentation Friday evening. Build a Startup In this 2 day experiential learning module students will experience the highs, lows, fun, and pressure as they create a startup. In working groups students will learn how to pitch their ideas, create a team, create a real company, work with co-founders, talk to potential customers and meet and work with mentors and investors to help them get started. Day 2 Build A Startup Agenda: The second day is a working session to further develop the startup.
Friday July 14, 2023 (Continued)	

	Students will: • Continue to develop their startup's business model • Identify and talk with potential customers • Pivot their idea based on customer validation • Develop the company's identity, brand and look • Create a story around the company they have created • Build a company presentation 12:00 pm - Lunch De La Guerra Dining Commons UCSB Campus Afternoon ----- Location: 1:30pm - Bus Pickup Transportation: Jump on the School Bus 2:00pm - Business Tour: Appfolio Appfolio AppFolio streamlines and automates real estate management, unlocking your potential and giving you the freedom to focus on what matters most. 4:00pm - Return to Santa Catalina via Jump on the School Bus Dinner: @ Portola Dining Commons
Saturday July 15, 2023	<u>Free Morning, Build a Startup (Session 3) & Wrapup Party</u> Breakfast: @ Portola Dining Commons Activities ----- Morning: Work on your businesses and presentation Possible Afternoon activities: - Continue to work on your businesses and business presentation

	- Bus to Downtown Santa Barbara for shopping, exploring, etc. - Walk to Deveraux and/or Sands Beach and explore 5:30pm - Business Presentations and Dinner Walk to THE SANDBOX Goleta Please leave 30 minutes to get to THE SANDBOX Business Presentations and Celebration @ THE SANDBOX Students present their businesses and get feedback from teachers and their peers at THE SANDBOX Goleta. Dinner will be served at THE SANDBOX Transportation: Walking and Public Transportation
Sunday July 16, 2023	<u>Excursion Day: Universal Studios Hollywood</u> Breakfast: @ Portola Dining Commons Morning & Afternoon ----- <u>Excursion</u> Destination: Universal Studios Hollywood Transportation: Santa Barbara Airbus 8:00am - Pickup Time 10:00am - Arrival at Universal Studios Hollywood Universal Studios Hollywood™ , The Entertainment Capital of L.A.SM, includes a full-day, movie-based Theme Park and Studio Tour plus Universal CityWalk®, our entertainment, shopping and dining complex, which includes the Universal Cinema and the “5 Towers” state-of-the-art outdoor concert venue. 6:00pm - Departure

	Dinner: @ Universal Studios before leaving 8:00pm - Return to San Joaquin Apartments
Monday July 17, 2023	<u>Santa Barbara to San Francisco</u> Breakfast: @ Portola Dining Commons Morning ----- 9:00am - Travel To San Francisco <u>Transportation</u> Provider: Santa Barbara Airbus Loading Time: 8:30am Lunch: Stop in Salinas (3 ½ hours) or Gilroy (4 hours) Afternoon ----- 4:00pm - Arrival in San Francisco Sightseeing Golden Gate Bridge with Santa Barbus Airbus 5:00pm - Check in to Hotel Holiday Inn Express 550 North Point Street San Francisco, CA 94133 7:00pm - Dinner: Pier 39 Area Lodging Holiday Inn Express 550 North Point Street San Francisco, CA 94133

**Tuesday
July 18, 2023**

Tour: Palo Alto/Silicon Valley

Transportation: Storer Coachways

Pickup Time: 8:15am

Morning

Company Tours and Visits in the Palo Alto/Silicon Valley Area

9:30am - To Be Announced

11:30am - Plug and Play

Plug and Play

Plug and Play is the ultimate innovation platform. Our mission is to build the world's leading innovation platform and make innovation open to anyone, anywhere. We do this by connecting entrepreneurs, corporations, and investors worldwide.

Plug and Play focuses on include Agtech, Animal Health, Brand & Retail, Crypto & Digital Assets, Energy, Enterprise, Fintech, Food & Beverage, Health, Insurtech, IoT, Maritime, Media & Ad, Mobility, New Materials & Packaging, Real Estate & Construction, Smart Cities, Supply Chain, Sustainability, and Travel & Hospitality.

Location:

440 N Wolfe Road

Sunnyvale, CA 94085

Host: Will Decker - <https://www.linkedin.com/in/willdecker/>

12:30pm - Lunch

The Village at San Antonio

645 San Antonio Rd, Mountain View, CA 94040

Afternoon

Company Visits - Afternoon Schedule is Subject to Change

2:00pm -

Level Home

935 Main St, Redwood City, CA 94063

At Level, we take a unique approach — one that focuses not only on what we make but how we make it and who we make it for; one that results in elegant and impactful solutions; one that raises the bar for the connected home. We start at what we like to call square zero and design products that make “smart” invisible. Our flagship product, the Level Bolt, embodies our beliefs, highlighting that technology shouldn’t demand consumers to change the way they live their lives. It should blend seamlessly into the background and take care of you when you need it. Headquartered in Redwood City, CA, our team is made up of experienced thinkers, creators, and doers from some of the most recognizable technology companies in the world, including Apple, Nest, Google, and 3M.

www.level.co

Host:
Linda Matt

3:30 - Google Headquarters

Walk through campus

4:30pm - Apple Park Visitor Center

10600 North Tantau Avenue

Cupertino, CA 95014

<https://www.apple.com/retail/appleparkvisitorcenter/>

6:30pm - Dinner at Spark Social

Spark Social

601 Mission Bay Boulevard North, San Francisco, CA 94158

Return to Hotel: 8:30pm

Lodging

Holiday Inn Express

550 North Point Street

San Francisco, CA 94133

**Wednesday
July 19, 2023**

Tour: Oakland Area

Transportation: Storer Coachways (1 private 55 seat bus)

Pickup Time: 8:30am

Morning

Visits:

9:00am - A View of The Bay Area

We'll head out early for a morning view of San Francisco and the Bay Area from Twin Peaks Summit.

- Visit Twin Peaks Summit
- Drive through ChinaTown

Company Visit:

10:30am - Circuit Launch

Circuit Launch

A dedicated 31K sq ft, co-working space for IOT, VR, AR, and other electronic HARDWARE startups. We are a community of startup and established electronic hardware companies, where we provide our members with office, lab, and micromanufacturing workspaces, plus full access to Circuit Launch's open and diverse network of industry leading Engineers, Suppliers, Manufacturers, and Hardware-Friendly Investors. www.circuitlaunch.com

Location:

8000 Edgewater Dr Suite 200, Oakland, CA 94621

Afternoon

12:00pm - Oakland-Alameda County Coliseum

Major League Baseball

Oakland A's vs. Boston Red Socks

We'll be attending a Major League Baseball game.

The Oakland Athletics are one of the first 8 Major League Baseball teams, having started in Philadelphia. They have had some success during their history in Oakland, but they are now relocating to Las Vegas soon. The Oakland stadium once was home to the Oakland

	Raiders, but is now old and outdated. https://www.espn.com/mlb/story/_/id/37662472/oakland-fans-going-fight The Boston Red Sox are one of the most storied franchises in American sports, the Red Sox have won nine World Series titles and 14 American League (AL) pennants. Lunch: at the Baseball Stadium 3:30pm - Visit to REAP Center REAP Center Volunteer time at Oakland REAP Center The REAP Center provides community learning and experiences that empower action for local and global impact. REAP's playful half-mile-long campus and expansive climate mission foster regenerative processes and biodiversity through biomimicry and ecosystem support. https://www.reapcenter.org Dinner - To Be Determined Return to Hotel: 8:00pm Lodging Holiday Inn Express 550 North Point Street San Francisco, CA 94133
Thursday July 20, 2023	<u>Explore San Francisco and Depart (SFO) to Brazil</u> 10:00am - Visit to the Exploratorium Exploratorium Pier 15, The Embarcadero, San Francisco, CA 94111 The Exploratorium isn't just a museum; it's an ongoing exploration of

	science, art and human perception—a vast collection of online experiences that feed your curiosity. 12:30pm Lunch & Free Afternoon Students can explore the city as groups, each with a chaperone. 7:00pm - Bus Pickup at Hotel Arrive at SFO at 8:30pm Departure Flight: 01:35am 18 JUL Flight CM 0383
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Contacts:

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