

SCALEit

June 6th - 10th, 2011

scroll down



20 danish IT startups coming to Silicon Valley

CHATTERBAY



MINDZOO



basepoint
media



digroli

conferize

tweakker

KIRKEWEB

IT KARTELLET
Konkurrenceforvridende kompetente

**OKARI
MOBIL**



Graduateland

gruvi

SCALEit program (in progress)

	Monday June 6th	Tuesday June 7th	Wednesday June 8th	Thursday June 9th	Friday June 10th
	Intro / get started!	Pitching	Meet the Ecosystem	Silicon Valley insights	Setup in SV!
Slot 1	Introduction to the program, Innovation Center Denmark and Silicon Valley	L A U N C H S V launchsiliconvalley.org	Equity Business - The role of the SV lawyer, DLA Piper	The EXIT - time to pull out and pass your business on!	Incubator visit
Slot 2			Silicon Valley Bank in SV - your financial partner!	Partnering! Scaling together	Session and discussion on HOW to make it here (Q&A)
Lunch	Eat & meet each other		Eat & meet entrepreneur Martin Friid Nielsen, Soonr	Visit Google Business development	Group launch
Slot 3	Pitch preparations and general business touching upon the lingo of SV		Venture Capital! Time to meet an Sand Hill Road investor	Startup visit Meet a web-startup in San Francisco	Free time Plan meetings for this time or enjoy San Francisco
Slot 4			Stanford University Campus trip with a discussion on entrepreneurship		
Evening	Connect Silicon Valley and Denmark Visit Steve Blank	Feedback sessions We strive to bring in 9 extraordinary advisors		SF meetup A meetup for SV parties at I/OVentures	

* Google, Facebook, Zynga, Twitter or Groupon

Please note that all events and meetings are not finally confirmed and are based on availability of the speakers



Introduction to **Innovation Center Denmark**
and the **SCALEit** program



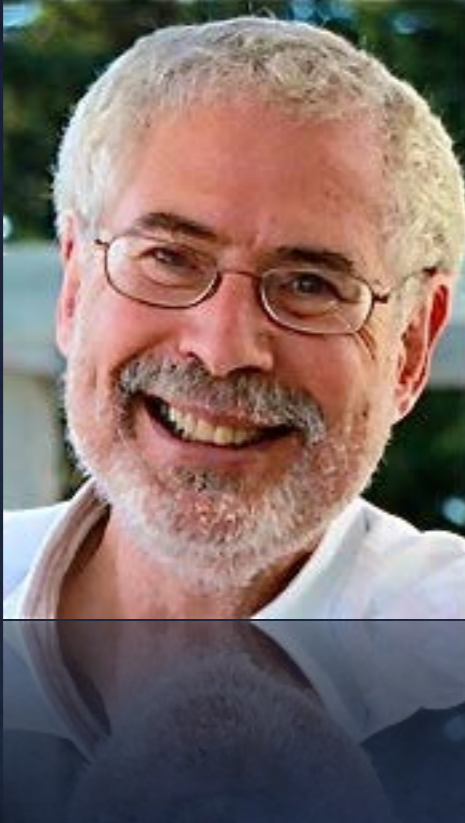
2 sessions with **Jeff Snider**, Progression Partners

- 1) Using Silicon Valley to globalize your startup - proven models and how they work
- 2) Debugging your business model step by step - the key to customers, funding, and success



Pitch preparations. Get ready to go down the **elevator**!

Bill Joos, former Garage Ventures, now Go To Market Consulting



Visit Steve Blank at his private ranch in Half Moon Bay

Steve Blank is a Silicon Valley-based retired serial entrepreneur, founding and/or part of 8 startup companies in California's Silicon Valley. A prolific educator, thought leader and writer on Customer Development for Startups, Blank teaches, refines, writes and blogs on "Customer Development," a rigorous methodology he developed to bring the "scientific method" to the typically chaotic, seemingly disorganized startup process.





Launch Silicon Valley (www.launchsiliconvalley.org)

We are attending the launch of **30 exciting startups**. In front of an audience of VCs, Angels, Corporate Executives, Bloggers, Press & TV Cameras, there will also be a wide range of lively, informative discussions, fireside chats and keynotes to bring you up to date perspectives on hot topics.

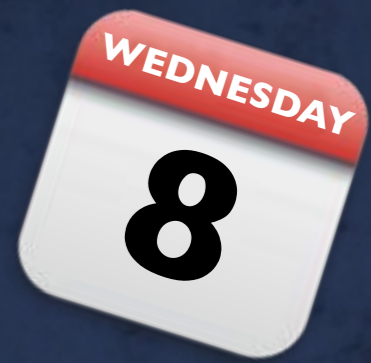
Plenty of **networking** opportunities at this full day event



Evening event: **Experienced Advice Matters!**

We have brought in **12 of the most experienced advisors in Silicon Valley**, to work and discuss with the group. Each company will do a 5 min. pitch of their product and business model, and receive feedback from up to 3 advisors. The event will be closed off with drinks and networking.

Medallia.com is the venue sponsor for this event



The role of the lawyer, **Bradley Gersich**, Partner, DLA Piper

- Recent funding trends in terms of types of companies being funded and valuations.
- A handful of the key terms of a typical term sheet that emphasize sharing of control and economics.



Banking in Silicon Valley - an active partner! **Martin Kan**, Entrepreneur Banking Services, Silicon Valley Bank



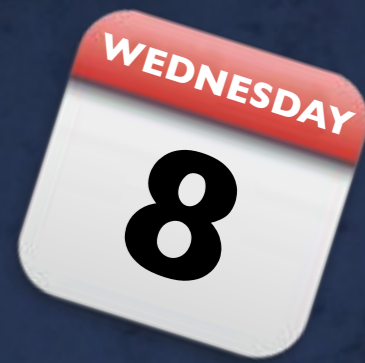
Meet Martin Frid, successful Danish entrepreneur!

CEO at **Soonr**, a leading productivity tool enhanced as SaaS



Open discussion on entrepreneurship with **Jesper Sørensen**, Professor at Stanford Graduate School of Business

Evening special



At the **Blackbox Startup House** we are inviting 20 Silicon Valley early stage investors to an *invite only* pitching event. In the casual setting of this Palo Alto startup mansion, each startup will explain their vision in a 1 minute elevator pitch.

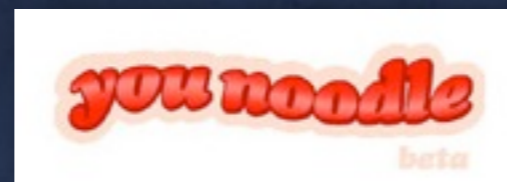
Style: Casual

Afterparty: Yes

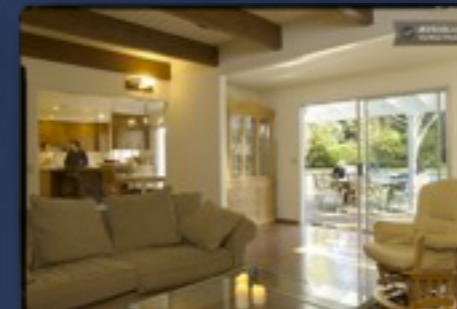
Organisers



Partner



Sponsor





“Dancing with the Elephants”, **Patrina Mack** and **Gary Mandel**, Vision & Execution

Topic of discussion: How do you play with the **big guys** in Silicon Valley!



Exit opportunities in Silicon Valley, **Mark Grossman**, Pagemill Partners

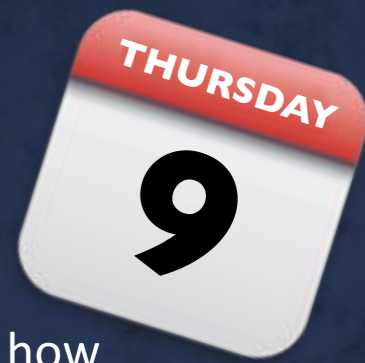


Presentation of **Google** by Luis Arbulu, Principal at Google.org



Learn from a successful investor, entrepreneur and Venture Partner in Sunstone Capital, **Juha Christensen**

Share those business cards!



Visit one of San Francisco's bustling co-working spaces at **I/O Ventures** in San Francisco and hear how accomplished entrepreneurs help new entrepreneurs on their way to success!

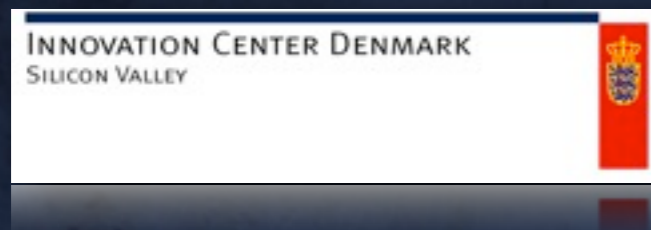
Later we open the doors for the San Francisco startup community, to a evening event of pitching and networking. We will serve drinks and snacks - we expect a full house this evening (100 people).

The top 20 danish startups will perform the famous 1 minute elevator pitch - so be ready!

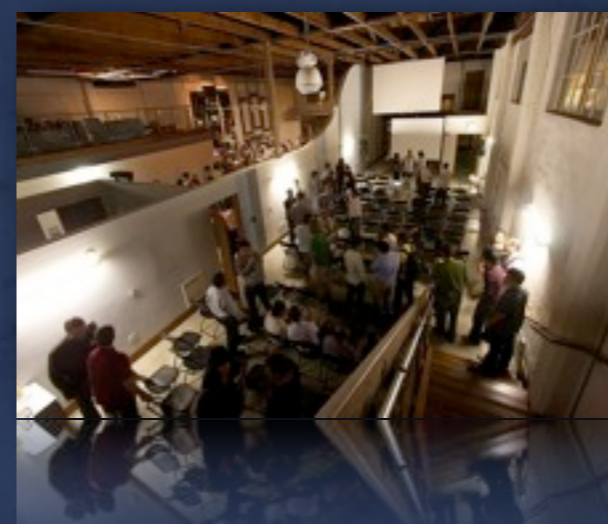
Place: I/O Ventures, San Francisco, CA

RSVP: Yes, here:

Organizer



Partner





Radical Collaboration at The Hub

Visit to **The Hub** in San Francisco - a global startup incubator

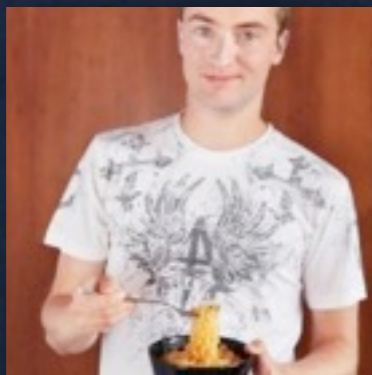


Meet other Danish entrepreneurs at different stages of **making it big in Silicon Valley**. Hear about their stories and experiences with Silicon Valley.



Have you heard the joke that starts off with "Three Danish guys walk into a bar" OK, not completely correct, but not totally far fetched either!

The story of Zendesk, by CEO **Mikkel Svane**



What did SCALEit do to your business? **And what will you do now?**

An informal and open discussion with **Torsten Kolind**, CTO at Younoodle.

Company	Website	Contact
Basepoint Media a/s	basepointmedia.com	Simon Munch-Andersen
Chatterbay ApS	chatterbay.com	Imran Rashid
CloudSprout	cloudsprout.com	Peter Lundsby
Conferize	conferize.com	Martin Ferro-Thomsen
Digroli	digroli.com	Navid Samandari
Divine ApS	miniklub.dk	Søren Ammundsen
Graduateland	graduateland.com	Jens Reimer Olesen
Gruvi	gruvi.tv	Ben Johnson
IT-Kartellet ApS	it-kartellet.dk	Jesper Christiansen
KirkeWeb ApS	kirkeweb.dk	Christian Steffensen
LetFarm	letfarm.dk	J. Martin Møller
Mindzoo	mindzoo.dk	Klaus Bundgård
MinMusikButik	redantenna.com	Lisbeth Chawes
NFC Denmark	nfc.dk	Søren Ricard hedegaard kwapien-Kragh
naboor ApS	naboor.com	Ole Rich Henningsen
Okari Mobile	okarimobile.com	Michael Lund-Andersen
Proinvestor	proinvestor.com	Peter Hildebrandt
SoftCapital	softcapital.com	Lars Pehrsson
Tweakker	tweakker.com	Dennis Juul Poulsen
Wruum	wruum.com	Thomas Peter Berntsen



Join and follow the discussions on

#SCALEit

Questions? Talk to @ICDK

PODIO

We have created a private community on **PODIO**. You can meet the companies, the founders and join the discussion about the SCALEit week.

Want access?

Talk to Søren: ict@innovationcenterdenmark.com

Supporting partner

PODIO

SCALEit

SCALEit is about thinking **BIG**! This is why we are also launching a portal, delivering information on what it takes to make it in Silicon Valley. Sign up to learn more at [**http://launch.scaleit.us**](http://launch.scaleit.us)



Supporting partner





ABOUT

The mission of Innovation Center Denmark is to build bridge between companies, research institutions and capital in Denmark and Silicon Valley. To accelerate the entry of Danish companies into Silicon Valley, promote US investments in Denmark, facilitate research cooperation and provide inspiration to help drive innovation in Denmark.

GLOBALIZATION STRATEGY

Innovation Center Denmark, Silicon Valley is one of the direct results of the globalization strategy designed by the Danish government in 2006 to help achieve the ambitious objective of becoming one of the leading knowledge-based nations in the world by 2016.

A BROAD PLATFORM

Two ministries work together at Innovation Center Denmark: the Royal Danish Ministry of Foreign Affairs and the Danish Ministry of Science, Technology and Innovation. The Center is one of five official Danish missions in the US and works closely with the Embassy in Washington, the Consulate General in New York and the Trade Offices in Atlanta and Chicago.

