ADD SOME
BUSINESS
TO YOUR IDEAS
STANFORD IGNITE–SANTIAGO
WHAT IS STANFORD IGNITE?

INNOVATION AND ENTREPRENEURSHIP PART-TIME CERTIFICATE PROGRAM

- Teaches innovators and aspiring entrepreneurs to formulate, develop, and commercialize their ideas

STANFORD ACADEMIC EXPERIENCE

- Offered by Stanford Graduate School of Business (GSB)
- Taught by the same prominent faculty that teach in the Stanford MBA program
FACULTY DIRECTOR
STANFORD IGNITE–SANTIAGO:
Professor Jonathan Levav

• Associate Professor of Marketing
• Award-winning faculty member
• Recognized by students for outstanding teaching (2015)
• Researcher and publisher
• Commitment to Latin America
• Faculty Director for Stanford Ignite in Santiago and São Paolo
WHO IS IGNITE FOR?

“"The program is aimed at individuals who wish to bring innovation and entrepreneurial thinking to their current role, or for those who are planning to start a new venture.”

Jonathan Levav
Stanford Ignite-Santiago Faculty Director and Associate Professor of Marketing

ULTIMATELY, WE ARE LOOKING FOR LEADERS IN THEIR FIELD WHO ARE INSPIRED TO MAKE IMPACT AND CHANGE
WHAT DO IGNITERS LEARN?

RIGOROUS ACADEMIC INSTRUCTION
• Fundamental **business skills**: marketing, operations, strategy, accounting, finance, economics, and business models
• **Advisory support** from Stanford GSB Professors

COLLABORATE AND DEVELOP PLANS
• Gain **applied skills** such as negotiation, teamwork, public speaking, feedback, and leadership
• Exchange ideas with a **diverse set of peers**
• Experience in-depth classes focused on **entrepreneurship and design-thinking**

PRESENT THE TEAM VENTURE PROJECT
• New venture ideas or in-company innovations are **voted on by participants**
• Teams create business models and **pitch to venture capitalists** and business leaders
• Presenters gain real, **constructive feedback** from panel of business experts and venture capitalists
SUMMARY OF PROGRAM BENEFITS

ACADEMIC
• Learn fundamental business skills to speak the “language” of business

PRACTICAL
• Develop the skills and critical thinking needed for turning an idea into a viable business or corporate strategy

PERSONAL
• Gain public speaking and presentation skills
• Strengthen the art of teamwork and collaboration

PROFESSIONAL
• Join the Stanford Ignite and wider Stanford GSB networks
• Apply new skills towards starting a project or product line within an established company
• Gain tools and skills immediately applicable to current roles within established companies

APPLY NEW SKILLS AND LEARNINGS TOWARDS STARTING A BUSINESS, OR WITHIN AN ESTABLISHED COMPANY
WORK WITH PEERS FROM LEADING COMPANIES
EYAL SHATS
Cofounder and Commercial Director of SimpliRoute

ENTREPRENEURIAL EXPERIENCE
Eyal Shats is an electrical engineer from the University of Chile with over 15 years experience in the development of high impact technology companies. He has successfully participated in innovation projects that have emerged from Chile and has also succeeded in Silicon Valley as a member of the globally recognized business accelerator 500 Startups.

SIMPLIROUTE: THE DEMOCRATIZATION OF TECHNOLOGY
SimpliRoute generates the most efficient delivery routes for a fleet of vehicles in order to reduce logistical costs. The project started in January 2015 when Eyal and his partner realized that in the academic world there are problems that are analyzed and treated just from a theoretical point of view, but are not always applicable to solve everyday business issues. This is how Simplit Solutions was born — an enterprise holding group which aims to provide practical solutions to businesses to solve the logistical issues they face daily.

STANFORD IGNITE CONTRIBUTION
For Eyal, the greatest contribution of Stanford Ignite-Santiago was the vision that it provided him regarding how to make a business get started in Silicon Valley. Additionally, having access to an outstanding network was a valuable part of the program. As a result of going through Ignite, SimpliRoute was able to get accepted in the 500 Startups program in the United States, a worldwide business accelerator that focuses on innovation and technological developments. In this program they were awarded USD $125,000 to continue developing SimpliRoute.

"Highlights include the relationships established with Stanford Ignite colleagues, the quality of the professors and the great interactivity that exists in the program, combining both theory and practice."
- Eyal Shats
FRANCISCA CONTRERAS
Cofounder and BioExplora CEO

YOUNG ENTREPRENEUR
Francisca works for the investigation and development area of Phage Technologies, a company focused on the development of innovative products for the livestock industry with a biotechnologist basis.

BIOEXPLORA: A REVOLUTION FOR THE MINING INDUSTRY
In September 2014, Francisca developed her own company, BioExplora, and started a completely innovative project that aims to become a revolution for the mining industry. The BioExplora project was born from the difficulty of conducting soil sampling for the mining sector in some areas of the country due to the abundance of rocks and vegetation.

BioExplora applied for Startup Chile and obtained 20 million Chilean pesos to conduct research. With these resources, they established a lab to grow species in vitro, watering them with solutions rich in gold and copper in order to find these elements in their foliage. After six months of research, they were able to prove that this methodology worked.

STANFORD IGNITE CONTRIBUTION
Francisca then needed a business model that could be effective in the mining industry, which is when she decided to apply for the Stanford Ignite–Santiago program. There, she gained the necessary tools for planning the launch of this new product to the market.

“In my own venture I have used the frameworks that I learned in the program to evaluate aspects around starting a new business, like strategy and economics.”
- Francisca Contreras
STANFORD IGNITE: IN CHILE

WHY CHILE?
• Santiago is the financial, transportation, and agricultural mining hub of Chile
• Chileans embody a strong entrepreneurial culture and mindset
• Santiago offers an active and engaged Stanford alumni base that participate in the Ignite program as mentors, guest speakers, and panelists

ABOUT THE IGNITE PROGRAM IN CHILE
• The program launched in 2014, and the curriculum was adapted for the Chilean market
• Top Stanford GSB professors teach in the classroom, yet learning is augmented with live two-way video direct from Stanford
• Ignite program managers work directly with local companies and HR directors to sponsor viable participants
• Ignite-Santiago enjoys a strong partnership with location host, Microsoft
Microsoft Corporation and Microsoft Chile are in a deep cultural transformation to secure our growth and relevance in a constantly changing world. Satya Nadella, our new CEO, explained that our Industry (Technology and IT) place a great significance on Innovation. Therefore, a growth mindset amongst employees is required to achieve this transformation successfully. **The Stanford Ignite–Santiago program is a great program to ignite that mindset within our employees.** It connects them with the fundamental business tools, processes, and techniques they need, combined with experience from Stanford GSB Faculty. Overall, the Ignite program helps us to continue to foster an intrapreneurship rhythm that enables us to tackle new challenges and opportunities in Chilean and global markets.”

Wilson Pais
Innovation Director
Microsoft Chile
“People who are curious, people who want to take risks, people who want to think, and people who think outside the box – those people are a good fit for this program.”
Gonzalo Olivares

“Stanford Ignite provided me theoretical and practical tools that I use every day to make decisions about the company’s strategy and vision.”
Jessica Sturzenegger

“The distance-learning technology was a great way to give us as much access to the Stanford GSB faculty as possible.”
Germán Reyes Martenstein

“I don’t have a business background at all, so the program gives you a very wide overview of what you’re up against when you want to implement something new.”
Ana Colazo
PROGRAM DETAILS AND APPLICATION PROCESS

SELECTIVE PROGRAM
Cohort size is capped at 50–60 for meaningful group interaction.

APPLICATION DEADLINES
Round 1: May 2, 2016
Round 2: May 16, 2016

INTERVIEWS
Group interviews held via videoconference

SCHEDULE
Only once per year: next time is August 19 to November 6, 2016

DEMANDING WEEKEND SCHEDULE
Friday nights, Saturdays, and Sundays. Participants can focus on work or school during the regular work week.

COST: $10,000 USD
Once admitted, Round 1 participants can apply for one of four 50% tuition fellowships.

COMPLETION
A certificate is awarded, subject to attendance standards and completion of program milestones; no grades or academic credit hours.

APPLICATIONS AVAILABLE AT WWW.STANFORDIGNITESANTIAGO.COM
STANFORD IGNITE–SANTIAGO: APPLICATION PROCESS

REQUIREMENTS FOR A COMPLETE APPLICATION:
• Online application, including resume and short essays
• Two letters of recommendation – choose references who can speak to innovation skills and entrepreneurial or intrapreneurial aspirations and ambitions.

ELIGIBILITY:
• Minimum of a BA or BS (advanced degree preferred)
• Must not have formal graduate business training or extensive senior managerial experience

ANY QUESTIONS?
• Email Program Manager, Deborah Costa-Stone, at dcosta@stanford.edu

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change Lives. change organizations. change the world.