ADD SOME BUSINESS TO YOUR IDEAS

STANFORD IGNITE–SÃO PAULO
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–SÃO PAULO:
Professor Jonathan Levav

POWERING INNOVATION & ENTREPRENEURSHIP

• 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 Paulo
WHO IS IGNITE FOR?

STEM PROFESSIONALS WITHOUT A GRADUATE BUSINESS DEGREE

MASTERS, PHD, OR POST-DOCTORAL STUDENTS IN NON-BUSINESS FIELDS

WORKING PROFESSIONALS

“\nThe 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–São Paulo 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 learnings and tools towards starting and developing a venture
• Gain skills immediately applicable to new projects or product lines within established companies

APPLY NEW SKILLS AND LEARNINGS TOWARDS STARTING A BUSINESS, OR WITHIN AN ESTABLISHED COMPANY
WORK WITH PEERS FROM LEADING COMPANIES
JOAO BARONI
Founding Partner, B.Lem Portuguese Bakery

AN EXPANDED NETWORK
Being an entrepreneur can be isolating: once you are the boss, people are hesitant to discuss new ideas and decision-making is often solely dependent on you. I’m the owner of a bakery chain in São Paulo, where a majority of the employees don’t have a corporate background.

Despite having a business undergrad diploma and years of previous experience in consulting and banking, I lacked the unofficial mentorship and guidance that I received in past roles through experienced peers, and wanted to surround myself with people that could help me answer strategic questions in my business. To-date, the only network I was developing was within my field and I wanted to expand my professional network, getting to know and work with people that I wouldn’t have the chance to do in my daily routine.

COMPELLING INSIGHTS
Learning Stanford Ignite’s entrepreneurship frameworks and putting them into practice was very beneficial, especially in enabling me to assess new projects. I’ve been able to implement many of the insights gleaned throughout the program from professors, course materials and feedback from my project team.

The business cases were interesting and the most compelling part was having the actual authors of the case discussing strategy with us because it put the high-level theories of corporate strategy into a practical perspective.

EXPANSION AND FUNDRAISING
The course helped me shape a new expansion strategy currently being deployed by my firm that included a fundraising round. It also helped me develop new strategies to assess business opportunities and venture projects.

After taking this course, I am well-equipped with tools that make my decision-making process more organized, faster and more accurate.”
- Joao Baroni
PAST PARTICIPANT SPOTLIGHT:
IGNITE–SÃO PAULO 2016

LARA ROCHA GARCIA
Product Manager, dr. consulta

TAKEING THE LEAP
I’ve been working in technology for the past ten years and during my career, I’ve had some entrepreneurship opportunities which got me very excited and interested, but I didn’t have necessary experience or knowledge to jump in.

Now, I am a Product Manager in a startup (dr. consulta) where I lead the product team that focuses on understanding and meeting our customers’ needs, managing development, achieving KPIs and serving as a bridge between operations and strategy. I’m actually facing some difficulties that we studied in Ignite’s academic environment.

WORTH THE TIME
All the methodologies and frameworks you learn are modern and up-to-date. It’s easier now - after the Ignite program - to make better decisions, anticipate problems with your venture and fix them fast.

In Jonathan Levav’s product and segmentation course, we learned frameworks that can be used for everything, not only in your venture during the program, but also in your life. If you have an idea, you need to be able to actually transform that into a disruptive product. In order to do that, you must understand the market and the customer needs. If you can see things in the right perspective, you can deliver a unique product.

“ I attended the Stanford Ignite Program expecting a program where I’d develop my skills and learn new methodologies. It was worth every minute!”
- Lara Rocha Garcia
STANFORD IGNITE: IN BRAZIL

WHY BRAZIL?
• Brazil, one of the most developed hubs in Latin America, represents a culturally diverse entrepreneurial community that has attracted a strong venture capital presence
• Brazilians practice innovation in their daily lives and are ready to capitalize on the opportunities surrounding them
• São Paulo 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 BRAZIL
• The program launched in 2015 and the curriculum was adapted for the Brazilian market
• Top Stanford GSB professors teach in the classroom, yet learning is augmented with live two-way video direct from Stanford
• Stanford Ignite program managers work directly with local companies and HR directors to sponsor viable participants
• Stanford Ignite – São Paulo has enjoyed a strong partnership with location host, Microsoft, in 2015 and 2016
“The program really changed my life. Changed the way I see the world and its opportunities. Now I can apply the methodologies learned in the program and understand exactly what the next steps are. Ignite gave me the confidence to launch the venture and the needed connection to make it happen.”

Bruno Rodrigues de Jesus, Co-founder and CEO, Go Good
Stanford Ignite – São Paulo 2015

“The program as a whole exceeded my expectations. I enrolled searching for a traditional course, new tools, new frameworks, but I experienced a transformative journey. Now I have the chance to apply everything I learned on this journey to my second venture (ContaPaga) and I’m already reaping the results from what I learned in the Ignite.”

Sthefane Torres, Co-founder and CMO, ContaPaga
Stanford Ignite – São Paulo 2015

“The program contributed massively to help me develop some important skills that made my path easier as an entrepreneur, while introducing me to other people who can both inspire and help me achieve my goals.”

Joao Moraes, Entrepreneur
Stanford Ignite – São Paulo 2016

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PROGRAM DETAILS AND APPLICATION PROCESS

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

APPLICATION DEADLINE
May 4, 2017

INTERVIEWS
Group interviews held via videoconference

SCHEDULE
Only once per year: next time is August 18 – October 22, 2017

TUITION: $10,000 USD
Once admitted, participants can apply for one of four 50% tuition fellowships

DEMANDING WEEKEND SCHEDULE
Class sessions are on Friday evenings, Saturday, and Sunday over seven non-consecutive weekends
Week 1: August 18 - 20
Week 2: August 25 - 17
OFF SEPTEMBER 1 - 3
Week 3: September 8 - 10
Week 4: September 15 - 17
OFF SEPTEMBER 22 - 24
Week 5: September 29 - October 1
Week 6: October 6 - 8
OFF OCTOBER 13 - 15
Week 7: October 20 - 22

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

APPLICATIONS AVAILABLE AT WWW.STANFORDIGNITESAOPAULO.COM
STANFORD IGNITE–SÃO PAULO: 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:
• Proficiency in written and spoken English.
• Professionals with a bachelor’s degree and some professional experience (an advanced degree is preferred).
• Applicants with an MBA, graduate degree in management, and/or extensive managerial training will be reviewed on a case-by-case basis.

TIME COMMITMENT:
• Stanford Ignite requires approximately 100 classroom hours and 100 to 150 project hours. Admitted applicants must be able to attend all sessions.

ANY QUESTIONS?
• Assistant Director, Bryan Hiraki at bzhiraki@stanford.edu

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change Lives. change organizations. change the world.

STANFORD BUSINESS GRADUATE SCHOOL

Ignite–São Paulo

WWW.STANFORDIGNITESAOPAULO.COM