WHO SHOULD ATTEND

- Professionals with a bachelor’s degree and some professional experience (an advanced degree is preferred)
- Graduate students currently pursuing a master’s, MD, PhD, or post-doc program in a non-business field
Note: Those with formal graduate business training (e.g., MBA) or extensive managerial experience to be reviewed on case-by-case basis

SAMPLE WEEKEND SCHEDULE

Friday
- Dinner provided by host location
- 
  Evening Sessions: Business Models, Parts 1 and 2

Saturday
- Morning Sessions: Entrepreneurship, Parts 1 and 2
- Lunch provided by host location
- Afternoon Sessions: Faculty check-in meetings with venture teams, group work and team meetings
- Evening: Social event and networking with participants

Sunday
- Morning Sessions: Guest speaker presentations from experienced entrepreneurs, venture capitalists, angel investors, and industry experts
- Lunch provided by host location
- Afternoon Sessions: Market Segmentation, Parts 1 and 2
CURRICULUM
Leveraging Stanford’s deep connection to Silicon Valley, Stanford Ignite — São Paulo exposes participants to leading-edge research and frameworks in areas that span all business operations, including, but not limited to:

- **Business Models** – Gain an introduction to the process of business model development through a case-study analysis from a variety of industries
- **Marketing** – Find out how market research enables participants to better understand customer needs, hone in on unmet client expectations and validate hypotheses about the market
- **Product-Market Fit** – Explore how consumers evaluate fit between company offerings and their needs, both functional and symbolic
- **Accounting and Financial Statements** – Dive deep into the elements of the financial reporting environment and the role of the primary financial statements to identify key relations among them
- **Pricing** – Learn more about the unifying framework for value-based pricing, which focuses on understanding the economic value created by a company’s product or service to its target markets

FACULTY DIRECTOR
Jonathan Levav is Associate Professor of Marketing at Stanford Graduate School of Business, and serves as faculty director for the Stanford Ignite — São Paulo program, the Strategic Marketing Management program, and is the Citi Faculty Director of the Behavioral Lab. Professor Levav studies consumer behavior and behavioral decision theory. He combines laboratory and field experiments, as well as secondary data analysis, in order to study the factors that influence people’s choices and judgments.

OTHER STANFORD GRADUATE SCHOOL OF BUSINESS FACULTY
- **William Barnett**
  Thomas M. Siebel Professor of Business Leadership, Strategy, and Organizations; Professor, Organizational Behavior
- **Yossi Feinberg**
  John G. McCoy–Banc One Corporation Professor of Economics; Senior Associate Dean for Academic Affairs
- **Haim Mendelson**
  Kleiner Perkins Caufield & Byers Professor of Electronic Business and Commerce, and Management; Professor, Operations, Information & Technology
- **Margaret Neale**
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