

Stanford Ignite — São Paulo

Dates: September 21 – November 11, 2018

Application Deadline: May 17, 2018

Tuition: \$11,000 USD

OVERVIEW

In São Paulo, Brazil, Stanford Ignite is offered as a part-time program. Through a combination of in-person instruction and live sessions delivered by distance-learning technology, we offer curriculum based on the Stanford campus program that is adapted for the Brazilian market. All instruction is conducted in English.

KEY BENEFITS

Stanford Ignite is a certificate program that provides the business fundamentals necessary to succeed at any entrepreneurial or intrapreneurial venture. Business concepts learned in the classroom span core business skills and functional skills, and are reinforced through practical application with team venture projects, where participants work in teams of five or six to develop a new product or service for an existing organization or a new venture.

Participants also learn how to successfully present their ideas during a daylong communications bootcamp and later apply these lessons by giving a brief elevator pitch. Then, at the culmination of the program, teams will give final presentations to a panel of venture capitalists, angel investors, industry experts, and experienced entrepreneurs. The goal of these presentations is to receive feedback from panelists, such as the viability of the venture idea business plan, for educational purposes.



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





EXPERIENCE THE STANFORD DIFFERENCE

Stanford Graduate School of Business Executive Education programs offer executives from around the globe an extraordinary opportunity to immerse themselves in an intensive, collaborative learning environment where the focus is continually on the future. Taught by Stanford's world-renowned faculty and supplemented by guest speakers, participants acquire the knowledge, vision, and skill to bring innovative leadership to their organizations while advancing their personal and professional growth.

TAKE THE NEXT STEP

For more information, or to apply to Stanford Ignite — São Paulo, please visit www.gsb.stanford.edu/programs/stanford-ignite/global-locations/sao-paulo.

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

Adams Distinguished Professor of Management; Professor of Organizational Behavior

