



Programma Silicon Valley Study Tour 2018

SILICON VALLEY STUDY TOUR

Un VIAGGIO STUDIO nella Silicon Valley per vivere un'esperienza formativa Lean&Digital a 360° ed approfondire i temi della Digital Transformation e dell'Innovazione nel mondo industriale attraverso un accesso privilegiato a realtà produttive Industry 4.0 come Jabil e Tesla Gigafactory, la partecipazione ad Executive Workshop presso l'Università di Berkeley ed incontri con Start-up e aziende all'avanguardia.

Obiettivi del tour:

- ❑ Avere una visione concreta sul presente e sul futuro dell'Industry 4.0 e delle applicazioni tecnologiche che stanno cambiando i modelli di fare business.
- ❑ Toccare con mano le Best Practice nell'adozione ed implementazione di soluzioni Lean Digital in ambito produttivo e sviluppo prodotto.
- ❑ Comprendere gli impatti che i processi di Digital Transformation stanno avendo su organizzazioni e persone.

Time	In San Francisco / Silicon Valley				Reno, Nevada		
	Monday 12th November	Tuesday 13th November	Wednesday 14th November	Thursday 15th November	Friday 16th November		
	Hotel pick up at 08.00 Transfer to UC Berkeley	Hotel pick up at 09.00 Transfer to Sight Machine	Hotel pick up at 08.30 Transfer to Bestronics	Hotel pick up at 08.30 Transfer to PCH	Hotel pick up at 9:45 AM Transfer to Tesla		
9:00 AM	Orientation Meeting	Transfer	Transfer	PCH Innovation Hub	TESLA Gigafactory Visit begins at 11:30 AM		
9:30 AM		Sight Machine				Transfer	
10:00 AM	UC Berkeley Sutardja Center for Entrepreneurship & Technology		Bestronics Inc.	Transfer			
10:30 AM		Transfer to Rocket Space		Astro Studios			
11:00 AM			Round table on IoT Manufacturing Speaker: Alan White	Transfer			
11:30 AM		Lunch Break		Transfer			
12:00 PM			Workshop on Open Innovation	Lunch Break		Lunch Break	
12:30 PM		Lunch Break					
1:00 PM		Prof. Ken Singer Managing Director	Transfer to UC Berkeley Center for Entrepreneurship	Transfer		Debriefing Meeting	Networking Lunch
1:30 PM				Transfer			
2:00 PM	Prof. Ikhtlaq Sidhu Founding Director & Chief Scientist	UC Berkeley Blockchain Lab Sutardja Center for Entrepreneurship and Technology	Jabil Inc.	Transfer to SFO Airport Flight to Reno NV 6:05 PM - 7:11 PM	2.30-4:00 PM Roundtable discussion Reno Chamber of Commerce Nevada Innovation Center		
2:30 PM			Transfer				
3:00 PM			Transfer				
3:30 PM		Alexander Fred Ojala Research Director					
4:00 PM							
4:30 PM							
5:00 PM							

UNIVERSITY OF BERKELEY

Berkeley
UNIVERSITY OF CALIFORNIA



Berkeley University is ranked among the most awarded universities.

94 Berkeley professors have won a Nobel Prize.

The University has been awarded: 9 Wolf Prizes, 7 Fields Medals, 18 Turing Awards, 45 MacArthur Fellowships, 20 Academy Awards, 9 James S. McDonnell Foundation awards and 11 Pulitzer Prizes

The Pantas and Ting Sutardja Center for Entrepreneurship & Technology is the premiere institution at UC Berkeley for the study and practice of entrepreneurship and technology innovation.

The Pantas and Ting Sutardja Center for Entrepreneurship & Technology is also known for developing the «Berkeley Method of Entrepreneurship (BMoE)», an internationally recognized approach to teaching technology entrepreneurship for professionals and executives.



Workshop: OPEN INNOVATION INTENSIVE

This workshop will provide insights and hands-on experiences on innovation in technology, processes and organization/mind-sets which are needed in the manufacturing industry.

Key concepts explored in the workshop include:

- A framework for Open Innovation
- Cumulative Learning of firms over the past decade
- How firms can apply Open Innovation using new show case of the Innovation Collider at UC Berkeley
- Changes in how firms can look at advanced product development and R&D and how it affects the futures of corporate incubation.

Focus: this workshop explores key management and leadership concepts needed for today's most innovative firms to benefit from Open Innovation



Site Visit: Sight Machine

Founded in Michigan in 2011 and expanded to the Bay Area in 2012, Sight Machine fuses the spirit of Silicon Valley technology innovation with rock-solid Detroit manufacturing.

Sight Machine is used by Global 500 companies to make better, faster decisions about their manufacturing operations. Sight Machine's analytics platform, purpose-built for discrete and process manufacturing, uses artificial intelligence, machine learning, and advanced analytics to help address critical challenges in quality and productivity throughout the enterprise.

Agenda:

- Company overview
- Plant tour
- Final round table and Q&A session

SITE VISIT GOAL:

During the visit participants will appreciate Machine Learning, Artificial Intelligence and Advanced Analytics full potential



Roundtable on IoT Manufacturing

SkyDeck by the numbers

Since 2012, Berkeley SkyDeck has been at the forefront of innovation.

\$1.7B

Raised by
SkyTeams

60%

SkyTeams
received funding

25

Series A, B
rounds raised

17

Exits through
acquisitions

1000

Attendees at
Demo Day



Speaker

Alan White is a Mentor at the UC Berkeley SkyDeck accelerator

In his previous career he has held executive positions in business development, operations, and finance for technology companies developing energy, simulation, and supply-chain solutions.

He began his career at Silicon Graphics, then co-founded SupplyBase (acquired by i2 Tech).

At Autodesk, he served as Director of Corporate Development. He established Daintree Networks controls business, worked on market development for ChargePoint, and was EVP of Corporate Development at Scientific Conservation.

Workshop: ADDRESSING THE FUTURE OF BLOCKCHAIN IN ADVANCED MANUFACTURING

The Berkeley Blockchain Lab has been partnering with companies around the world working on applied research into how Blockchain apps can assist in the management of supply chains, establishing the provenance of products, security IoT devices and networks and many other things.

WORKSHOP GOAL:

Participants will gain an understanding of current Best Practices and how their companies can partner with research universities such as Berkeley to develop cutting-edge Blockchain applications for their businesses.



BLOCKCHAIN
AT BERKELEY



Blockchain Lab



Speaker

Alexander Fred-Ojala è AI & Blockchain Director Learn2Launch della UC Berkeley (Learn2Launch è il Silicon Valley Innovation and Entrepreneurship Program all'UC Berkeley).
Co-Funder CEO di Predli.

Site Visit: Bestronics Inc.



Bestronics is a contract electronics design and manufacturing house in Silicon Valley.

The company is specialized in precision electromechanical assembly and new product introductions.

Agenda:

- Company overview
- Plant tour
- Final round table and Q&A session

SITE VISIT GOAL:

During this visit, participants will learn Best Practices in collaboration with product teams, engineering and manufacturing in the rapid prototyping and introduction of new products.



Site visit: Jabil

JABIL

Jabil is a **product solutions company** on 4 sets of solutions:

- Accelerated Innovation Solutions
- Global Manufacturing Agility Solutions
- Engineering Excellence
- Supply Chain Orchestration Solutions

Agenda:

- Company overview
- Plant tour
- Final round table and Q&A session

SITE VISIT GOAL:

During the visit, participants will gain insights on how to accelerate change and achieve digital business advantage. In particular:

- Global supply chain management
- New technologies applied in new product development



Site Visit: PCH Innovation Hub



PCH is a privately held global company with over 600 employees and an expertise in product design engineering and development, supplier network management, manufacturing, personalization, fulfillment and distribution. PCH LimeLab network includes over 1,000 suppliers.

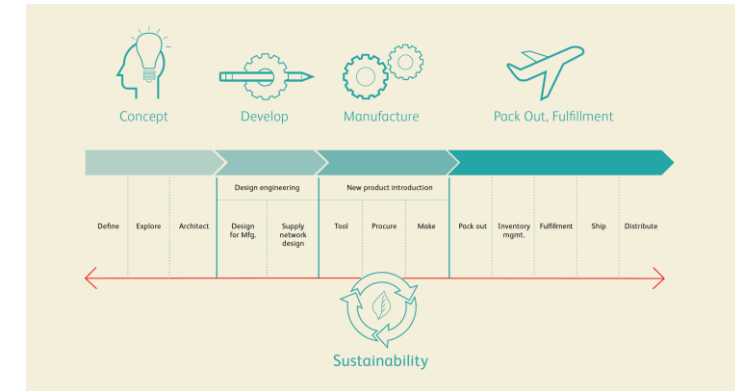
The customers include both Fortune 500 companies and startups and come from diverse sectors including consumer electronics, consumer health/wellness, fashion, beauty, entertainment, transportation and more.

Agenda:

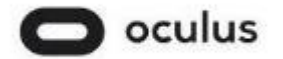
- Company overview
- Hub tour
- Final round table and Q&A session

SITE VISIT GOAL:

During the visit, participants will learn how to develop custom product solution, from product concept to design engineering, manufacturing, personalization, inventory management and distribution.



Site Visit: Facebook Technologies, LLC (formerly known as Oculus VR, LLC)



Specializing in virtual reality hardware and software. It was purchased by Mark Zuckerberg, CEO of Facebook.

The revolutionary product is the Oculus Rift, a virtual reality visor that can be worn on the face. In 2015 Oculus VR acquired a British startup focused on 3D reconstructions and Mixed Reality and allowed it to start developing products implementing the concept of telepresence.

Agenda:

- Company presentation
- Presentation of virtual reality hardware and software products
- Summary and Q & A session

SITE VISIT GOALS:

Having a full understanding and experiencing first hand virtual reality application in manufacturing field



Tesla Gigafactory

The Tesla Gigafactory 1 is a lithium-ion battery and electric vehicle subassembly factory. Tesla's mission is to accelerate the world's transition to sustainable energy through increasingly affordable electric vehicles and energy products. To ramp production to 500,000 cars per year, Tesla alone will require today's entire worldwide supply of lithium-ion batteries. Tesla broke ground on the Gigafactory in June 2014 outside Sparks, Nevada. The name Gigafactory comes from the word 'Giga,' the unit of measurement representing "billions. Gigafactory 1 is aligned on true north, which was done so that the equipment can be mapped by GPS and solar panels on the roof can be accurately aligned. Also the factory has been designed to be entirely energy self-reliant. Tesla intends to power the structure through a combination of on-site solar, wind and geo-thermal sources. The building will have the largest footprint in the world and second largest volume when completed.

Agenda:

- Company overview
- Plant tour
- Final round table and Q&A session

SITE VISIT GOAL:

During the tour, participants will appreciate Digital Manufacturing solutions implementation in the plant.



Final roundtable – Facilitator: Chris Burry



Chris Burry is a serial entrepreneur with over 30 years' experience as an entrepreneur.

Chris started and sold his first company while in college. Since then, he has been involved in founding eight more startups. One was sold to Electronic Data Systems in the early 1990's.

Another, Avanade, was founded in late 1999. When Chris left in 2009, the company had reached \$1B USD in revenue with operations in almost 30 countries. In addition

Chris is a UC Berkeley SCET Global Ambassador, UC Berkeley Sutardja Center for Entrepreneurship and Technology Industry and a partner in a venture capital firm.



Grazie