



Silicon Valley | Study Tour 2024
4 – 8 March 2024

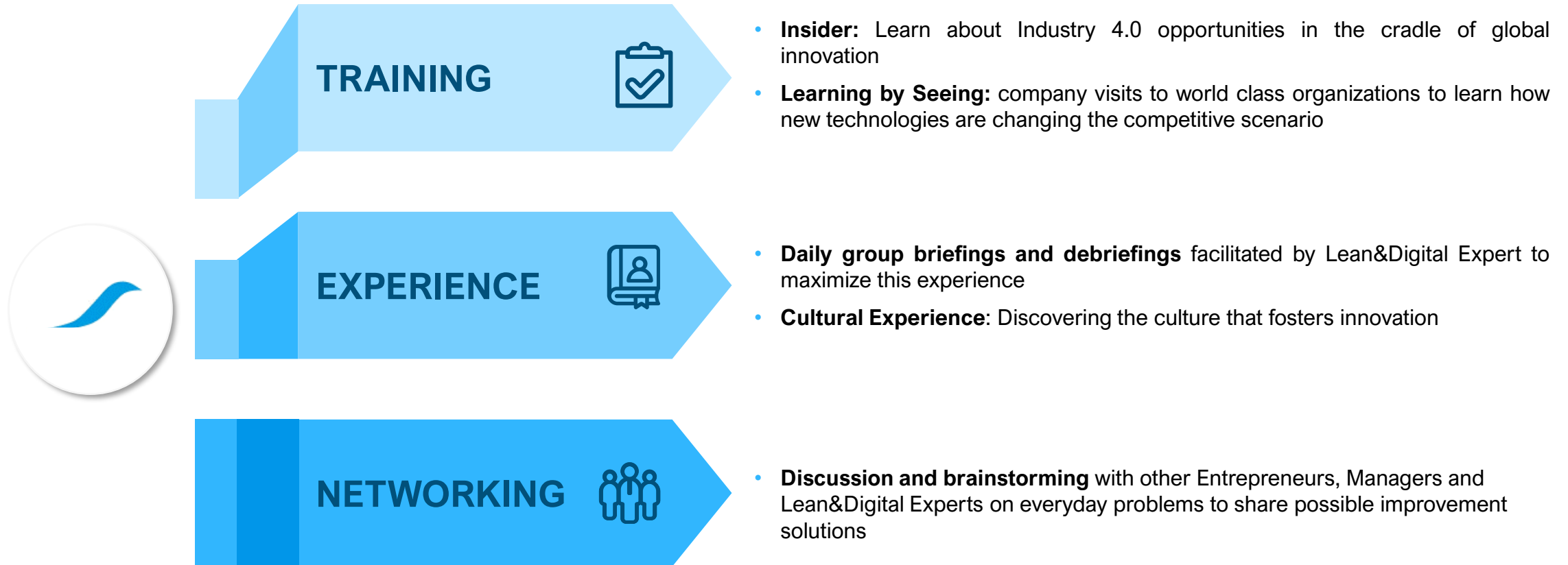
SILICON VALLEY STUDY TOUR

This **STUDY TOUR** in the Silicon Valley is a deeply immersive training experience to dive into Digital Transformation and Innovation in the industrial industry thanks to exclusive visits to Industry 4.0 manufacturing plants such as **Hyundai Cradle Applied Materials** and **Tesla Gigafactory**, but also **Executive Workshops** at the **University of Berkeley** and **Roundtables** with Startups and organizations focusing on emerging technologies.

Study Tour goals:

- ❑ Acquiring a field-based view on Industry 4.0 present and future state on technological applications already changing existing business models
- ❑ Experiencing in the field Best Practices in the introduction and implementation of Digital solutions in manufacturing and product development areas
- ❑ Gaining insights on the impacts of Digital Transformation processes are having on organizations and people

The Tour Added Value



Draft Agenda*

Domenica 3 Marzo	Lunedì 4 Marzo 2024	Martedì 5 Marzo 2024	Mercoledì 6 Marzo 2024	Giovedì 7 Marzo 2024	Venerdì 8 Marzo 2024
<ul style="list-style-type: none"> • Hotel Club Donatello • Free Time • Tour Orientation e Welcome Dinner 	<ul style="list-style-type: none"> • Welcome & Program Introduction Chris Burry • Roundtable Overview on FutureTech & AI Amy Peck, CEO, Endeavor XR • Lunch • Site Visit: Applied Materials • Site Visit: Booz Allen or Google • Debriefing & Key Takeaways • Free Time 	<ul style="list-style-type: none"> • Tour of UC Berkeley Campus & Introduction to Corporate Innovation Chris Burry, Global Ambassador • Lunch • UC Berkeley Workshop on Open Innovation Ken Singer, Managing Director • Debriefing & Key Takeaways • Free Time 	<ul style="list-style-type: none"> • Site Visit: Meta (Facebook) or Walmart 3D • Lunch • Site Visit: Hyundai Cradle • Site Visit: Open AI • Debriefing & Key Takeaways • Free Time 	<ul style="list-style-type: none"> • Site Visit: Circuit Launch Oakland • Lunch Break • Transfer to Reno Nevada 	<ul style="list-style-type: none"> • Site Visit: Tesla Megafactory • Lunch Break • Presentation and visit at University of Nevada Ozmen Center for Entrepreneurship - Drones & Aerospace Manufacturing • Debriefing & Key Takeaways • Transfer to Reno Airport • Arrival in San Francisco

*Il programma puo' subire variazioni fino a 10 giorni prima del viaggio

Roundtable | Overview on FutureTech & AI

Key Note Speaker



Amy Peck
CEO, | Endeavor XR

She is a global leader in XR. She has gathered the top talent in the industry to bring focused expertise to XR projects.

She has over 20 years experience in enterprise strategy, immersive and emerging technology, and commercial production. She has held executive roles at HTC Vive, JP Morgan Chase, Living Social, Polygram Records and Orbit Productions.

She has been appointed as a Lead Advisor in Tech, AI & New Media for the Royal Commission of Riyadh City and named one of the Top 100 Women of the Future.

Amy is an angel investor, sits on several Advisory Boards and is a Venture Partner in the Capital Region XR Accelerator and a European XR Fund.

UNIVERSITY OF CALIFORNIA BERKELEY

Berkeley University is ranked among the most awarded universities. 94 Berkeley professors have won a Nobel Prize. In addition, over the years, 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 organizations for the manufacturing industry.

Key concepts explored in the workshop include:

- A framework for Open Innovation;
- Cumulative Learning
- University of Berkeley Innovation Collider: an experience of how Open Innovation can be implemented in organizations
- Innovation Mindset: how organizations can look at advanced product development and R&D and how it affects the future of corporate incubation.

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



Workshop | OPEN INNOVATION INTENSIVE



Key Note Speakers



Chris Burry,
Global Ambassador | UC Berkeley Sutardja Center for Entrepreneurship

He 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.



Ken Singer
Managing Director | Sutardja Center for Entrepreneurship and Technology, UC Berkeley

Board Member | European Innovation Academy, a premier summer innovation bootcamp for entrepreneurs and corporate innovators

He the co-author / co-developer of the Berkeley Method of Entrepreneurship. The Berkeley Method is used by universities in Chile, Mexico, France and China in addition to its use at UCB. Prior to returning to UC Berkeley (his alma mater), Ken was a successful entrepreneur with a focus on mobile solutions. He was the founder of AppCentral, the first enterprise app store. In addition to his work at UC Berkeley, Ken is a co-founder of Applied Innovation Institute. The Institute works with students and faculty from over 30 universities around the world to help prepare the next generation of entrepreneurs.

Open AI | Site Visit



OpenAI is an artificial intelligence research laboratory. The goal of the research is to promote and develop friendly artificial intelligence (friendly AI) so that humanity can benefit from it.

Founded on Dec. 10th, 2015, the organization aims to collaborate freely with other institutions and researchers by making its patents and research open to the public.

The founders (including Elon Musk and Sam Altman) were motivated in part by the existential risks posed by general artificial intelligence.

Among their products:

- **ChatGPT:** An artificial intelligence-based chatbot specializing in human-machine dialogue;
- **DALL-E** : An AI system that generates images through textual description.

Visit Goal:

- Deepen the potential of AI and its possible uses.



Applied Materials | Site Visit



World leader in engineering solutions for materials used to produce chips and displays.

Innovation is the DNA of this company to be able to always provide the best chips for the age of artificial intelligence.

The production facility is world class and includes manufacturing, assembly, test and shipping.

Visit Goals:

- Learn about semiconductor manufacturing;
- Delve into Best Practices in new product introduction in collaboration with product, engineering and manufacturing teams.

Program:

- Introduction to the company and the semiconductor industry;
- Innovation & Operational Excellence in action: production line;
- Summary and Q&A session.



Hyundai Cradle | Site Visit



Hyundai Motor Company is striving to ensure freedom of movement for all by investing in mobility services and expanding their role beyond the automotive transportation sector.

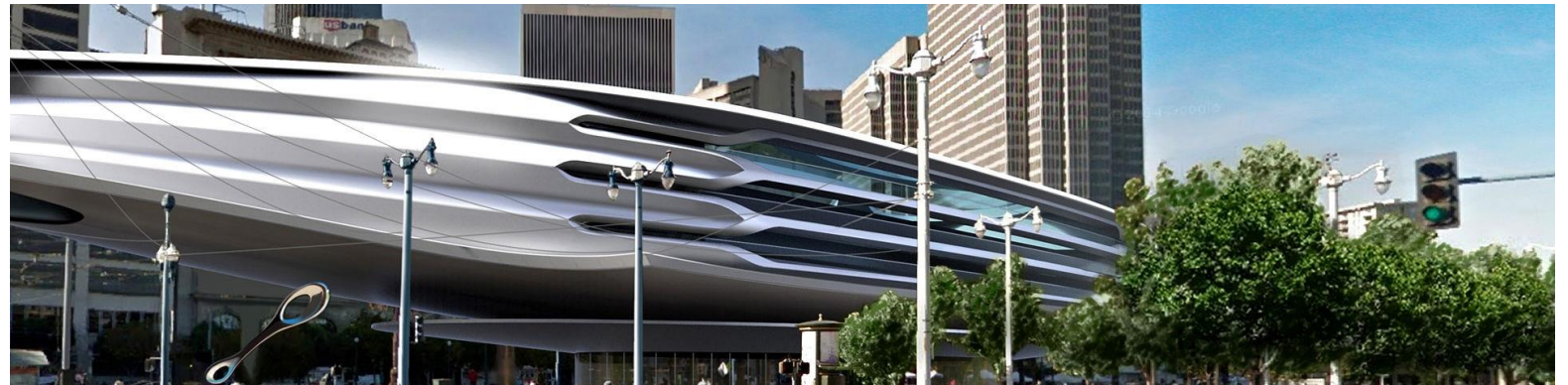
In the heart of Silicon Valley, an area conducive to innovation, Hyundai has one of its Cradles: the Center for Robotic-augmented Design in Living Experiences to expand into new and adjacent markets to enhance transportation on and off the road, such as autonomous driving, artificial intelligence, smart cities, new materials, robotics, and the development of the most efficient sources of green energy.

Visit goal:

- Appreciate live innovation and business model change solutions

Program:

- Company presentation;
- How to innovate in a mature industry;
- Summary and Q&A session.



Factory Tour | Tesla Gigafactory

Tesla opened the Gigafactory in June 2014. The name Gigafactory comes from the word "Giga," the unit of measurement that represents "billion." Construction of the Gigafactory is proceeding in phases to allow Tesla to immediately start production within the already completed sections and then continue to expand. Today, it is one of the world's highest-volume production facilities for electric motors, energy storage products, batteries and vehicle powertrains, where billions of cells are manufactured annually.

Visit goal:

Appreciate live concrete Digital Manufacturing solutions along the vertical integration dimension in the plant or to the end user.

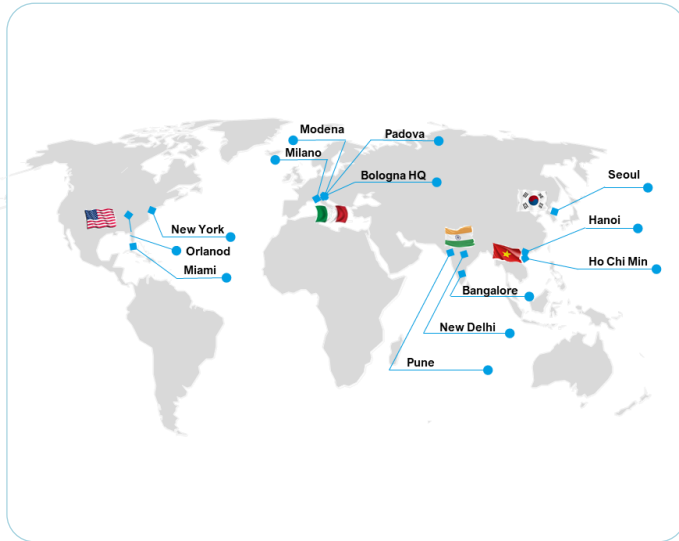
Program:

- Company presentation;
- Digital Manufacturing in action: production line;
- Summary and Q&A session.



Why us?

Bonfiglioli Consulting | Octagona



- Strong analytical skills reinforced by rigorous execution
- In-depth knowledge of business areas and industries
- Pragmatism and result orientation
- Direct presence abroad

Our Service Offering:

Operational Excellence

Achieving excellence in operational processes

Digital^x

Transforming processes and qualifying decisions

International Business

A development journey for companies to pursue new business opportunities at global level

Value Generation

Defining and leading transformation processes

Organization & Training

Triggering organization change

Supply Chain Management

Optimizing and enhancing material and service procurement

Offices



(Bologna, Milano, Modena, Padova)

Miami | New York | Orlando | New Delhi | Bangalore | Pune | Ho Chi Min City | Hanoi | Seoul

13

Consultants



100

Turnover (M €)



10



Thank you

