How to Launch a Startup in Silicon Valley: Practical Step-By-Step Guide

Abstract

This tutorial aims to help entrepreneurs who plan to establish a new startup in Silicon Valley or to move there an already existing company. The tutorial will cover a wide range of practical questions: starting from how to find/rent an apartment and how to incorporate the company; and finishing with how to close an investment round.

The program will mostly focus on the seed and early growth stages of a startup. The tutorial will cover all the essential elements of business development and money raising processes, with a special attention on practical details important for entrepreneurs who relocated to California from abroad.

After attending a tutorial, a participant will have hands-on answers to the following questions:

1. How do I relocate to Silicon Valley? Travel, visa, apartment, car, food, etc.;
2. What is the business-culture in Silicon Valley? Dress-code, introductions, meetings, language, etc.
3. How do I incorporate a company? DE vs. CA vs. other states, type of business entity, subsidiaries in other countries, shareholder agreement, etc.;
4. How do I get the basic services for my company: office, bank, telco, biz-cards, accounting; corporate, IP and immigration attorneys; etc.
5. What advanced services might I need: tutors, consultants, advisors; incubators, accelerators, trainings; etc.
6. How do I compensate the core team: stock, stock options, vesting, etc.;
7. What should be an initial roadmap for my business: market, team, product, traction;
8. How do I build a business-model: value proposition, customer segments and relationships, channels, revenue streams and costs, key activities, resources and partnerships;
9. How do I launch my product: events, traditional media, social media;
10. How do I create a set of documents for raising an investment: elevator pitch, executive summary, slide-deck, financial model;
11. How do I find and approach investors: advisors, events, communities, online resources;
12. What should I do once I found an investor: equity vs. bridge loan, term-sheets, due diligence, closing the deal.

The tutorial can be delivered in half-day or full-day formats, either in English or Russian.

About Vald Pavlov

Vlad Pavlov is the founder and CEO of rollApp Inc., which is his third startup.

Vlad is a global high-tech executive who has served on CxO/Director positions for a wide range of companies from seed-stage startups to Intel and Microsoft, in Poland, Russia, Ukraine and the US. His experience includes managing market-leading products ranging from browser plug-ins to compilers and FDA-approved clinical information systems. A frequent speaker at scientific and industrial conferences, he has authored major publications on computer science and software engineering (in 2006 was included into ACM Top-10 list). Vlad is a Senior IEEE member, founder and ex-Chairman of the Ukrainian ACM Chapter, Chair-Emeritus at CEE-SECR, his biography is published in Marquis' Who's Who in the World.