

TAKE YOUR VENTURE TO THE NEXT LEVEL

STANFORD
BUSINESS | GRADUATE
SCHOOL OF

Go-to-Market





WHAT IS STANFORD GO-TO-MARKET?

In this intensive six-day hands-on program, participants will learn how to refine their business plan and develop a successful go to market strategy. Stanford Go-to-Market is taught by the same renowned Stanford Graduate School of Business (GSB) faculty who teach in the MBA program. The program includes lectures, group discussions, panels, and guest speakers. Participants also get feedback on their business pitch from a panel of venture capitalists, business leaders and entrepreneurs. Upon completion of the program, participants will receive a certificate from Stanford GSB.



FACULTY DIRECTOR: BABA SHIV



[Watch Video Lecture Here](https://www.stanfordgtm.com)
[STANFORDGTM.COM](https://www.stanfordgtm.com)

- Sanwa Bank, Limited, Professor of Marketing at Stanford GSB
- Neuroeconomics research expertise on the study and practice of innovation and entrepreneurial leadership
- Award-winning faculty member including the William O'Dell award for an article that made the most significant, long-term contribution to marketing theory and practice
- Featured in a variety of media outlets including CNN, Fox Business, Financial Times, The New York Times, Wall Street Journal, and NPR

WHO SHOULD ATTEND STANFORD GO-TO-MARKET?

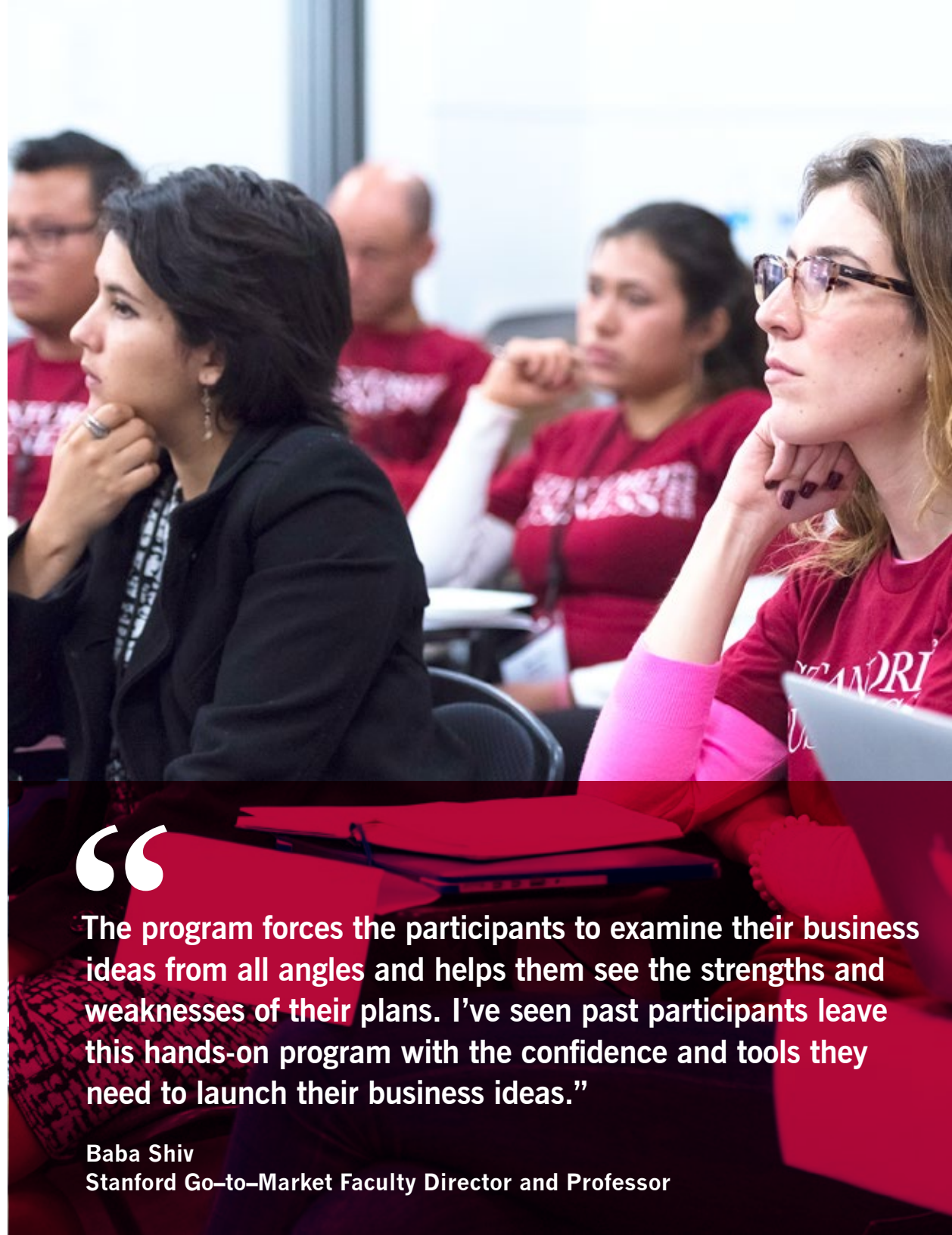
- Designed for entrepreneurs, innovators, scientists, engineers and students with validated business ideas
- Applicable to both entrepreneurs who are starting a new venture, or who are in early stages of a recently launched venture
- Participants are selected based on the high potential for success of both the individual entrepreneur and their idea



WHAT DO PARTICIPANTS LEARN?

Leveraging Stanford's deep connection to Silicon Valley, Stanford Go-to-Market exposes participants to cutting edge research and frameworks in the areas of:

- Business Models
- Accounting
- Finance
- Pricing
- Strategy
- Marketing
- Team Building
- Investor Pitching



“

The program forces the participants to examine their business ideas from all angles and helps them see the strengths and weaknesses of their plans. I've seen past participants leave this hands-on program with the confidence and tools they need to launch their business ideas.”

Baba Shiv
Stanford Go-to-Market Faculty Director and Professor



PAST PARTICIPANT SPOTLIGHT

ADRIAN MURILLO
GO-TO-MARKET 2016
CO-FOUNDER & CEO OF DREAM IN MEXICO

ENTREPRENEURIAL IDEA

Dream In Mexico is a non-profit organization that builds technology to empower and connect immigrant youth with educational and employment opportunities in their country of origin.

GO-TO-MARKET FIT

I chose to participate in the Stanford Go-to-Market Mexico City program because of the University's world-class prestige in innovation and entrepreneurship. I was convinced that I could validate the business model of my organization.

PROGRAM IMPACT

I definitely can say the program contributed a lot in terms of how Dream In Mexico went from being a very traditional organization to becoming a more innovative one. Dream In Mexico is no longer an organization that only uses technology to further its mission: we build it.

RETURN ON INVESTMENT

I'm working on applying everything I learned in the Go-to-Market program to my organization. The goal is to have Dream In Mexico be the role model for other nonprofits that are looking to innovate and build technology to further their own missions. Overall, all of my expectations were exceeded, the Stanford Go-to-Market program is worth every dime!

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The difference between my organization before and my organization after the program is staggering.”





PAST PARTICIPANT SPOTLIGHT

JENNIFER REYNA PORTUGAL
GO-TO-MARKET 2016
CEO OF GASZEN

ENTREPRENEURIAL IDEA

Gaszen is a platform for propane stationary tanks that connects end users with gas suppliers through a smart monitoring device, resulting in a more efficient gas delivery system.

GO-TO-MARKET PROGRAM FIT

We were just going to launch our first product to the market and it was imperative to have a well thought out strategy that allowed us to achieve our goals concerning growth.

PROGRAM IMPACT

We were precisely six months prior to our product launch. The program helped us enormously to build the right strategy regarding how to build all the attributes our clients wanted in our platform, and how best to communicate that to them. Also, Go-to-Market helped us create a product development roadmap that added the most valuable features for our clients.

RETURN ON INVESTMENT

From our packaging and pricing, to our marketing communication strategy, we have applied many of the concepts that I learned in this program. Without a doubt it was completely worth it.

“

I developed this incredible mindset regarding how to solve problems and make things possible. That was the most compelling takeaway for me!”



ABOUT GTM IN MEXICO CITY

- Mexico is an innovation hub for Latin America
- Mexico City offers an active and engaged Stanford alumni base that participate in the Go-to-Market program as panelists, guest speakers, and pitch judges
- Leading Mexican executives, entrepreneurs, and investors also provide practical feedback on business plans, and serve as speakers and panelists
- The curriculum has been specially adapted for the Mexican market
- Top Stanford GSB professors teach in the classroom, and learning is augmented with live two-way video direct from Stanford

STANFORD GO-TO-MARKET IN MEXICO





WHAT DO PAST PARTICIPANTS SAY?

“ The Go-to-Market program went **beyond my expectations**. Every class was like a shot of adrenaline.”

ADINA CHELMINSKY, FOUNDER OF WITZ
STANFORD GO-TO-MARKET 2015

“ Beyond the extraordinary professors and the possibility to **exchange ideas, experiences and pitches with other entrepreneurs**, this represented a very good opportunity to learn about this ecosystem and build a good strategy.”

ANA PEREYRA, CEO AND COFOUNDER OF YAAY MEXICO
STANFORD GO-TO-MARKET 2016

“ A unique, intensive experience, the Go-to-Market program is the **ultimate boost for entrepreneurs**. Whether your venture is in a developing stage or scaling-up, the tools acquired will help you strengthen your path to become a successful founder and leader.”

JOSÉ ENRIQUE GUZMÁN, CEO OF PINCHEF
STANFORD GO-TO-MARKET 2016

“ The highly intensive week allowed me to build a solid network and **bond with smart and passionate entrepreneurs** from all over Latin America.”

JUAN ESTEBAN MOCTEZUMA, COFOUNDER OF REINA MADRE
STANFORD GO-TO-MARKET 2015



PROGRAM DETAILS

SELECTIVE PROGRAM

Cohort size is capped at 40–50 for meaningful group interaction

APPLICATION DEADLINE

February 16, 2018

INTERVIEWS

Interviews held via video conference

SCHEDULE

Only once per year: next program is May 20–25, 2018

TUITION: \$5,500 USD

After submitting their applications, participants are welcome to apply for a range of partial tuition scholarships.

- We expect to award scholarships, of varying amounts, to the majority of participants, based on merit and financial need. Typically, most scholarships will cover 25% of program expenses, yet a select few will receive up to \$4,500 in funding

INTENSIVE WEEK-LONG SCHEDULE

- Stanford Go-to-Market is an intensive six-day, full-time program
- Admitted applicants must be able to attend all sessions

COMPLETION

A certificate is awarded, subject to attendance standards and completion of program milestones; no grades or academic credit hours

APPLICATIONS AVAILABLE AT

STANFORDGTM.COM



APPLICATION PROCESS

REQUIREMENTS FOR A COMPLETE APPLICATION

- Online application, including resume and short essays

ELIGIBILITY

- Entrepreneurs, innovators, scientists, engineers, and students with validated business ideas
- Proficiency in written and spoken English required
- Bachelor's degree
- Business idea must be developed enough that it will be ready for market entry within two years including a working prototype. Third-party validation such as patents, awards, or commitments from investors or customers strengthen application

TIME COMMITMENT

- Admitted participants must be able to attend all sessions
- Stanford Go-to-Market requires approximately 50 classroom hours, and substantial pre-work before the program, plus individual work during the program

ANY QUESTIONS?

- Associate Director, Allison Vendt at avendt@stanford.edu

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