

2014

from VESUVIO
to SILICON VALLEY & back



Unite the Two bays

From Vesuvio to Silicon Valley and back

Mind the Bridge – Job Creator Tour @ Naples 2014

A Project and a Contest of Ideas



The contest of ideas From Vesuvio to Silicon Valley... and back, is a transnational endeavor that mires to connect our region to Silicon Valley with the intent of favoring the encounter between innovation projects and investors from the Regione Campania and Northern California.



We wish to leverage Napoli's position as one of Europe's leading cultural capitals, and the region's historical knack for technological innovation, to bring real change and a wealth of new economic opportunities to startupperes and corporate innovators working on the shores of both oceans.



To reach these goals From Vesuvio to Silicon Valley... and back will enroll the strategic help and support of Mind the Bridge Foundation, whose seminal work in the area of promotion of startups and innovation is recognized both as forward looking, and groundbreaking.



Luciano Serafini

Presidente Associazione SKILLPOINT

Paolo Pontoniere

Managing Director Campania Felix, LLC



From Vesuvio to Silicon Valley and back



"From Vesuvio to Silicon Valley and back" is a competition of ideas, winners receive a grant to attend MTB Foundation's Startup School program, a business specialization course held in San Francisco for a period of 3 weeks.

"From Vesuvio to Silicon Valley and back" is a major international event involving managers, entrepreneurs, professionals, talent scouts, journalists and leading names in the international business scene.

"From Vesuvio to Silicon Valley and back" is an aggregation of interests, an excellent opportunity for sponsors and participants to promote their corporate image and to establish contacts and international relationships.

The live webcast of the event, the intense public relation outreach and the attention of media add an international visibility to the event and to sponsor exposure.



Alberto
Onetti

Marco
Marinucci



Paolo
Pontoniere

Edoardo
Imperiale



Luciano
Serafini



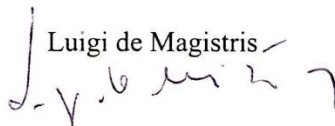
IL SINDACO DI NAPOLI

Desidero esprimere, a nome della Città di Napoli, il mio vivo apprezzamento per la realizzazione dell'accordo tra l'Associazione Skillpoint, Campania Innovazione, Campania Felix LLC e "Mind the Bridge Foundation" che si sottoscrive, qui, a S. Francisco.

In tal modo, è sancita un'importante e significativa collaborazione – sulla scia de "Unite the two Bays" - per l'implementazione di futuri e concreti eventi del progetto "dal Vesuvio alla Silicon Valley e.. ritorno" che avvicineranno i nostri territori - con uno sforzo di comune sinergia – a favore dei giovani e di attività legate a tematiche economiche e culturali.

Ringrazio, calorosamente, a tal proposito, sia il Consolato Generale d'Italia a S. Francisco sia l'Istituto Italiano di Cultura per la loro preziosa opera e, soprattutto, per il costante sostegno a questi progetti che bene si inquadrano nell'ambito dell'Anno della Cultura Italiana negli Stati Uniti d'America. La gratitudine anche a Campania Felix Llc per la sua instancabile attività e per aver creduto, in modo determinante, nella definitiva realizzazione di tutti i progetti

Il mio plauso, quindi, all'iniziativa che contribuirà, fortemente, allo sviluppo delle nostre rispettive comunità.

Luigi de Magistris


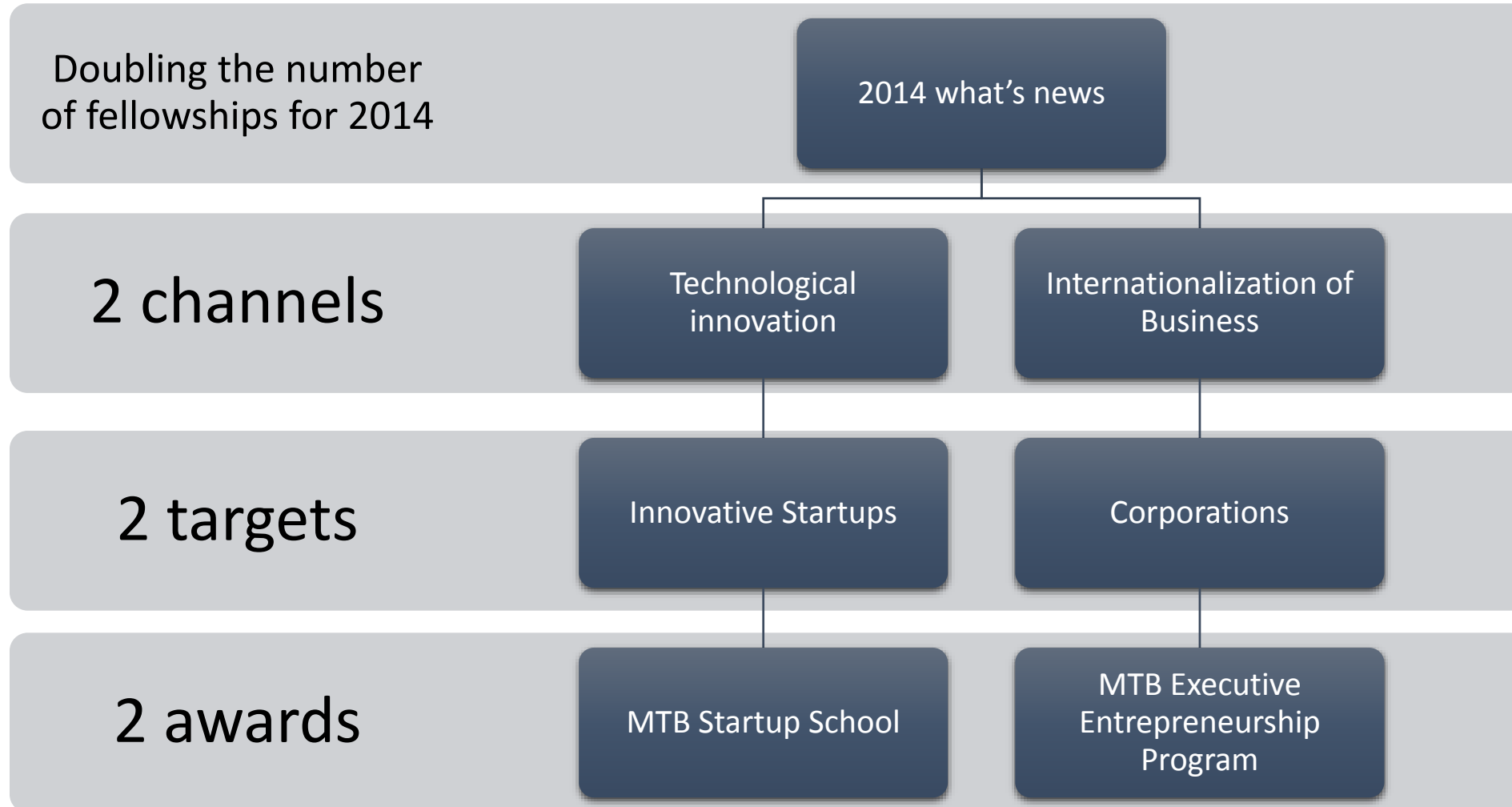
- Consolato Generale d'Italia a S. Francisco
- Istituto Italiano di Cultura a S. Francisco
- Associazione Skillpoint
- Campania Innovazione
- Campania Felix LLC
- Mind the Bridge Foundation



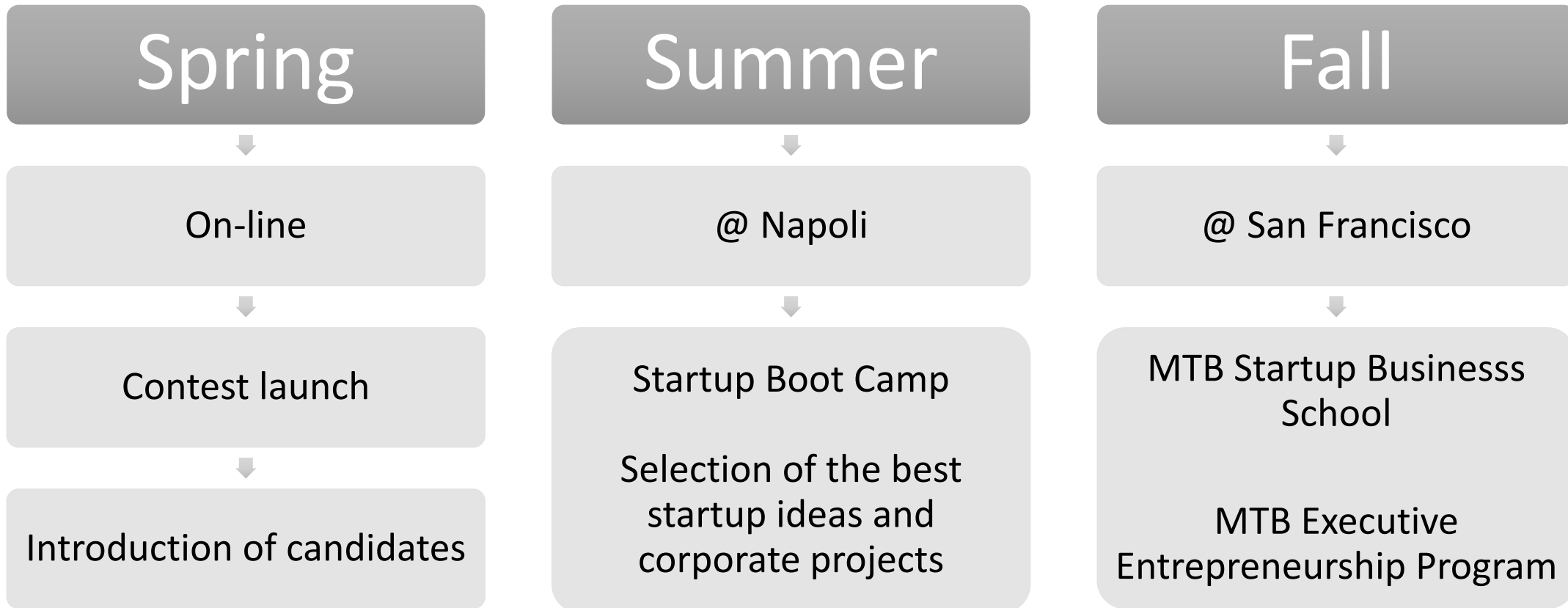
The 2013 edition



Future milestones



The initiative at a glance



The contest



“From Vesuvio to Silicon Valley...and back” promotes entrepreneurship and innovation thorough a contest of ideas and innovative corporate innovations that offer participants:



Growth opportunities

Meetings with managers of Silicon Valley companies and potential international investors

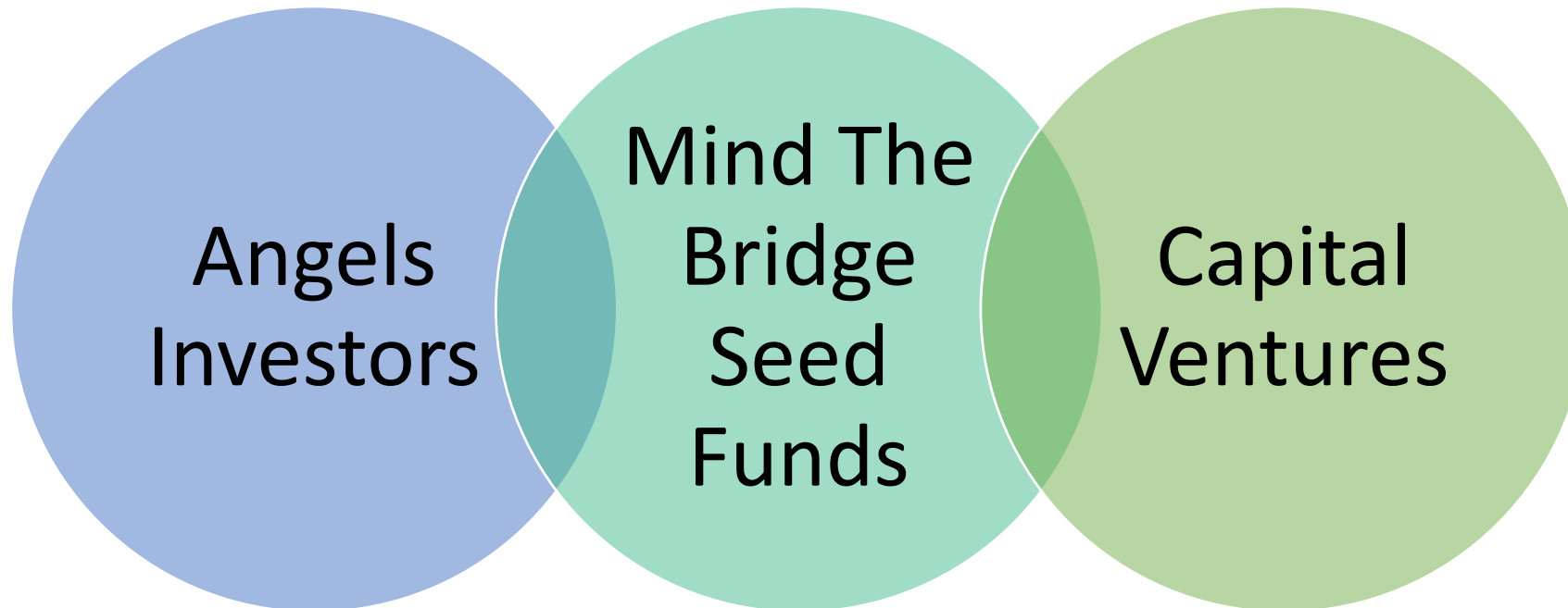
Opportunities for professional contacts

How it works



Contestants introduce their ideas, innovations and corporate projects via a business plan and a panel pitch.

The business plans/presentations selected will be brought to the attention of international investors.



The selection



Selected ideas and projects will be announced during MTB's Job Creator Tour, scheduled for the month of July in Naples.

This one day session will be conducted by Marco Marinucci and Alberto Onetti, respectively CEO and Chairman of Mind the Bridge Foundation, and will enjoy the participation of presenters and lecturers of national and international stature.

The selecting panel is composed by representatives of MtB, industry experts, international investment funds, and sponsors. The event, with a live webcasted, attracts international media coverage.

The prizes



3 weeks fellowship to study at
MTB Business School @ San Francisco

MTB Startup
Business School

MTB Executive
Entrepreneurship
Program

Objectives



To diffuse a new corporate culture studying the Silicon Valley's advanced ecosystem for innovation and entrepreneurship

To offer a unique learning occasion to leading entrepreneurs and startupper studying real success stories and meeting successful entrepreneurs

To allow the best ideas to emerge and interact with potential international investors

To allow winning teams to attend MTB' Startup School in San Francisco, to live Silicon Valley first hand, to accelerate their project, and to receive feedback to hone their idea and to optimize their presentation.

The Target



From Vesuvio to Silicon Valley and back is targeted to:

Youths with entrepreneurial spirit and **entrepreneurs** interested to develop and to present their own "**Business Idea**" internationally

Corporation intending to develop new business models/ideas or otherwise expand into new international markets

Investors, Venture Capitals, Angel Investors, Corporations
Seeking innovative ideas and smart investments

Emerging Brands
Seeking visibility internationally

Event web site

Further information can be found at:

www.unitethetwobays.org



Organizing secretary

Ass.Skillpoint

Promozione e sviluppo dell'I.&C.T.

www.skillpoint.it

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Media & PR

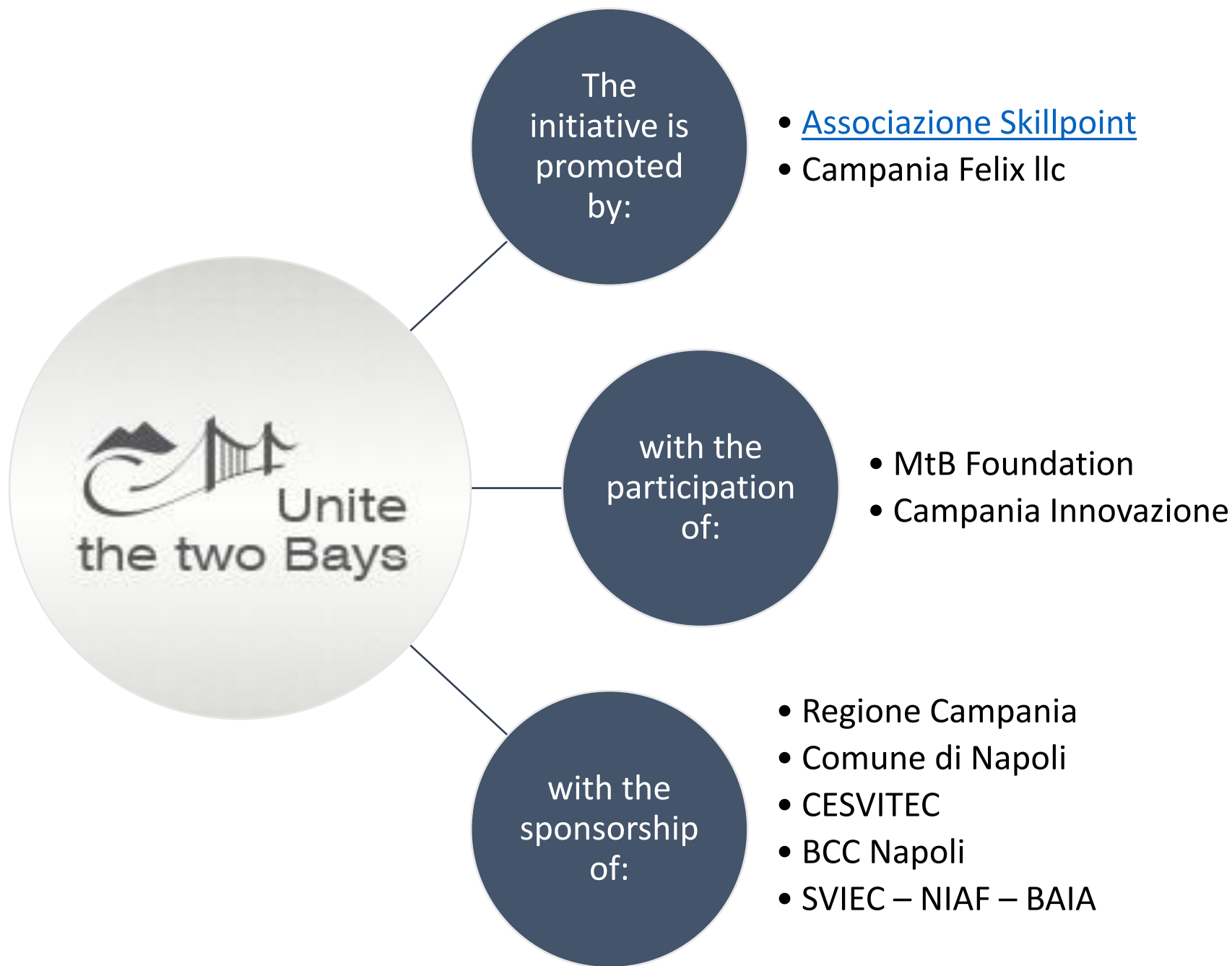
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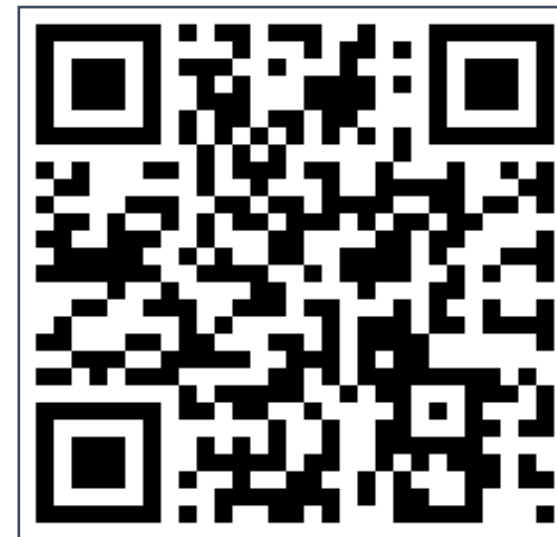
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www.unitethetwobays.org

campania
innovazione

Visualizza il video di MTB