



10 RULES

How to Move a Successful
Startup to Silicon Valley

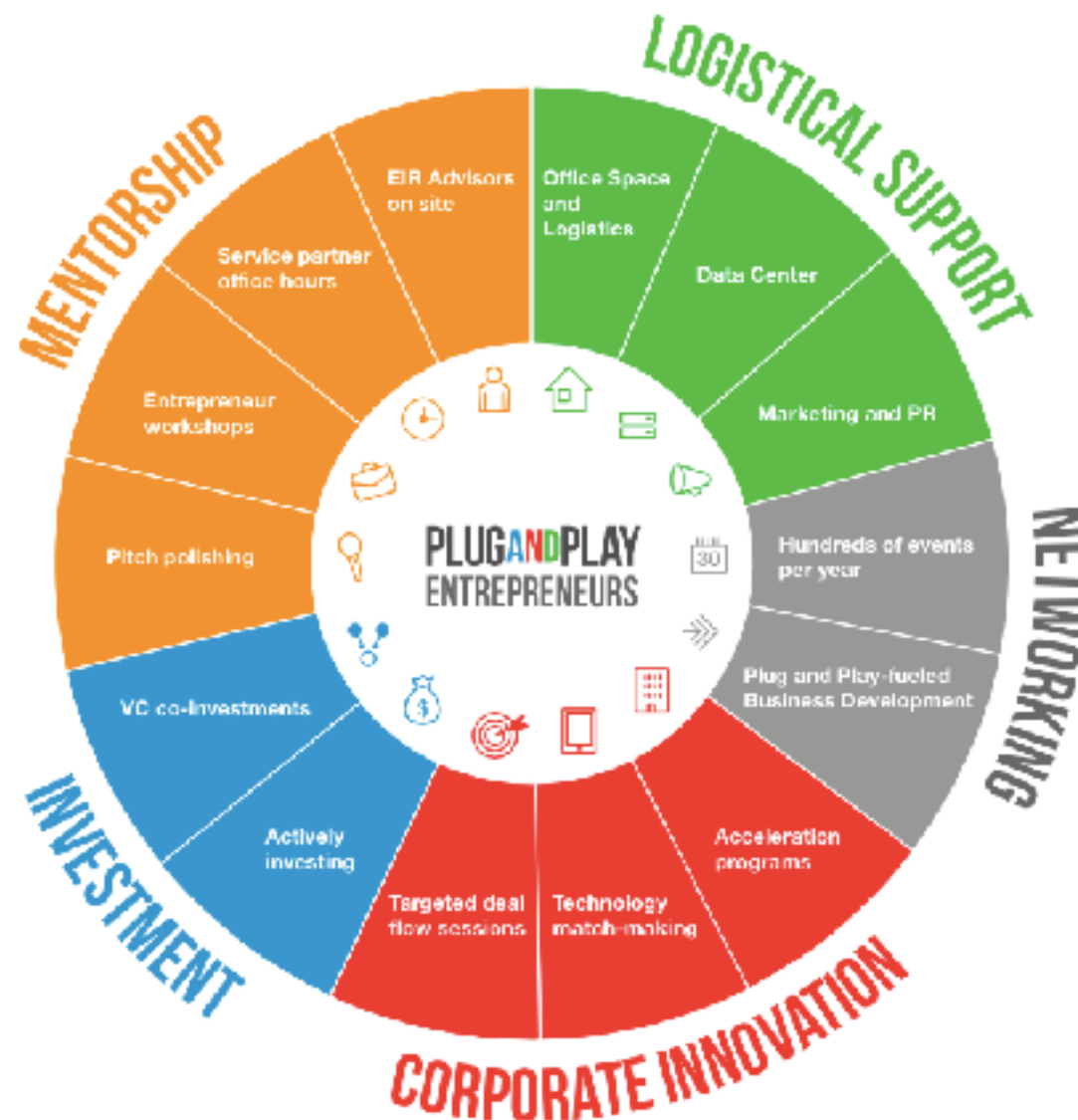
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Yael Oppenheimer



- BS in Business – ORT Univ. in Montevideo
- Business Manager for a Software Company
- Financial Mathematics Professor in ORT Univ.
- Director, International Operations @ Plug & Play

The all-in-one startup ecosystem



By the numbers

6,000+

Startups accelerated
since 2006

410+

Startups in
our HQ

10,000+

Startups reviewed
annually

550+

Startups invested

\$4.5bn

Raised by our startups
since 2006

350+

Corporate
partners

180+

VC
partners

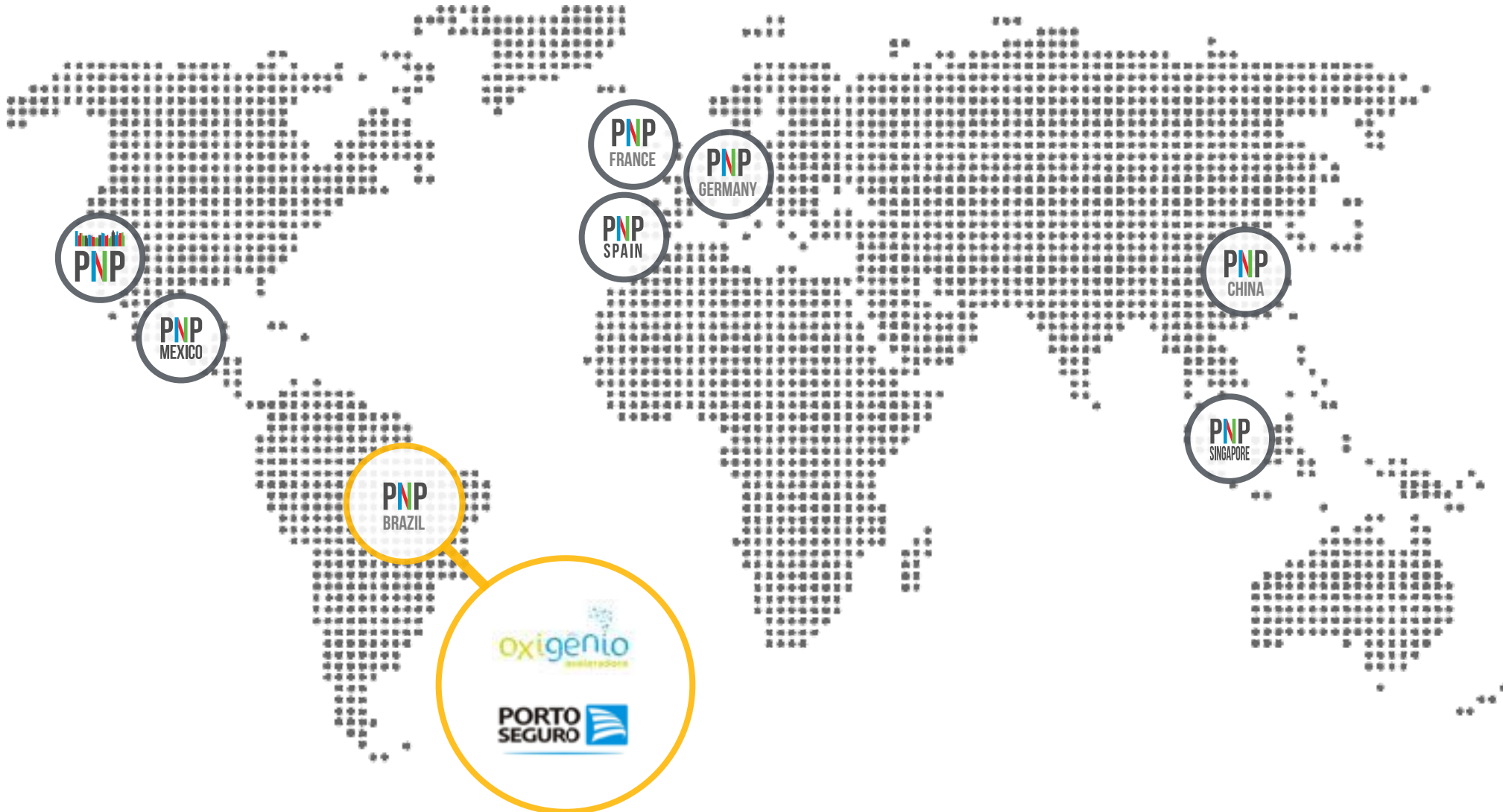
30+

International
partners

50+

University
partners

A global reach



Nader Fathi



- BS & MS & PhD work Electrical Engin – Univ Southern Calif.
- Worked in Large companies:
 - Xerox, Cadence and IKOS
- Cofounded SigmaQuest
 - Bought by Camstar & then Siemens
- P&P Executive-in-Residence (EIR)
- Cofounded Kiana Analytics

A blue-tinted background image showing three people in a meeting. A man with a beard is on the left, a woman with glasses is in the center, and another person is on the right. They are all looking towards the right side of the frame. The man is holding a pen and pointing at something off-camera. The woman is resting her chin on her hand. The person on the right is partially visible, looking towards the other two.

Why Silicon Valley?

Weather, Ecosystem & Culture

A woman with curly hair is wearing Google Glass. She is smiling and looking towards the right side of the frame. The background is a solid blue color.

You need to be
insanely passionate

Morphine vs. Vitamin



Feature, product,
company.



Customers, customers, customers.

“Nothing happens until someone sells something”
Thomas Watson, former CEO IBM

A man in a blue t-shirt and jeans stands on the right side of the frame, holding a microphone and gesturing with his left hand. He is addressing a group of people seated in the background. The entire scene is overlaid with a semi-transparent blue filter. The text "In Rome, dress like Romans." is centered in the middle of the image in a white, sans-serif font.

In Rome, dress
like Romans.



Find a Big Brother

A background image showing a person's hand typing on a laptop keyboard, with a blue overlay. The text "Do not hide behind technology" is centered in white.

Do not hide behind
technology

A background image showing two people, a woman in the foreground and a man in the background, working at a desk. The woman is wearing glasses and writing in a notebook. The man is also wearing glasses and looking at a device. The entire image is covered with a semi-transparent blue overlay.

Know your competition



Find coaches

Stay in the game

“Never, Never, Never give up”
Winston Churchill, 1941 Harrow School

A Startup is not a straight tunnel but a crazy rollercoaster inside a maze. There are many wrong paths! Be patience, ride the rollercoaster and have fun because you will make it!

Thank you!

