



Experience the Innovation
Silicon Valley Tours That Transform



The Pioneering Spirit

When it comes to innovation, there is a special kind of magic in Silicon Valley. The constant buzz of new ideas. Effective funding of pathfinding innovations. Start-ups in many markets. The birth of entirely new industries. While it may appear that it's all about creative new ideas, the success of Silicon Valley actually comes from a highly disciplined approach for taking ideas through a series of iterations all the way to market-changing implementation.

Over the past two decades EDG has built a powerful network among the players that make up the Valley's remarkable innovation ecosystem. EDG's Innovation *Tours That Transform™* were created to open this remarkable world to anyone who wants to learn from those who create it every day.

About Silicon Valley

- 41% of all US venture capital goes to Silicon Valley
- Home of tech icons like Apple, Google, Facebook, eBay, HP, Intel, CISCO, Oracle, PayPal, Square, and many more
- Home to 6000+ Startups
- 300+ Companies founded each year and financed at > \$2 Million each
- #1 generator of patents in the country: 1 of every 8 US registered patents originates in Silicon Valley
- 7% of Stanford students start a company from their dorm rooms

Google Map of Silicon Valley

Innovation Tour + Integration Workshop

We offer a mix of public and private tours, and arrange conversations with visionaries who share their approaches and outlooks. You will have access to behind the scenes views of innovation practices, and gain insights into critical developments just beyond the horizon of your existing strategic outlook.

The tours combine visits and conversations with interactive workshops to integrate your learning back into your own business planning.

Creating Your Own Innovation Blueprint

Each individual or team will create a unique Innovation Blueprint that captures your insights and plans for moving forward.

Topics include:

- Emerging trends impacting your industry
- Impact on your business model and innovation strategy
- Innovation best practices and tools
- Innovation architecture and funding
- The leader's role in innovation
- How to engage your innovators and key stakeholders.

You will leave with a roadmap in hand, enabling you to "take Silicon Valley home."

Types of Tours

We co-design all tours and workshops with you to ensure maximum impact and relevance for the areas most important to your business. Tours and integration sessions can be customized from one day to week-long events.

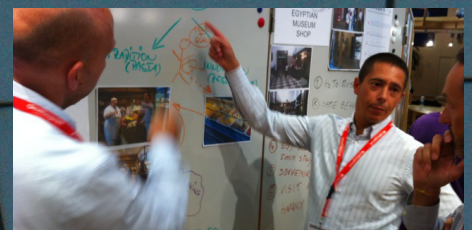
Tours can also be customized for specific industries (e.g., healthcare, telecom, media, food and beverage, retail, banking and finance, green building or product design, and more).

To choose the tour best for your group, contact:

tours@enterprisedevelop.com

The tour provided a tremendous boost to our business. It was the perfect mix of strategy, teamwork, and hands-on innovation practices.

Pat Younge,
President, Travel Channel Media





Your Tour Guide and Workshop Faculty

The Enterprise Development Group is an international consulting and training firm specializing in business strategy, innovation best practices, and leadership development for businesses facing market disruption and complex change.

Most people long to achieve something great. Our work is about proving that you can—when imagination and conviction meet bold strategy and disciplined implementation.

EDG is headquartered in Silicon Valley and works with innovation leaders around the world.

Tours That Transform™

EDG's Silicon Valley innovation tours and integration workshops are designed to change the way you see your industry, and to clarify how your people can work together to create the future.

EDG has been running tours for over 10 years.

Tour participants include:

Airbus, BBC, Danish Broadcasting, Hospital North Zealand - Denmark, ITRI - Taiwan, Johnson and Johnson, Mayo Clinic, Panera Bread, Philips, Stanford University, Swisscom, Swiss Post, Texas Health Resources, and Universal Music.

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