

Estrategia de Negocios e Innovación Digital

March, 19th – 24th

San Francisco & Silicon Valley

Sample Itinerary Created for University of Lima

Please note that the itinerary below features only a sample of potential contacts and companies for your program. We will work diligently to match the quality of the business meetings presented here, but be aware that these companies are subject to executive availability which will be defined according to each company's schedule. We cannot guarantee availability of the specific names of companies on this Itinerary but rather only the industry or themes listed. Therefore, this is NOT a confirmation of the included companies availability but only a sampling of suggested alternatives.

Sunday, March 19 *San Francisco, California*

meals included: Welcome Cocktail Reception

[a.m.]

[p.m.] One group Bus Transfer from Airport provided

Guaranteed Check in at 3:00 P.M.

Three Star Hotel:

Holiday Inn San Francisco

Orientation meeting on Bus

- *Itinerary*
- *Safety*
- *Q & A*

Bus and walking tour of San Francisco

- *Golden Gate Bridge*
- *Pier 39*
- *Union Square*
- *Mission District*
- *Lombard Street*
- *Chinatown*

Welcome Cocktail Reception

Monday, March 20 Silicon Valley, California

meals included: Breakfast

[a.m.] Breakfast

Group bus Transport to University for Seminar Activity

Morning of University Seminars at San Francisco University: 9-11

Possible topics (I.e.: Business strategies, Economic overview, Marketing specifics, Entrepreneurship, Finance management, Doing Business in the United States, Innovation, entrepreneurship, big data, new business models; Business Ethics, Corporate Communications: Creating a culture of innovation, Executive/Systems thinking, Communication that motivates, Negotiation in practice, Leading effectively and flexibly across cultures.

One Coffee Break

[p.m.] GooglePlex

Visit this well-known global headquarters where from writing code to supporting clients of every size, the heart of everything that is done at Google can be found there. Speak with people about how they design products that are changing the ways people find information, do business, communicate and learn.

Or

Envestnet

Visit Envestnet who is a leading provider of integrated portfolio, practice management, and reporting solutions to financial advisors and institutions. Meet with upper management level to talk about how their open architecture platform encompasses a broad range of institutional-quality research, investment products, and advisory resources.

Tuesday, March 21 San Francisco, California

meals included: Breakfast

[a.m.] Breakfast at the hotel

Renaissance Entrepreneurship Center

Meeting with NGO that provides small business training, incubation and resources to companies in the San Francisco bay area. Since 1985 they have been supporting local businesses, particularly those from the minority sectors. The mission of Renaissance Entrepreneurship Center is to empower and increase the entrepreneurial capacities of socially and economically diverse women and men, and thereby

[p.m.] Innovation Hangar

Tour of unique social innovation space that facilitates connections, ideas and investments. The "iHanger" celebrates the innovative spirit that defines the Bay Area.

Ideo

Discussion with design and innovation firm that works with numerous companies across San Francisco and Silicon Valley

IDEO (pronounced "eye-dee-oh") is an award-winning global design firm that takes

strengthen the communities through the creation of sustainable new businesses, new jobs, and the promotion of financial self-sufficiency.

a human-centered, design-based approach to helping organizations in the public and private sectors innovate and grow.

Wednesday, March 22 Silicon Valley, California

*meals included: **Breakfast***

[a.m.] Breakfast at the hotel

Group bus transport to Silicon Valley

Stanford Campus Tour

Visit to Stanford Campus for a local group tour. Group tour includes:

- The Main Quad
- Memorial Church
- White Plaza

[p.m.] Angel Pad

Visit this Incubator company AngelPad who is a seed-stage accelerator program based in NYC and San Francisco. Speak with team members how in the past 5 years they have launched more than 130 companies in 10 cohorts.

SAP Design and Co-Innovation Center

Visit to design and co-innovation center, introduction to design thinking. Learn about SAP's Design & Co-Innovation and strategic design projects through Co-Innovation and Design Thinking. Meet and speak with a team member including designers, design strategists, software architects, and program managers.

Group bus transport back to San Francisco

Thursday, March 23 San Francisco, California

*meals included: **Breakfast***

[a.m.] Breakfast at the hotel

Facebook

Visit this 9 acre 430,000 square-foot space that fits 2,800 employees and speak with members of the Facebook community that work in the building called MPK20 (for Menlo Park Campus building 20) in a space that's eco-friendly and reflects

[p.m.] Yahoo

Presentation by leading technology company, one of the original members of Silicon Valley/San Francisco business environment. Yahoo is known for its Web portal and search engine.

Farewell Dinner

*Facebook's mission to connect people.
Learn about how the environment allows
people to collaborate and innovate
together.*

Or

Nasdaq Entrepreneurial Center

*Visit this 13,000 square-foot, ultra-modern
facility in San Francisco's South Financial
District. Established by the Nasdaq
Educational Foundation as a non-profit
organization, have the opportunity to
speak with entrepreneurs from all
industries to learn how to build and run
successful businesses, and connect with an
established global ecosystem of industry
experts, mentors and resources.*

Friday, March 24 San Francisco, California

meals included: Breakfast + Farewell Dinner

[a.m.] Breakfast at the hotel

Salesforce

*Visit this cloud computing company
headquartered in San Francisco,
California, and talk to senior management
level about how although its revenue
comes from a customer relationship
management (CRM) product, Salesforce
also tries capitalizing on commercial
applications of social networking through
acquisition. Learn more about how as of
2015, it is one of the most highly valued
American cloud computing companies
with a market capitalization of \$50 billion.*

[p.m.] AirBnb

*Visit this company founded in August 2008
and headquartered in San Francisco
(California) and learn about how Airbnb is
a community marketplace built on trust in
which people post, discover and book
unique accommodations around the world.
Speak with executives about how Airbnb
offers its users unique experiences for all
budgets in more than 34,000 cities and 190
countries.*

-OPTIONAL- Saturday, March 25 San Francisco, California

[a.m.] Breakfast at the hotel

Optional Activities (Cost Covered by Students)

Visit to Alcatraz Island

(Optional Activity Cost Covered by Students)

Alcatraz Island was once home to some of America's most notorious criminals. The federal penitentiary that operated here from 1934 to 1963 brought a dark mystique to the Rock. To this day, Alcatraz is best known as one of the world's most legendary prisons.

Currently, Alcatraz is now home to rare flowers and plants, marine wildlife, and thousands of roosting and nesting sea birds.

Or

Expand your mind at the Exploratorium (Optional Activity Cost Covered by Students)

Create holes in the time-space continuum, make a human tornado, capture your face in a drop of water, challenge your brain's

Covering the length of three football fields along the Embarcadero waterfront, this fascinating hands-on museum features more than 600 exhibits that challenge the principles of physics and human observation

[p.m.] Optional Activities (Cost Covered by Students)

Morning or Afternoon Visit to Golden Gate National Recreation Area

The park chronicles 200 years of history, from Native American culture, Spanish Empire frontier, California Gold Rush, evolution of American coastal fortifications, and growth of urban San Francisco; comprising of 19 separate ecosystems & home to 1,273 plant/animal species.

Plethora of activities for a couple of hours including:

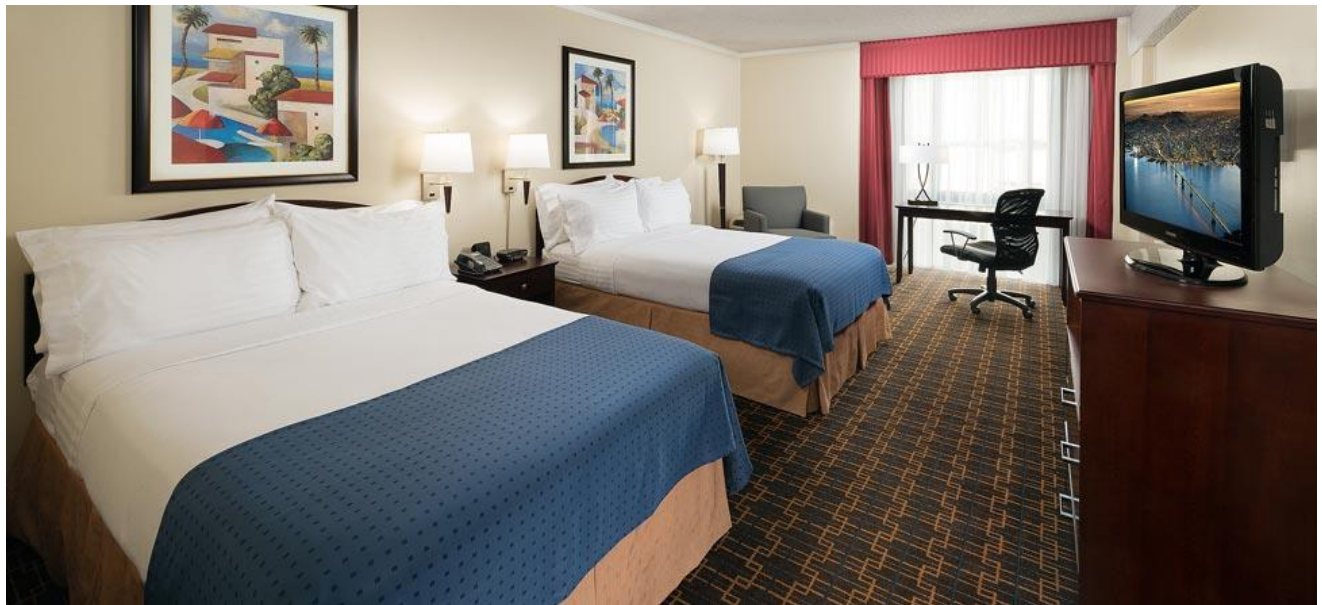
- *Scan the sky for migratory birds of prey(raptors) soaring above Marin Headlands on Hawk Hill (in Fall)*
- *Touch the historic 16-inch gun at Battery Townsley in Marin Headlands*
- *Play with interactive exhibits at the Golden Gate Bridge plaza*
- *Walk around restored wetlands at Crissy Field*
- *Learn about two centuries of Presidio military life on a ranger-guided tour*
- *Explore the ruins of Sutro Baths and nearby Sutro Heights Gardens*
- *Enjoy the spectacular views of the Golden Gate at one of the many overlooks*
- *Walk the Esplanade at Ocean Beach*
- *Take a history walking tour of Fort Mason*
- *Take a wildflower walk at Fort Funston (in spring)*
- *Look for red-legged frogs in ponds at Mori Point*

Holiday Inn, Fisherman's Wharf

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Included in your Land Package options was the Holiday Inn, Fisherman's Wharf in San Francisco. Below, you'll find a handful of photos of the hotel as well as a link to the hotel's website should you be interested further.

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Land Package Pricing

Cost Proposal

The land package and corresponding pricing includes all the services detailed in the services provided section below as well as in the sample itinerary in the previous section. All costs are net and listed in US Dollars, based on a 6 days and 5 nights program with an estimated group of 20-40 students in twin rooms and 1 faculty in single room.

For a detailed review of your hotel options, please click on the Hotel Options tab in the navigation. Should you have any questions about the pricing structure, don't hesitate to get in touch with us.

[Three Star Holiday Inn Fisherman's Wharf San Francisco hotel](#)

Cost per participant in twin occupancy rooms. Complimentary breakfast at both hotels with internet included.

20 Students	US\$ 2,644 per person
30 Students	US\$ 2,295 per person
40 Students	US\$ 2,116 per person
Single Room Supplement	US\$ 660 per person

[Payments to be made according to Schedule Outlined Below:](#)

25% of Trip payment made by students through online portal system December 15th 2016

Remaining Payment to be made in either one or two installments.

January 15th 2017 50% or 75%

February 2nd 2017 25%

Air Package Pricing

International Flights

The price below is for the flight between Lima Peru and San Francisco USA. The costs illustrated below are a general estimate given the current flights costs and our prior experience in travel to the area. Please note that air taxes are subject to change prior to the complete purchase of airfare and a deposit is necessary to maintain this current rate and availability on the plane. The airfare listed below is not included within the land package price on the previous page/section.

EACH STUDENT IS RESPONSIBLE FOR PURCHASING THEIR OWN FLIGHT TICKET AND ONLY ONE GROUP BUS TRANSFER WILL BE OFFERED AT AIRPORT THAT CORRESPONDS TO THIS FLIGHT ARRIVAL SCHEDULE BELOW.

International Flight with AeroMexico

Estimated cost per participant	US\$700
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Estimated cost per participant		US\$750
Depart — Sun, Mar 19	12h 06m	
4:49a — 8:30a	Economy3h 41m	
Lima (LIM) — Panama City (PTY)		
Copa Airlines 492		
Change planes in Panama City (PTY)	0h 54m	
9:24a — 2:55p	Economy7h 31m	
Panama City (PTY) — San Francisco (SFO)		
Copa Airlines 208		
Return — Fri, Mar 24	13h 39m	
9:15p — 6:31a Lands Sat, Mar 25	Economy7h 16m	
San Francisco (SFO) — Panama City (PTY)		
Copa Airlines 209 · Narrow-body jet · Boeing 737-800		
Change planes in Panama City (PTY)	2h 48m	
9:19a — 12:54p	Economy3h 35m	
Panama City (PTY) — Lima (LIM)		
Copa Airlines 761 · Narrow-body jet · Boeing 737-800		



Services Provided by Austral Group

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- One Group Transfer at beginning and end of Academic Program Provided;
- Deluxe coaches for transport to all business meetings and group lunches/dinners and group cultural activities. Two bottles of water are provided each day on bus transportation;
- 6 nights of three star hotel accommodation with complimentary breakfast and internet;
- Welcome Cocktail Reception and Farewell Group dinner in San Francisco;
- San Francisco city tour or communications game;
- Stanford University Campus Tour;

- Morning Seminar at San Francisco University with coffee break included;
- Gratuities for guides, drivers, waiters, porters etc.;
- Organization of all logistics/academic activities involved in the study trip;
- Program manager dedicated to pre-trip planning and on the ground scheduling. PM will be available 24/7;
- Assistance of one local guide for all scheduled cultural activities, business meetings, and evening dinners. Guides are budgeted for 12 hours on normal work days;
- The use of a group cell phone during your stay in USA;
- Printed information and meetings kit upon arrival;
- Customized group website allowing students to make payments and for additional nights, optional activities, register guest details etc; Access to the Austral Group online library and information kits;
- Availability for virtual conference orientation with the students prior to study trip.
- General and Professional Liability Insurance of up to US\$15 million
- Austral Group Certificate Provided for Verification of Academic Program Participation

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- Hotel extras not included in the standard room rate (Telephone, laundry, meals, minibar, etc);
- USA Visa Fees depending on nationality of students;
- Meals not included in the itinerary;
- Optional activities covered by individuals;

Dirección de Cooperación Externa

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For more information contact:

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