

**Course Overview:**

The Magic of Silicon Valley, and what has made the 60 miles between San Francisco and San Jose special is not about bits, bytes and chips. What has made Silicon Valley so immensely special is the mindset that permeates the air and seeps in the water. There is a natural excitement amongst entrepreneurs – old and young – to change the World for good, overlaying mega trends that are driving the Global Growth Economy over fundamental issues that the World faces.

This course on the “Global Silicon Valley” is focused on providing students a lens to the future and puts students at the intersection of the World’s biggest opportunities. To supplement Northwestern’s course offering in San Francisco, we propose a course that gives students:

- Exposure to the general megatrends that are fundamental towards understanding how to build startups in the Global Growth Economy;
- Connectivity to entrepreneurs and investors who have domain industry expertise and a proven track record in building startups; and
- A lens to the future and access to the ground-zero of companies that will be relevant in the future.

**Course Details** *(subject to change):*

Time:

- Tuesday and Thursdays, 1:00 - 2:30PM Pacific Time

Location:

- Northwestern San Francisco, 18th Floor, 44 Montgomery St, San Francisco, CA 94104
- The class will also be provided virtually to students on the Evanston Campus.

Professors:

- Suzee Han ([shan@gsvam.com](mailto:shan@gsvam.com))
- Li Jiang ([ljiang@gsvam.com](mailto:ljiang@gsvam.com))

**Course Format:**

This course gives students a lens to the future by offering an immersive experience with Silicon Valley companies and the opportunity to understand:

- The future and how Silicon Valley thinks about the future and where the bets are being placed;
- Areas where students may want to consider further learning about, starting companies in, and/or directing a career toward;

- The current and future roles of technology in our lives.

Every week of the class will focus on an emerging trend or industry in the Global growth economy, with guest lectures from speakers (entrepreneurs, investors, mentors, etc) that have extensive experience in each field.

**Grading:**

- Assignment 1: 20%
- Assignment 2: 20%
- Final Assignment: 25%
- Weekly Prompt: 10%
- Participation: 25%

**Course Outline:**

Topic Covered	Description
<p><b>Artificial Intelligence + Machine Learning</b></p>	<p>Leading artificial intelligence expert Andrew Ng, the former Chief Scientist at Baidu and co-founder of Coursera, stated that “AI is the new electricity.” AI will be the lifeblood that powers the next wave of technology companies. And it’s currently integrated in our daily lives in more ways than most realize.</p> <p>What are the leading and most innovative applications of AI and how will it impact the future of society?</p>
<p><b>Demographics + Millennials</b></p>	<p>Understanding demographics gives investors a more predictable view to the future. But when it comes to demographics, things aren’t always what they seem. Two years ago, the class of 2020 showed up on college campuses across the United States. This millennial generation grew up with Google at their fingertips and knew little of a life before the smartphone.</p> <p>With a global population that is booming, and the millennial generation having an increasing role in the economy, society and politics, how will this shape the future?</p>

Topic Covered	Description
<b>Education + Talent</b>	<p>Knowledge is in fact power. And in a knowledge based economy and Global marketplace, it makes the difference for not only how well an individual does, but also how well a company and a country does.</p> <p>What leading new models of education will impact the World the most? How will education close the gap to allow everyone to have equal opportunity to participate in the future? And how does this all -- in conjunction with automation -- impact the future of the Future?</p>
<b>Experience Economy + Brands</b>	<p>An “Experience” – a memorable event intentionally created for a consumer – is a distinct economic offering that has become more valuable as goods and services are commoditized. Over the past few years, the Internet, and later smartphones, have transformed the way services are designed and delivered, from retail (e.g. Amazon) to transportation, (e.g. Lyft) to communication (e.g. Facebook). How will technology (such as AR/VR) continue to evolve the Experience economy and what’s next?</p>
<b>FinTech + Blockchain</b>	<p>Today, there’s an emerging belief and a lot of momentum in the idea that blockchain is the next major platform in computing. In the same way that the World went from mainframe to PC to Internet to Mobile – and in recent years, to Augmented and Virtual Reality – blockchain has the potential to be a transformational technology. What is the blockchain? What is the craze around cryptocurrencies and how will this impact the economy and society?</p>
<b>Foundations + Megatrends</b>	<p>Megatrends are powerful technological, economic, and social forces that develop from a groundswell (early adoption), move into the mainstream (mass market), and ultimately drive broad changes to societies, industries, and entire economies (mature market).</p> <p>Change unlocks opportunities for entrepreneurs, and we believe that a disproportionate number of transformational businesses are created where megatrends converge with growth sectors of the economy.</p> <p>What are the themes driving the creation of the “Stars of Tomorrow”... the fastest-growing, most dynamic companies in the world?</p>

Topic Covered	Description
<b>Globalization, Scaling + Building</b>	<p>Looking in the rearview mirror, the economic engine for the last 100 years was the United States, Europe, Japan, and Canada. But the dynamics have shifted as the growth and opportunity surges to Asia and Africa, leading to the creation of massively disruptive companies.</p> <p>As a result, why are companies today – like Uber and Airbnb – born “global-first”? How do they scale to have a Global footprint?</p>
<b>Public Markets + Venture Capital</b>	<p>The Stock Market reflects the confidence investors have in the future, and the IPO market is an even more acute indicator. If investors are pessimistic, new issues shut down. If investors are optimistic, they treat IPOs like fresh oxygen that they can’t get enough of. How have public markets evolved, what has caused this change, and what are investors looking toward next?</p>
<b>Life Tech</b>	<p>Today, your mechanic knows more about your car than your doctor knows about your body. In a world where everyone can map their personal genome, healthcare gets a whole lot more personal, efficient, and effective. What are the greatest opportunities in Life Tech and regenerative technology that will improve human longevity?</p>
<b>Moonshots</b>	<p>Elon Musk once said, “I’d like to die on Mars, just not on impact.” What are the moonshot ideas and companies that will impact humanity holistically? From Space to neural links and quantum computing, what true “moonshot” ideas will change the World for good?</p>
<b>New Media</b>	<p>Why is Vice more valuable than the New York Times, the face of virtue in the news? In just over 20 years, the news industry has undergone a fundamental transformation. With the rise of “fake news” and technology becoming immersive in our lives, how will this impact the new media landscape?</p>
<b>Sustainability + Wellness</b>	<p>“Sustainability” is a concept that may be understood more crisply by showing what it is not. It’s “unsustainable” to get three hours sleep a night and be a brain surgeon. It’s “unsustainable” to eat a quart of ice cream every day and be healthy. It’s “unsustainable” to be a habitual liar and have a good reputation. Similarly, it is “unsustainable” to use finite, dirty fossil fuel to power society. It’s no longer a question of whether you “Grow” or are “Green” – you need to do both.</p>

Topic Covered	Description
<b>Women Power, Diversity + Culture</b>	A movement that has been surging for the past few decades, the Woman Power movement has hit a tipping point with female leadership emerging in every segment of society. With the #MeToo movement and the heightened focus on equality in Silicon Valley and beyond, how does this impact the way companies are built and maintained?

**About GSV:**

GSV stands for “Global Silicon Valley” and is a Silicon Valley-based firm that identifies, advises and invests in the fastest growing, most dynamic companies in the World. Companies that GSV has invested in the private markets include: Dropbox, Spotify, Snap, Facebook, Lyft and Coursera. ([www.gsv.com](http://www.gsv.com))

GSV hosts the ASU GSV Summit in partnership with Arizona State University, which has become what The New York Times called the “must attend Edtech conference” in the World and now has 4,000 attendees. Keynotes in the past include Bill Gates, Howard Schultz, Condoleezza Rice, Magic Johnson, Common and Richard Branson. ([www.asugsvsummit.com](http://www.asugsvsummit.com)). In 2017, GSV hosted the Global Education Summit in Beijing, China, which featured President Barack Obama as a keynote.

GSV authors A2Apple, a weekly research report on the megatrends in the Global growth economy ([www.a2apple.com](http://www.a2apple.com)) and several white papers on the Education and Talent Technology landscape ([www.gsv.com/2020-vision](http://www.gsv.com/2020-vision)).