Global Programs to Foster a New Generation of Unicorns

Cheung Kong Graduate School of Business

Beijing • Shanghai • Shenzhen • Hong Kong • London • New York

CKGSB 长江商学院
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

About CKGSB: Our Differentiations

CKGSB
长江商学院

Established in November 2002, Cheung Kong Graduate School of Business (CKGSB) is China's first privately-funded, research-intensive and not-for-profit business school.

Today, CKGSB is the preferred choice by chairmen and CEOs of some of the most prominent and influential companies, iconic entrepreneurs and a new generation of disruptors.

CKGSB's Mission

To cultivate transformative business leaders with a global vision, social responsibility, innovative mindset, and ability to lead with empathy and compassion.

World-class Faculty

Most of our **55** **world-class** professors held tenured positions at world-leading universities – such as **University of Chicago, Columbia University, Darden School of Business, University of Michigan, MIT, Wharton and Yale** - prior to joining CKGSB. They provide a global perspective to our programs.

Unrivalled China Insights

Our faculty members – most of whom are Chinese by heritage – have an innate understanding of Chinese business and culture. This, combined with the school's in-depth research and access to China's most influential alumni network, allows CKGSB to offer unsurpassed insight into China's transformation and its global implications.

RCEP and Asia Perspective

We provide increasingly sought-after and on-the-ground knowledge and the necessary ecosystem for you to leverage Asia's opportunities to boost intra-regional trade and investment, and business growth, particularly amidst global uncertainties and a slowing global economy.

About CKGSB: Our Differentiations

Unparalleled Alumni Network

CKGSB offers a life-long learning platform with access to an elite business network of:

- **22,000+ alumni**, more than half of whom are at the CEO or chairman level and, collectively, lead one-fifth of China's most valuable brands

- **1,188 founders** of unicorn and soon-to-be-unicorn companies

- **4,000+ global senior executives** at multinational companies

"Top-of-the-Pyramid" Approach

Since its establishment, CKGSB has focused on companies' **top decision-makers**, such as **chairmen** and **CEOs** of the most influential companies and iconic entrepreneurs, which few other educational institutions have been able to serve. Companies' leaders need to understand and navigate through the global complexities brought by technological disruptions and geopolitical instability.

Social Purpose and Social Innovation

Going beyond the boundaries of business schools, CKGSB strives to inspire business leaders not only to learn **how** to better compete and collaborate, but also to focus on **why** they do business and **what** to do with their wealth for the greater public and global good. We do so by integrating the humanities into business curricula, introducing mandatory community work and incorporating a prerequisite module on social innovation across all degree programs.

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About CKGSB: Our Differentiations

CKGSB faculty are uniquely positioned to understand and interpret digital transformation across US, China and Asia.

CKGSB professors combine management theory with deep industry experience to analyze technological trends and digital transformation with unique breadth and depth.

Three of our professors have become **inaugural Chief Strategy Officers** at leading digital giants **Alibaba**, **JD.com** and **Ant Financial**, following their tenure at CKGSB, and they continue to teach at our school.

CKGSB professors, like Sun Baohong and Sun Tianshu, possess invaluable expertise in digitalization, serving as leading advisors to **Alibaba** and formerly consulting **Facebook** and **Adobe**.

Zeng Ming
Former CSO of Alibaba Group

Chen Long
Former CSO of Ant Financial; CKGSB Professor of Managerial Practice in Finance

Jon Liao (Jianwen)
Former CSO of JD.com; CKGSB Professor of Managerial Practice, Strategy, Innovation and Entrepreneurship

Sun Tianshu
CKGSB Dean's Distinguished Chair Professor in Information Systems; Advisor to Alibaba; Formerly tenured at USC Marshall

Sun Baohong
CKGSB Dean's Distinguished Chair Professor of Marketing; Formerly tenured at Carnegie Mellon

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CKGSB has been collaborating with top institutions to build a global ecosystem for the next generation of unicorns and unicorn-to-be companies, with a renewed and enhanced emphasis on **global responsibility, social purpose** and **long-term perspective.**

The Next Generation of Unicorns

Social Purpose

- **Contribute to addressing major social issues, including income and wealth inequality (inclusive growth) and declining social mobility.**

Global Responsibility

- **Contribute to tackling some of the most pressing issues facing humanity, such as climate change and sustainable development, and global economic recovery.**

Long-term Perspective

- **Promote equity between and among generations.**
- **Provide long-term incentives for political and business leaders to truly care about the long-term future of humanity and our planet.**

Unicorn companies are important in generating **economic disruption,** which is central to economic development and social advancement, playing a critical role in promoting upward social mobility, particularly among young people.

About CKGSB's Unicorn Programs
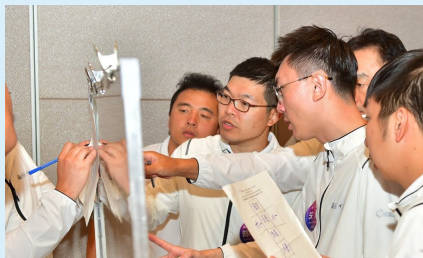
Unicorn-specific Programs

CKGSB is the **first business school** in China, since **2015**, and now globally to offer programs specifically designed for unicorn and soon-to-be-unicorn founders.

Partnerships with Top Companies

We have been partnering with some of the most prominent Chinese and Global Fortune 500 companies, like **Alibaba, Amazon, Baidu, ByteDance, JD.com, SenseTime, Tencent**, **Microsoft (China),** and leading venture capitals, to develop unicorn and soon-to-be-unicorn companies.

Targeting Founders and Co-founders

Our unicorn programs focus on meeting the needs of founders and co-founders of unicorn and soon-to-be-unicorn companies.

To date, **1,188** founders of companies with at least Series A funding have studied at CKGSB, including the founders of **151**

unicorn companies in total and **41** unicorn companies listed on **CB Insights** (2017-2022).

CKGSB's Unicorn Ecosystem in China since 2015

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Serving Unicorns in China since 2015

CKGSB is the first business school in China to design and deliver programs for unicorn and soon-to-be-unicorn companies since 2015.

We have been working with industry leaders, like **Alibaba, Amazon, Baidu, ByteDance, JD.com, SenseTime, Tencent, Microsoft (China)**, and leading venture capitals, to offer founders of companies with at least Series A funding the knowledge, network and financing that they need to scale up.

Our China programs are increasingly focused on helping unicorns explore **deep tech**, including the smart cars, semiconductors, industrial Internet, new materials, robotics, biomedicine, 5G, VR/AR and aerospace technology.

1,188 CKGSB alumni with at least Series A funding | **90%** company founders or co-founders | **77%** Gained series A financing upon joining the program

Selected Partners

Tencent | Baidu 百度 | JD.COM | SoftBank | Microsoft | ByteDance | Alibaba

bilibili | TEA THEMED ENTERTAINMENT ASSOCIATION | 商汤 sensetime | 蚂蚁集团 ANT GROUP | IDG Capital | YF Capital 云锋基金 | 保利资本 POLY CAPITAL | 越秀金控 YUEXIU FINANCIAL HOLDINGS

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CKGSB's Unicorn Ecosystem in Europe

Starting in 2016, we began extending our successful experience in China to Europe, delivering **11 programs** that have helped more than **200 European entrepreneurs** across **30 industries** and **37 countries** to develop into potential unicorns. Among the participating **159** companies, **49% have secured Pre-A and A+ rounds of funding, and three have become unicorn companies** (Unbabel, Portugal; Sword Health, Portugal; and Teladoc Health, USA) since our program.

Past 2023 Programs

2023 Global Unicorn Programs

Dubai, UAE

Dubai Unicorn Forum and Module

First training program in Dubai for unicorns in GCC, India, Central Asia and Africa

On **Feb 15-17**, CKGSB and **The Executive Council of Dubai** jointly delivered the first Global Unicorn Program, and CKGSB served as the sole academic partner to the World Government Summit (WGS)

Milan, Italy

Global Unicorn Program in Luxury Management: Food, Fashion and Furniture
Mastering growth from startup to scale-up

On **Nov 13-16,** CKGSB and **SDA Bocconi** School of Management offered a unicorn program with a special focus on fashion, food, furniture and luxury management.

Singapore

Singapore Unicorn Forum and Module

Fostering global next-generation unicorn entrepreneurs in ASEAN and RCEP

On **May 16-19**, CKGSB and **Whampoa Group** jointly delivered a Global Unicorn Program for **next-generation unicorns in RCEP**

Stanford, USA

Frontiers in Social Innovation Program

Fostering unicorns leveraging tech, tech-driven innovation and social innovation

On **Dec 12-15**, CKGSB and the **Stanford Center for Professional Development** offered a unicorn program on exponential tech, tech-driven innovation and social innovation

Seoul, South Korea

Korea Unicorn Forum and Module

Deep-dive into an advanced startup ecosystem with a high concentration of unicorns

On **Sep 12-15**, CKGSB partnered with **Ministry of SMEs and Startups, Seoul Metropolitan Government** and **Maekyung Media Group** for this unicorn program that looked at fintech and entertainment.

Africa

African Unicorn Program

Fostering upward market disruptions for African entrepreneurs

Since Dec 3, 2021, CKGSB and **UNESCO** have been partnering to offer forums and unicorn programs for **Africa** with a focus on **STEM, digitalization, women in leadership.**

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2023 Digital Transformation Programs

Emerging Tech Management Week — Silicon Valley

* To be delivered on 5-11 November, 2023

Duration	7 days
Language	English
Location	UC Berkeley, CA
Focus	Future tech and deep tech

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Building Digital Ecosystems — Executing Digital Strategies for Exponential Growth

* To be delivered on 6-10 November, 2023

Duration	5 days
Language	English
Location	Beijing and Shenzhen
Focus	High-performing digital ecosystems

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Upcoming Programs in 2024 and Beyond

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Upcoming Global Unicorn Programs

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New York City · US
CKGSB-Columbia

CKGSB-Columbia Global Unicorn Program: Frontiers in Digital Innovation: AI, Future of Tech & Data Science

Dates: May 20-24, 2024

Focus: AI, Data Science, Innovation, Finance

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The Fu Foundation School of Engineering and Applied Science

Paris · France
CKGSB-ESCP

CKGSB-ESCP Global Unicorn Program

Dates: May 22-25, 2024

Focus: Technology

(Participation in 2024 Viva Tech – Europe's largest startup and tech event)

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San Diego · U.S.
CKGSB-UCSD

CKGSB-UCSD Biotech Accelerator Unicorn Program

Dates: September 9-13, 2024

Focus: Biotech and Life Sciences

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Washington, DC · US
CKGSB-Johns Hopkins

CKGSB-Johns Hopkins Global Healthcare Innovation Program

Dates: Fall 2024

Focus: Healthcare and Life Sciences

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Berlin · Germany
CKGSB-ESMT

CKGSB-ESMT Deep Tech Unicorn Program

Dates: October 28-31, 2024

Focus: Deep Tech and Smart Manufacturing

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San Francisco · US
CKGSB-Stanford

CKGSB-Stanford Global Sustainability Program

Dates: November 2024

Focus: Energy and Innovation for Scalable Solutions (Participation in the 2024 Global Energy Forum)

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San Francisco · US
CKGSB-Stanford

CKGSB-Stanford Global Unicorn Program: Scaling for Success in the Age of AI

Dates: December 9-13, 2024

Focus: AI and Disruptive Technology

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Africa
CKGSB-UNESCO

CKGSB-UNESCO Africa Unicorn Program

Dates: 2023-2026

Focus: Unicorns in STEM, Social Innovation and Woman in Leadership

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CKGSB's Global Unicorn Programs

➤ **Region-focused**
- GCC and Africa (Dubai in 2023)/ RCEP (Singapore and Seoul in 2023; Tokyo, China and Australia in 2024)/ Europe (Milan in 2023; Paris, Berlin and London in 2024)

➤ **Sector-focused**

Food, Fashion, Furniture and Luxury Management → **Italy**: In collaboration with **SDA Bocconi School of Management** (November 13 to 16, 2023)

Life Sciences and Healthcare:
- **UK**: In collaboration with the **National Institute for Health and Care Excellence** (June 2024)
- **US**: In partnership with **University of California, San Diego Rady School of Management** (September 9 to 13, 2024)
- **US**: In cooperation with **Johns Hopkins University** (Fall 2024)

Future Tech and Deep Tech:
- **US**: In cooperation with **Columbia Engineering** on AI, future of tech and data science (May 20 to 24, 2024)
- **France**: In partnership with **ESCP Business School** on technology **(**May 22 to 25, 2024)
- **Germany**: In collaboration with the **European School of Management and Technology** (October 28 to 31, 2024)
- **US**: In collaboration with the **Stanford Doerr School of Sustainability** on energy and sustainability (November 2024)
- **US**: In collaboration with the **Stanford Center for Professional Development** on scaling in the age of AI (December 9-13, 2024)

CKGSB's Global Unicorn Programs

2024 New York City: CKGSB & Columbia Frontiers in Digital Innovation: AI, Future of Tech & Data Science

In collaboration with **Columbia Engineering**

This joint program between CKGSB and Columbia Engineering delves into crucial topics like finance, AI, data science, innovation, human-centered design, and behavioral finance. This program offers you the opportunity to integrate innovation, shape industries and drive growth in an increasingly digital-centric world. Business leaders will be able to master AI algorithms and data analytics, navigate future technology landscapes, and embrace cross-cultural perspectives.

This program is meticulously designed to equip individuals with a deeper understanding of these domains and how they interplay in the contemporary business and technology landscape, thereby preparing them for the challenges and opportunities that lie ahead in the rapidly evolving global market.

Benefits to Participants

Grasp the latest trends in financial models, AI, innovation, behavioural finance, and human-centered design.

Understand how to apply these areas and their implications for business and society.

Learn from a distinguished group of faculty members from Columbia University, who bring expertise from various fields, and CKGSB faculty who are experts on digital models from China and the US.

Who Should Attend?

- Board members and C-suite executives poised to redefine their organization's digital trajectory.
- Senior leaders who envision a seamless integration of digital strategies into traditional business models.
- Executives aspiring to high-ranking roles such as CEO, CSO, CTO, CDO, CIO, etc.
- Pioneers who are not just participants but architects of the digital future.

Dates	20-24 May 2024
Duration	5 days
Location	New York, USA
Fee	USD 9,800*
Program Manager	Ms. Renee Rong (xrong-bp@ckgsb.edu.cn)

*Subject to change without notice.

CKGSB's Global Unicorn Programs

2024 Paris: CKGSB & ESCP Business School Global Unicorn Program in Future Tech

In collaboration with **ESCP Business School**

Jointly delivered by ESCP and CKGSB, this immersive program is uniquely designed for global leaders who are aspired to positively shape our shared future by embracing cutting-edge frontier technologies to make substantial long-term impacts on society and the planet. Participants will dive into topics related to emerging technologies, scaling digital strategies, responsible entrepreneurship, and innovation leadership.

The program provides opportunities to have interactive discussions with industry experts, unicorn founders, investors and collaborate with peers from a global community. The program also offers exclusive access of learning trips at **Station F** (the world's largest startup facility), **VivaTech** (Europe's biggest startup & tech event) and **renowned local companies such as Schneider Electric and Alstom.**

Benefits to Participants

Discover and reimagine the possibilities of future tech, latest digital tools and analytics to devise your own successful strategic digital choices

Cultivate trusted relationships with globally-minded entrepreneurs and executives from diverse global ecosystems, opening doors for future opportunities and collaborations
.

Benefit from global faculty insights and their deep industry knowledge, providing you with the tools to navigate the complexities of the tech industry and lead with confidence

Who Should Attend?

- **Founders** of promising startups that are looking for hypergrowth digital insights
- **Investors** who wish to partake in the making of the next tech unicorn
- **Senior executives** of leading organizations going through digital transformation and embracing disruptions for sustainable growth
- **Top management** of NGOs, senior government officials and public sector representatives

Dates	22-25 May 2024
Duration	4 days
Location	Paris, France
Fee	EUR 8,000*
Program Manager	Jennifer Wang (jenniferwang@ckgsb.edu.cn)

*Subject to change without notice.

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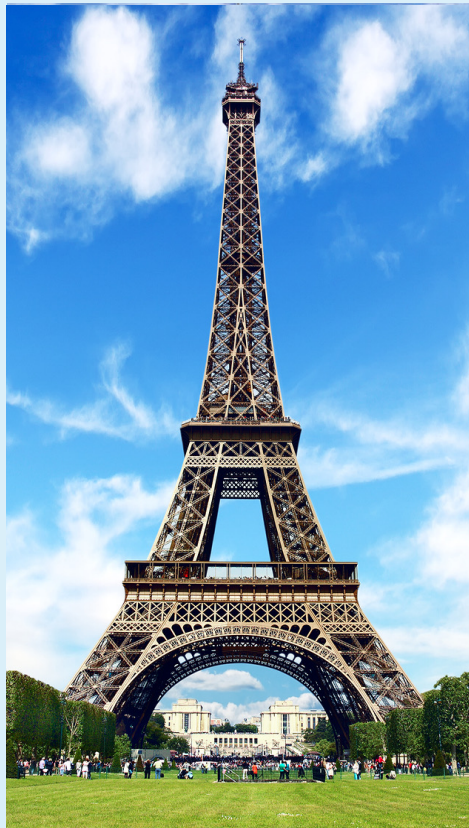
2024 San Diego: CKGSB & UC San Diego
The Biotech Accelerator Unicorn Program
In collaboration with UC San Diego Rady School of Management

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This is a pioneering course specifically designed to equip CEOs and founders in the life sciences and biotechnology industry with the essential knowledge and connections needed to thrive in this rapidly evolving sector. Bridging the expertise of CKGSB and UC San Diego, this program offers a curriculum combining biotech strategy, management, and a global perspective on the industry. Participants will gain the knowledge and connections necessary to drive growth and innovation.

This program will strengthen your leadership skills while keeping you at the forefront of the latest biotech developments and trends. You'll acquire the skills to assess market potential meticulously, create strategic product launch and development plans, and confidently navigate the entire commercialization process. Additionally, you will attend industry visits and networking sessions, connecting you with biotech leaders and emerging start-ups.

Benefits to Participants

Joint Collaboration and Comprehensive Learning: Participants will benefit from a meticulously designed curriculum offered by two globally-renowned institutions.

Hands-on Experiences and Networking Opportunities: Participants will gain real-world insights through industry visits, labs, startup interactions, and case studies.

Leadership, Ethics, and Future Readiness: Participants will hone their leadership and biotech management skills through a program uniquely tailored to their demands, while preparing them to be future-ready by exploring predictive trends.

Who Should Attend?

- Board members, C-suite executives, and Founders who are ready to shape and redefine their organization's biotech trajectory, driving innovation and growth.
- Senior leaders with a strategic vision committed to effectively integrating life science research into their organization's business models.
- Visionaries passionate about actively shaping the future of life science, going beyond being mere participants to becoming influential architects of this rapidly evolving field.
- Investors who want to stay attuned to the next breakthrough technologies and capitalize on the latest mega-trend

Dates	9-13 September 2024
Duration	5 days
Location	San Diego, CA, USA
Fee	USD 9,250*
Program Manager	Ms. Renee Rong (xrong-bp@ckgsb.edu.cn)

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2024 Berlin: CKGSB & ESMT
Global Unicorn Program in Deep Tech

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In collaboration with **European School of Management and Technology**

Navigate the forefront of Berlin's deep tech landscape through the Global Unicorn Program in Deep Tech, presented in collaboration with ESMT, one of Europe's top-tier management institutions. This comprehensive experience combines rigorous education, tangible industry insights, and exclusive networking avenues, granting participants a gateway to Berlin's distinguished deep tech events, innovation spaces, and industry luminaries.

Participants will acquire invaluable knowledge in AI, New Computing, Cybersecurity, Robotics, and Advanced Manufacturing, while also mastering the skills to construct and sustain a global organization primed to harness innovation and adeptly navigate disruptions.

Benefits to Participants

Acquire invaluable knowledge in the latest deep tech trends and technologies while building the leadership skills of the future

Cultivate trusted relationships with globally-minded entrepreneurs and executives from diverse global ecosystems, opening doors for future opportunities and collaborations

Learn what works on the path to become a unicorn from the strategies of established deep tech companies/VC industry experts, successful unicorn/scale-up founders and distinguished faculty from both CKGSB and ESMT

Who Should Attend?

- Founders of unicorn, soon-to-be unicorns and promising startups in the deep tech space
- Investors who wish to invest in deep tech startups
- Senior executives from leading organizations who are responsible for driving and embracing disruptions within their companies
- Top management from NGOs, senior government officials and public sector representatives who are dedicated to enhancing local ecosystems for unicorns

Dates	28-31 October 2024
Duration	4 days
Location	Berlin Germany
Fee	EUR 8,000*
Program Manager	Jennifer Wang (jenniferwang@ckgsb.edu.cn)

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2024 Washington DC: CKGSB-Johns Hopkins Global Healthcare Innovation Program

In collaboration with **Johns Hopkins**

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The CKGSB – Carey Business School AI in Healthcare Program promises an immersive and dynamic learning experience that transcends traditional educational models. This unique initiative, collaboratively designed by CKGSB and Carey Business School, stands out for its combination of lectures, case studies, and hands-on workshops led by distinguished experts from both institutions.

The program's lectures are an interactive dialogue facilitated by thought leaders in the AI and healthcare domains. Participants engage directly with these experts, gaining valuable insights into the latest advancements, industry trends, and the evolving landscape of AI in healthcare. The content of these lectures is curated to incorporate cutting-edge developments, ensuring participants stay at the forefront of knowledge in this rapidly evolving field.

Benefits to Participants

Learn to anticipate and adapt to the rapid digital transformations disrupting the healthcare industry.

Acquire strategic decision-making skills for leading in the tech-driven healthcare sector.

Understand the opportunities and challenges presented by innovative healthcare business models across the globe.

Who Should Attend?

- Designed for Clinical Professionals, Patients, Payers, Hospitals, Health Platforms, Consumers, etc.
- C-suite executives, founders of healthcare tech companies, and professionals at the forefront of AI and healthcare innovations
- Senior leaders who envision a seamless integration of digital strategies into traditional business models.
- Executives aspire to high-ranking roles such as CEO, CSO, CTO, CDO, CIO, etc.

Dates	Fall 2024
Duration	5 days*
Location	Johns Hopkins University Campus
Fee	USD 9,800*
Program Manager	Ms. Renee Rong (xrong-bp@ckgsb.edu.cn)

*Subject to change without notice.

CKGSB's Global Unicorn Programs

2024 Stanford: CKGSB & Stanford Global Sustainability Program

In collaboration with Stanford Doerr School of Sustainability

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The 2024 Global Sustainability Program will center on advancing sustainability and scalable energy solutions for rapid implementation. Over four days, participants will join the Global Energy Forum and tailored courses to explore crucial aspects of reshaping the global energy landscape. The forum will feature talks by distinguished speakers and experts on pressing energy challenges.

Participants will have the opportunity to engage in a two-day deep dive program focused on accelerating innovation for scalable solutions at speed and scale. The program will also feature insights from leaders in industry, policy, and academia, offering solutions to address the urgent energy and environmental needs of today.

Benefits to Participants

The program helps participants to address pressing energy challenges, foster collaboration, and explore innovative solutions.

Participants engage in discussions led by distinguished speakers, whom in the past have included US Special Presidential Envoy for Climate John Kerry, US Senator Joe Manchin, US Secretary of State Condoleezza Rice, and Exxon Mobil Chairman Darren Woods

Who Should Attend?

The forum and the deep dive program targets a wide audience, including industry leaders, government officials, academia, NGOs, investors, and innovators.

Dates	November 2024*
Duration	4 days
Format	In-person
Location	Stanford University
Fee	TBC*
Program Manager	Ms. Renee Rong (xrong-bp@ckgsb.edu.cn)

*Subject to change without notice.

CKGSB's Global Unicorn Programs
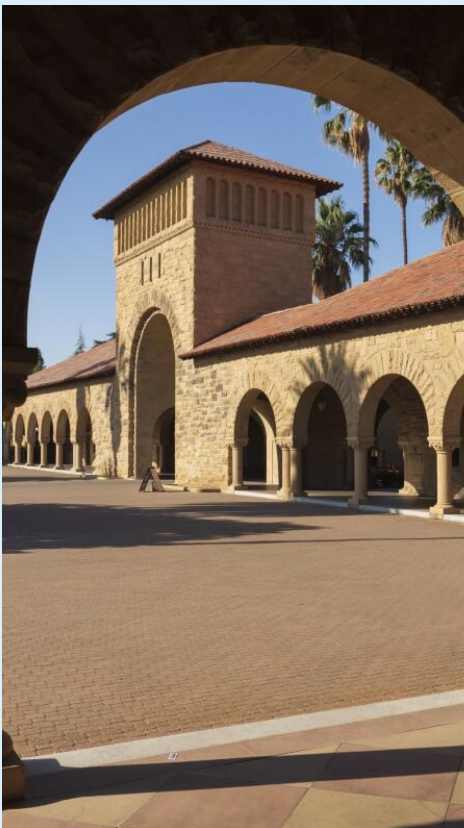
2024 Stanford: CKGSB & Stanford Scaling for Success in the Age of AI

In collaboration with **Stanford Center for Professional Development**

This dynamic, in-person program is meticulously designed to arm executives with the essential tools, profound insights, and expert skills required to lead the charge in shaping the next generation of unicorn companies in the age of AI. The purpose of this program is to bring the innovation-driven US model and the disruption-driven China model together to the global community, not only for economic advancement and prosperity, but for social purpose as well. Guided by industry pioneers and a diverse faculty from CKGSB and Stanford University, participants will learn not only the art of scaling their start-up by embracing technology, but also how to make an enduring impact on the global stage.

Benefits to Participants

Engage in cross-cultural interactive discussions, engage in real-world projects, and collaborate with peers from all over the world — all united by a shared dedication to embracing innovation while driving positive change in society.

Explore new frontiers in AI, forge new connections, and unleash the potential of your entrepreneurial vision.

Who Should Attend?

- Entrepreneurs and intrapreneurs looking to accelerate their paths toward generating economic and social impact.
- Investors who want to stay attuned to the next breakthrough technologies and capitalize on the latest mega-trends.
- Senior executives in established organizations who are keen to grasp exceptional business opportunities and sustain competitiveness globally.
- Senior government officials, NGO leaders and public sector representatives who are responsible for enhancing regional ecosystems to foster socially-responsible unicorns.

Dates	December 9-13, 2024*
Duration	5 days
Format	In-person
Location	Stanford University
Fee	USD 9,800*
Program Manager	Ms. Renee Rong (xrong-bp@ckgsb.edu.cn)

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CKGSB's Global Unicorn Programs

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CKGSB-UNESCO Africa Unicorn Program
Fostering Upward Market Disruptions for African Entrepreneurs

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This is an immersion program in partnership with UNESCO designed for scaling entrepreneurs in Africa to gain in-depth knowledge in digital transformation, social innovation in ASEAN and RCEP and the future of smart business.

The program aims to foster a new generation of African unicorn companies with an emphasis on STEM, social purpose and the promotion of women in leadership. It consists of multiple modules, including in Dubai and Singapore. More modules will be offered in China, Europe and Africa in the future.

Benefits to Participants

Grasp the latest digital trends and business model innovations that are relevant in your business context

Network with ASEAN, Korea, China and Europe unicorn founders and scaling entrepreneurs to forge potential partnerships

Join exclusive company visits to leading ASEAN, Korea, Europe and China unicorn companies

Gain applicable RCEP & Asia-specific business insights and industry knowledge

Gain investment pitching opportunities with world-renowned VC and PE investors

Dates	2023-2026
Format	Multiple modules
Location	Dubai, Singapore and more
Fee	Contact us for package prices and more info
Program Manager	Ms. Jennifer WANG (jenniferwang@ckgsb.edu.cn)

Who Should Apply?

All scale-up companies from the African continent with A-round funding and above with a particular focus on Fintech, Banking, Blockchain, Web 3.0, Metaverse, Food, Agriculture, Consumer Products, Oil & Gas and Construction

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CKGSB's Digital Transformation Programs

2024 Silicon Valley: CKGSB & Berkeley Emerging Tech Management Week

In collaboration with **Berkeley Engineering**

Join us for an immersive 6-day program at UC Berkeley's campus, jointly delivered by CKGSB and UC Berkeley of Engineering. Equip yourself with proven strategies, cutting-edge research, and the best-in-class advice to fuel innovation, seize emerging tech developments, and catalyze transformation within your organization.

Tailored exclusively for ambitious start-up leaders, visionary investors, and tech-driven executives, this program provides a unique opportunity to harness emerging technologies and gain expertise into establishing, scaling, and disrupting your business. Forge connections with like-minded professionals from around the globe, learn from an esteemed faculty from CKGSB and UC Berkeley Engineering, and gain insights from industry experts at leading companies worldwide.

Benefits to Participants

6 days full of unparalleled real-world tech insights from academic and industry leaders in Blockchain, AI, Robotics, Virtual Reality, Augmented Cognition, etc

Exclusive company visits to thriving VCs and pioneering tech companies, witnessing firsthand how they scout, develop, implement, and benefit from innovation

Elevate your learning with mentoring from Silicon Valley industry leaders who have spearheaded innovations.

VIP access to 2024 Innovation Conference of DECODE, a technology, innovation and entrepreneurship community jointly organized by UC Berkeley and Stanford

Who Should Attend?

- Managers/Directors seeking to optimize their innovation mindset
- Professionals and business owners aiming to remain at the forefront of cutting-edge innovation
- Venture investors focused on tech sector opportunities
- Executive-level business candidates
- Government professionals responsible for promoting innovation among their constituents

Dates	November 3-8, 2024*
Duration	6 days
Format	In-person
Location	Berkeley University
Fee	USD 12,800*
Program Manager	Ms. Renee Rong (xrong-bp@ckgsb.edu.cn)

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Building Digital Ecosystems —
Executing Digital Strategies for Exponential Growth

In partnership with **IMD Business School**

Building a digital ecosystem of partners offers you a powerful lever to accelerate growth. Nearly 90% of top global companies aim to leverage a digital ecosystem of partners, but the complexity can be overwhelming, and the failure rate is high to sustain these partnerships.

This edition of the program will bring you to China, one of the world's fastest evolving digital ecosystems, and the paths taken by Chinese companies have relevant implications for both digital and traditional players. CKGSB and IMD are teaming up with leading industry practitioners to provide you with thought-provoking lectures, discussions, and exclusive field studies to high-performing digital ecosystems, including JD.com, Tencent, TikTok and 3nod.

Participants will leave the program with an action plan, plus the skills and confidence to implement their own digital ecosystems.

Benefits to Participants

Work with the latest digital tools and analytical models; understand risks and ethical issues; interact and network with digital leaders, corporates, and scaling entrepreneurs

Experience personalized, action-based learning with a focus on implementation, and build your own digital acceleration plan for exponential growth

Who Should Attend?

- Designed for leaders looking to take digital transformation to the next level, and become more innovative, agile and competitive.
- Digital leaders
- Business executives dealing with digital transformation
- Scaling entrepreneurs
- Leaders from NGOs, social enterprises, and governments

Typical profiles include:

Founders, Head of Strategy, Business Development Director, Digital Transformation Leader, CEO, CTO, CDO, VP, Director of Sales, General Manager, Advisor & Investors

Typical industries include:

Retail, finance, energy, entertainment & media, gaming, fashion & beauty, technology, manufacturing, chemicals, engineering, healthcare, automotive, FMCG

Dates	Fall 2024
Location	Beijing and Shenzhen
Format	Full time in person
Fee	GBP 9,600 (Exc. VAT)
Program Manager	Ms. Jennifer Wang (jenniferwang@ckgsb.edu.cn)

*Subject to change without notice.

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