

Digitalization and the Future of Work

Study Trip to the Silicon Valley, 06 -13 May 2018

Prof. Dr. Thomas Armbrüster



Departure and Arrival

- **Meeting on Sunday, 06 May 2018, at Frankfurt Airport at 2 p.m., Terminal 1, Section B, check-in counters 501-506**
- Outbound flight: FRA – SFO, United Airlines, UA927, Sunday, 06 May 2018, 05.25 p.m., arrival in San Francisco at 08:00 p.m. local time
- Accommodation: Motel Goodnite Inn, 485 Veterans Blvd, Redwood City, CA 94063 (<http://redwoodcity.goodnite.com/>)
- Return flight: SFO – FRA, United, UA58, Saturday, 12 May 2018, 01.40 p.m.,
- **Arrival in Frankfurt on Sunday, 13 May 2018, at 09.55 a.m. local time**

Program

<p>Sunday, 06 May 2018</p>	<ul style="list-style-type: none"> ▪ Meeting at Frankfurt Airport at 2 p.m., Terminal 1, Section B, check-in counters 501-506 ▪ Departure at 05:25 p.m., United Airlines UA927; arrival in San Francisco at 08:00 p.m. local time ▪ Rental of reserved vans at San Francisco Airport; drive to Motel Goodnite Inn (485 Veterans Blvd, Redwood City, CA 94063) 	
<p>Monday, 07 May 2018</p> <p>Theme: Stanford University and Entrepreneurship</p>	<p>10:00 a.m.: Stanford campus walking tour Parking: 340 Bonair Siding (ticket purchase) or Stanford Ave / Escondido Rd, Stanford, CA 94305 Lunch on campus (various possibilities)</p>	<p>Stanford Visitor Center 295 Galvez Street Stanford, CA 94305</p>
	<p>1.30 p.m.: Drive to the Crowne Plaza Hotel</p> <p>2.00 p.m.: Talk by Prof. Dr. Walter Powell, Stanford Graduate School of Business: "Silicon Valley: Why clusters emerge in some regions but not others", https://www.gsb.stanford.edu/faculty-research/faculty/walter-w-powell</p> <p>3.30 p.m.: Talk by Thomas Neubert, Executive Director Perceptual Computing, Intel Inc., and former President, German American Business Association: "What Germans understand late about the Valley", https://software.intel.com/sites/campaigns/perceptualshowcase/winners.htm, http://www.gaba-network.org/</p> <p>5:00 p.m.: Talk by Christian Dahlen, Band of Angels (Silicon Valley's oldest seed funding organization): "Venture Capital and Angel Investments: History, Present, and Future", https://www.bandangels.com/</p>	<p>Crown Plaza Hotel Portofino Room 4290 El Camino Real Palo Alto, CA 94306</p> <p>Contact person: Jennifer Friedman</p>
	<p>Evening: The original HP garage</p> <p>Roaming Palo Alto downtown Dinner in Palo Alto downtown (recommendation: Terun Pizza, 448 California Ave.)</p>	<p>The original HP garage 367 Addison Avenue Palo Alto, CA 94301</p>
	<p>Tuesday, 08 May 2018</p> <p>Theme: First Impressions</p>	<p>08:00 a.m.: Roaming the Facebook campus (walk around): Facebook, Whatsapp, Instagram</p>
<p>09:30 a.m.: Roaming the Google Campus (walk around) (Google Visitor Center Beta: 1911 Landings Dr, Mountain View, CA 94043) (Google Merchandise Store at 1981 Landings Dr., Mountain View, CA 94043)</p>		<p>Google Headquarters 1600 Amphitheatre Parkway Mountain View, CA 94043</p>
<p>11:00 a.m.: Drive by the original Apple garage</p>		<p>The original Apple garage 2066 Crist Drive Los Altos, CA 94024</p>
<p>11:30 a.m.: Lunch at Apple Park Visitor Center</p> <p>01:00 p.m.: Drive to San Francisco (drive by Tesla Headquarters)</p>		<p>Apple Park Visitor Center 10600 North Tantau Avenue Cupertino, CA 95014</p> <p>Tesla Inc. Headquarters</p>

<p>still Tuesday, 08 May 2018</p> <p>Theme: First Impressions</p>	<p>Afternoon: Golden Gate Bridge, drive around the Bay, campus of Berkeley University</p> <p>Evening (split into two groups):</p> <p>6 pm – 8 pm: Talk by Jani Vasanen, CTI of Unikie (www.unikie.com): “Artificial Intelligence and Self-Driving Vehicles”. Location: Nordic Innovation House</p> <p>7 pm – 9 pm: Talk by Luke Wroblewski, Product Designer at Google: “Mobile in the Future”. Location: PARC’s George E. Pake Auditorium</p>	<p>3500 Deer Creek Road Palo Alto, CA 94304</p> <p>Nordic Innovation House, 470 Ramona Street, Palo Alto, CA 94301</p> <p>PARC’s George E. Pake Auditorium, 333 Coyote Hill Road, Palo Alto, CA 94304</p>
<p>Wednesday, 09 May 2018</p> <p>Theme: Predictive Analytics and Artificial Intelligence</p>	<p>08:00 a.m.: Drive to San Francisco (reckon with traffic jam). Alternative: Take the CalTrain to S.F.</p> <p>10:30 a.m.: Talk by Rich Pearson, Senior Vice President, Upwork Global Inc.: “Skills, Platforms, and Freelancing: The Future of Work”, https://www.upwork.com/</p> <p>12:00 a.m.: Drive to Stanford University</p> <p>01:30 p.m.: Talk by Yvonne Baur, Head of Predictive Analytics and Machine Learning, SAP: “Predictive Analytics and Machine Learning: Current Conditions and Future Opportunities” https://www.sap.com/products/analytics/predictive-analytics.html</p> <p>03:00 p.m.: Talk by Konstantin Guericke, Co-founder of LinkedIn Inc.: “Venture Capital: The LinkedIn Story”, https://www.linkedin.com/</p> <p>04:30 p.m.: Talk by Daniel Ziegler, Research Engineer, Open AI, formerly at Stanford Artificial Intelligence Laboratory, Stanford University: “Artificial Intelligence: Could the Risks Outweigh the Rewards? “, http://openai.com/</p> <p>Evening: free</p>	<p>Upwork, San Francisco office Suite 430 475 Brannan Street San Francisco, CA 94107</p> <p>Stanford Faculty Club Red Room 439 Lagunita Drive Stanford, CA 94305</p> <p>Contact person: Michelle Rowden</p>
<p>Thursday, 10 May 2018</p> <p>Theme: Start-ups and Innovation</p>	<p>9:00 a.m: Talk by Stefan Heuser, Vice President, Operations and Innovation, Samsung Inc.: “Start-ups from a Comparative Perspective”</p> <p>10:30 a.m.: Talk by Ram Srinivasan, Director of the Selection Committee, German Accelerator: “Funding German Start-ups in Life Sciences and Tech”, http://germanaccelerator.com/</p> <p>Lunch break, off property (fast food restaurants are in walking distance)</p> <p>02:00 p.m.: Talk by Samad Nasserian, CEO, Cosy Meal: “Sharing Economy: The Cosy Meal Experience”, https://www.cozymeal.com/</p> <p>03:30 p.m.: Talk by Rob Hoehn, CEO, Ideascale.com: “The Role of Open Innovation Software”</p> <p>Evening: free</p>	<p>Crown Plaza Hotel Room Med I/A 4290 El Camino Real Palo Alto, CA 94306</p> <p>Contact person: Jennifer Friedman</p>

<p>Friday, 11 May 2018</p> <p>Theme: Consequences for Germany</p>	<p>09:00 a.m.: Talk by Dr. Johannes Ziegler, CEO of Miaplaza.com and always-icecream.com: “Experiences of a German Entrepreneur in the Silicon Valley”, https://www.miaplaza.com/; https://always-icecream.com/</p> <p>10:30 a.m.: Talk by Marc Haarmeier, Managing Director, Amplexor Digital: “Consequences of Digitalization for the German Mittelstand”, http://www.amplexor.com/</p> <p>12.00 a.m.: Concluding talk by Prof. Dr. Johannes Glückler: “Why the Valley, Why Not L.A.?” http://www.geog.uni-heidelberg.de/wiso/glueckler.html</p> <p>Afternoon: Pacific coast, Highway No. 1</p> <p>Evening: beach party at Half Moon Bay ☺</p>	<p>Computer History Museum 1401 North Shoreline Blvd Mountain View, CA 94043</p> <p>Contact persons: Caroline Evans Valerie Alston</p>
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<p>Saturday, 12 May 2018</p>	<ul style="list-style-type: none"> ▪ Departure from the motel, drive to San Francisco Airport, rental van return ▪ Lunch at San Francisco Airport ▪ Departure from SFO at 1.40 p.m., United Airlines, UA58 ▪ Arrival in Frankfurt on Sunday, 13 May 2018, at 09.55 a.m. local time
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