



# REALACAD

VENTURE  
MANAGEMENT  
PROGRAM

## In brief

- The RealAcad Venture Management Program is a not-for-profit initiative to groom talent all over the world. The program includes a series of camps, held at different locations around the globe.
- The mission of the program is to help its participants to become the best possible version of themselves.
- Over the course of the program, the participants bring to life a new **entrepreneurial venture** besides learning the know-hows of the business world.
- The program has led to the creation of over 40 start-ups hitherto. Of these, a few are under incubation, many are already making money and several have attracted investor attention.
- The program receives advice from advisors with work experience in top consulting firms and multi-national companies, and is led by elite program leaders.
- The participants of the camp are selected from all over the world after a highly selective screening process to ensure the best talent and diversity at each camp.
- There is just one word to describe the candidates, and that is 'elite.' In fact, 100% of the selected candidates secure scholarships from companies, organizations, universities, and/or RealAcad itself.
- The program focuses on learning by doing, and not merely giving lectures. This is exemplified by the creation of an actual venture, real life negotiations and business plan presentations. This makes RealAcad one of its' kind in the world.



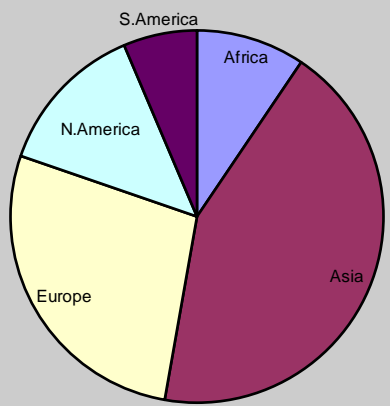
*I realized self-confidence. RealAcad challenged me to break out of my comfort zone and through this I found my self-confidence as a leader by developing further skills as a motivator and team builder.*

**Damaris**

Work Experience:  
Boston Consulting Group  
University of Cambridge

## Facts+Figures

- 184** Successful RealAcad Participants
- 12.9%** Acceptance rate
- 16** Avg. no. of languages spoken per camp
- 78** Countries represented by applicants
- 429** Avg. no. of business ideas per camp
- US\$194,000** Total given in scholarship



Geographical distribution of applicants

## Program Advisors

**Ankur Malik** has been the Director of the Global Realizer Group since 2005. He is also working with a Private Equity and Advisory firm. Prior to this, Ankur worked at Boston Consulting Group from 1998 till 2005. While at BCG he was sponsored for an MBA from Kellogg School of Management, Northwestern University where he graduated with Dean Lists Honors. Ankur holds a B.Eng from NTU, Singapore on Merit Scholarship. He has also worked at IBM, ALSTOM and Hedge Fund in Singapore, Seattle and San Francisco. He has founded a not-for-profit (RealAcad) and multiple other ventures. In his leisure time he enjoys soccer, swimming and audio books.

**Tsafrir 'Tsafi' Oranski** is working at a Silicon Valley based venture capital firm. Formerly he was the Marketing Director of SAP in New York. Prior to SAP, Tsafi was a Major in the Israeli Special Forces. He is one of Israel's more decorated soldiers. Tsafi has his MBA from Kellogg School of Management, Northwestern University and LLM from Israel University. Tsafi has widely traveled across the world, from the Mongolian deserts to the Peruvian peaks. In his leisure time he enjoys harvesting cotton in his Kibbutz, snowboarding, and cooking. Tsafi is fluent in English, Hebrew, Arabic and is currently working hard on his Vietnamese.

**Paul Cheng** is working for a UK based venture capital firm, focused on social enterprises. Formerly, he was the Managing Director of Infotame, Europe. Paul also worked with Microsoft in the UK. Paul has his MBA from Kellogg School of Management, Northwestern University and a law degree from Oxford University. Paul worked as a corporate lawyer in UK, Hong Kong and China for over five years. In his leisure time he enjoys skiing, reading and travel. Paul is fluent in English and Mandarin.

**Miriam Claes** works as a Management Consultant since 1999. Miriam earned her MBA from Kellogg School of Management, Northwestern University at Chicago where she graduated top of the class with distinction. She majored in Transportation, Marketing and Entrepreneurship. Miriam also holds a Master of Business Engineering from K.U.Leuven in Belgium, where she specialized in Operations Management. She has also worked at Goldman Sachs in London and Levi's Strauss and CSC in Brussels. She has a strong interest in entrepreneurship and has assisted in the creation multiple successful ventures. In her leisure time she enjoys jazz dance, swimming and travel. Miriam is fluent in Dutch, French and English.

## Program Leaders

**Eugenia Xu** is working for Global Realizer Group, the venture capital firm that funds RealAcad. Prior to this, she has worked with a high-tech start up in California, and studied entrepreneurship at Stanford University. Eugenia has a Masters and Bachelors from National University of Singapore with First Class Honors and Dean's List distinction. In her leisure time, she enjoys traveling and experiencing new cultures. She also likes to play Chopin's pieces on a quiet Sunday afternoon.

**Stephan Jacob** is working for McKinsey & Co. He also has experience in Bain & Co., an Agribusiness firm in New York, and an anti-child labor NGO in Jakarta, Indonesia. Stephan has a Masters from University of South Australia and a double B.Sc. in Economics and Information Systems from the University of Mannheim, Germany. He attended school at Lake Forest Academy in the US, where he was inducted in the Cum Laude Society. Stephan enjoys living abroad and sees himself part of Generation Global. He is fluent in English, German and can converse in Indonesian and French.

**Nash Ream** is the Director of CNR, Inc. Prior to this he worked at a strategy consulting firm in San Francisco. He was the Director of Sales for an international marketing firm which was America's fastest growing private company in 2000. He holds a B.A. in International Business from Whittier College where he graduated Summa Cum Laude. Nash is co-founder of the not-for-profit Yosemite National Institute in Southern California. In his leisure time, he enjoys training for marathons or triathlons and international travel. He is fluent in English, Spanish and is working hard on Mandarin.



## 2011 schedule

RealAcad in 2011 will be held across different continents. The rationale behind this is to give people from all parts of the globe an opportunity to benefit from RealAcad, and at the same time, explore different parts of the world.

For 2011, programs are being offered at different locations around the world on the following dates:



LOCATION	DATE	THEME
Stanford I	Aug 01 — Aug 06	Leadership Development
Stanford II	Aug 08 — Aug 13	Leadership through Entrepreneurship
Stanford III	Aug 22 — Aug 27	Venture Management
Singapore	Dec 05 — Dec 10	International Business

\* The dates and venues are subject to change.

The accelerating rate of regionalization and globalization create a paramount need for us to possess international experiences and perspectives. Therefore, RealAcad not only ensures the class to consist of participants with diverse nationalities and backgrounds, but also provides them the best exposure to different cultures and business environments.



*I have been really impressed by the quality of participants and their willingness to learn. It's a joy to get to know all of them. RealAcad will bring about positive changes in every person's life!*

**Miriam**  
RealAcad Co-founder  
Work Experience:  
McKinsey & Co.  
Goldman Sachs

## Featured Ventures

### AIDUCATION INTERNATIONAL



**Florian Kowalke** has a Ph.D. in Science from ETH Zurich. He also completed his master thesis at Harvard University. With a strong vision to mould a bright young generation and to make Kenya a better place, Aiducation International offers merit-based scholarships to outstanding high-school students in Kenya who lack the financial means.

#### Highlights:

- Developed in 2007 December Singapore Camp
- Has awarded 20 scholarships to high-achievers in Kenya in its first year
- Expanded operations to 4 countries in 3 different continents



### FOSTEREAL INC



**Chaunta Foster** has an MBA focusing on not-for-profit management and entrepreneurship at Regent University in Virginia. She now consults for two not-for-profit organizations. Based on the strong values of family and ethical business practices, FosteREAL intends to foster real change in communities around the world by helping clients find the right home for their families.

#### Highlights:

- Created in 2006 Stanford Camp
- On schedule for remodeling its first real-estate property
- Looking forward to closing more deals in the summer



### LOCCIA PTE LTD



**Ananda Kessler** graduated from the University of Iowa with a B.A. in Fine Art in 2002, and was nominated by the Board of Regents to the National Society of Collegiate Scholars. Tapping into the team's global network and resources, Loccia aims to help individual designers bring their fashion designs to the world. With plenty of expertise on the team, Loccia developed a business plan and marketed the apparels of a California-based designer to markets in Asia and Europe.

#### Highlights:

- Created in 2005 Stanford Camp
- Released its first fashion line in 2005
- Conducted first Road show in Chicago in 2006



## Benefits

### CAREER DEVELOPMENT

- The camp receives advice from an international leadership team with experience at the world's best companies, who provide personal coaching to the participants. This will help them think through how to plan their long-term career and how to maximize chances for success.
- Networking sessions will be organized where students will have the opportunity to meet business professionals who will provide guidance to the participants.
- The process of venture creation itself imparts a number of skills to the participants:
  - **Professional brainstorming** gives participants valuable insight into how successful companies and firms effectively use their creative powerhouses to gain maximum benefits from their ingenuity and creativity
  - **Market research strategies** allow participants to obtain accurate market information and analyze it.
  - **Marketing & business plan development** helps the participants know how to allocate the available resources properly, handle unforeseen challenges, and make good business decisions. At the same time, participants learn how to develop the right pitches to investors, customers and partners.

### PERSONAL DEVELOPMENT

Throughout the camp, students will get ample opportunity to develop their teamwork, communication, leadership, problem solving, negotiation and motivation skills, within a rigorous analytical framework. Special modules are included in the camp for the personal development of the participants:

- **Teamwork:** The process of venture creation is a great team builder. The faculty supervises the creation process and pays special attention to teamwork. Moreover, exercises like 'improv' are conducted for team building.
- **Communication skills:** The camp includes presentations, personal introductions, feedback exercises and team discussions. The faculty makes sure everyone speaks and contributes. Since participants come from all around the globe, small language sessions are also conducted for better communication in foreign languages.
- **Negotiation skills:** The module examines and evaluates the different styles of negotiation available and then uses practical role playing to help the students understand how to use the skills needed to become expert negotiators.

### FUN

The camp is not only about work, work and work. The team organizes trips to local attractions for the participants and also to bring the participants abreast with the culture of the locale. Games and energizers are an integral part of the everyday program.

### REALACAD NETWORK

All RealAcaders are connected through the RealAcad Network (RAN) on the RealAcad website. The RAN gives RealAcaders access to a network of talented and experienced people from all around the globe. The network provides the members a plethora of services:

- **Career Counseling**
- **Resume Reviews**
- **Interview Practice**
- **RealAcad knowledge resources**
- **Travel planning**
- **Job referrals**

RAN gives you friends from around the globe. Next time you travel abroad, you'll have a home away from home. There is no limit to what you can do with the network.



*I realized the importance of an international network and the advantage of having a strong team. Further I got to focus strongly on my career development which has proved to be very helpful.*

**Samvita**

Work Experience:

DBS

Amazon

## Prospective Students

There is no golden rule for judging a potential RealAcad candidate. We don't look for super high grades as we realize that half of the ten richest men in the world are college dropouts. We don't look for gold medals, or trophies. All we look for is that something special in you that makes us feel that you can make it big. Intangible, yet conspicuous. Our participants have been special in their own way. For example, one of our participants:

- started a million dollar company while getting his law degree
- traveled to 5 continents and has knowledge of 6 languages
- is a top Physicist and is one of the very few women to be hired by a top management consultancy
- became the director of sales for the fastest growing privately held company in US history by the age of 20

## How to apply

The applications for RealAcad 2011 are now open. Selection into RealAcad is a 2 stage process:

### Stage 1: Written application

- Candidates are evaluated on the basis of their achievements, their potential, and the fit between what they aspire to achieve and what our course has to offer.

### Stage 2: Interview

- Candidates are evaluated on their self confidence, the way they carry themselves, their responses to the questions asked in the interview, and their mannerisms.

The application form is available online on <http://www.realacad.org/admission.php>. Email the completed form and resume to [apply@realacad.com](mailto:apply@realacad.com). If selected, the Admissions Committee would arrange a personal or telephone interview for you.

## Financials

### • FEE

The RealAcad Venture Management Program, exclusive of travel, accommodation and meals, is offered at the price of EUR1,800 for the 1 week program and EUR3,000 for the 2 week program. This includes full-time faculty support, course materials, and teaching facilities.

### • SCHOLARSHIPS AND SPONSORSHIPS

RealAcad is driven by a strong mission to provide the best opportunities to the deserving and talented. To ensure that applicants are not deprived an opportunity due to their financial situation, we offer generous scholarships to accepted applicants. These scholarships can amount up to the full course fee. Please indicate in your application whether or not you would like to be considered for these scholarships.

### • FINANCING SCHEMES

Furthermore, we also have a number of need-based financing schemes to lighten the financial burden for students. More information can be found online on the website [www.realacad.org](http://www.realacad.org).



*I realized insights into the business world. I used to think that the bigger issues in venture-creation are legal matters, financing and investors. But I have learnt that the biggest challenge is managing people and developing a product that really makes a difference in people's lives.*

**Maria**

Work Experience:

Microsoft

Harvard Business School