

INTERNATIONAL LIMAK STUDY TRIP USA

LIMAK AUSTRIAN BUSINESS SCHOOL & GOLDEN GATE UNIVERSITY (SAN FRANCISCO & SILICON VALLEY)

STUDY TRIP “INNOVATION AND ENTREPRENEURSHIP”

June 1st - 6th, 2026

PROGRAM FACTS

- Learn how business works in the United States, especially in the **Bay Area**
- Understand the **Silicon Valley mindset**
- Reflect how to implement an **innovation culture**
- Enjoy company visits of global acting companies in the **Silicon Valley**
- Discuss real-life case studies with faculty and **international guest speaker**
- Benefit from **social events, networking** and **cultural program** in San Francisco



ACADEMIC SUPERVISOR

Rick Rasmussen, MBA

Rick Rasmussen is a serial entrepreneur, advisor, and creator of ecosystems. A Silicon Valley native, his experience spans across industry, venture capital, academia, and government, assisting with innovation ecosystem development for over 20 governments and economic development agencies worldwide. He is a frequent conference speaker, runs multiple accelerators and serves on several international advisory boards.



SILICON VALLEY EXPERT

Dipl.-Ing. Dr. Mario Herger

Mario Herger is a technology trend researcher and author, consulting and conducting workshops on Artificial Intelligence, Foresight Mindset, Automotive, Innovation, Digital Transformation, Silicon Valley, Online Harassment. He has been living in Silicon Valley since 2001. Mario looks at signals of emerging technology trends and how they impact society, politics, or employment.



„Discover innovation, gain insights, and connect to lead the companies of tomorrow.“

SAN FRANCISCO & SILICON VALLEY

Discover the pulse of global innovation in **San Francisco**, where tech giants and trailblazing startups converge in a thriving ecosystem of opportunity. As a global hub for technology, finance, tourism, and biotech, San Francisco offers an unmatched environment rich in culture, history, and world-class attractions, inspiring bold thinkers to reach new heights.

Just south of the city lies **Silicon Valley** - the birthplace of transformative companies like Google, Apple, Facebook, Airbnb, and Tesla. In this dynamic region, innovation is a way of life, with groundbreaking ideas constantly reshaping the future of technology and business.

LEARN ABOUT INNOVATION AND BENEFIT FROM THE SILICON MINDSET

Academic Program



- Discover the Bay Area Business and Innovation Landscape: Gain an understanding of how business culture and innovation ecosystems operate in the U.S.
- Navigate Cultural Differences:** Explore the unique cultural distinctions between the Bay Area and the broader U.S., to enhance your global business acumen.
 - Venture Capital and Angel Investing:** Delve into how venture capital and angel investing drive innovation in the U.S., and learn how these funding models support entrepreneurial ventures.
 - Expand Your Entrepreneurial Mindset:** Leverage your learning to enhance your entrepreneurial approach and apply your knowledge in group pitches and real-world problem-solving.

Company visits & Networking



- Expand your personal and professional network while gaining invaluable insights into Silicon Valley's thriving business environment:
- Experience Silicon Valley Firsthand:** Discover why Silicon Valley is renowned as a global center for innovation and technology.
 - Learn from Experts:** Participate in company visits and discussions with industry experts and guest speakers, fostering an open-minded approach to business and innovation.
 - Connect with Founders:** Engage with local entrepreneurs as well as Austrian and European founders, learning directly from their experiences.
 - Grow Your Global Network:** Evening events provide a unique opportunity to build connections with both local and international companies.

Culture & Society



- Explore the Bay Area Through a Cultural Lens:
- Dive Into the Bay Area's Dynamic Culture:** Experience the rich and diverse culture shaped by the region's history, geography, and spirit of innovation. The multicultural population adds a vibrant layer to its identity.
 - Discover a World of Art, Cuisine, and Adventure:** From its cutting-edge arts scene to world-class culinary experiences.
 - Enhance Your Cross-Cultural Competence:** Gain a deeper understanding of the local customs, traditions, and mindset that fuel the region's entrepreneurial success.
 - Return home not only inspired** by new perspectives but empowered by the Bay Area's innovative approach to solving complex challenges.

EXAMPLE OF PROGRAM SCHEDULE

SUNDAY September 22 nd	MONDAY September 23 rd	TUESDAY September 24 th	WEDNESDAY September 25 th	THURSDAY September 26 th	FRIDAY September 27 th	SATURDAY September 28 th
San Francisco	UC Berkeley Faculty Club, Howard Room	UC Berkeley Faculty Club, Howard Room	Sutardja Center for Entrepreneurship & Technology	Silicon Valley	San Francisco and Silicon Valley	S.F. Rosenberg Room in Marine's Memorial Club
Sightseeing Programm	George Panagiotakoulous	George Panagiotakoulous	Rick Rasmussen	Mario Herger	Mario Herger	Alina Adams
Sales Force Tower Mission District Twin Peaks Lombard Street Palace of Fine Arts Golden Gate Park Painted Ladies Golden Gate Bridge Sausalito, ...	9 am - 6 pm Lecture Workshop Guest Speaker	9 am - 5:30 pm Lecture & Workshop	9 am - 5:30 pm Lecture & Workshop Campus Tour	8:30 am - 6 pm Tesla Factory Tour Apple Park Visitor Center Honestone Ventures Learn.xvz	8:30 am - 6 pm Amazon AWS HP Garage LinkedIn Meta Lucid Motors	9 am - 2 pm Sustainability Presentation Feedback Wrap up
		Networking Event	Alcatraz	Robotaxi Tour		Lunch

June, 2025 - Subject to modification and amendments!

This program includes lectures from internationally renowned **faculty** and exclusive visits to top-tier universities like **UC Berkeley** and **Stanford**, offering valuable exposure to academic excellence and cutting-edge research.

DETAILS

- Date: June, 1st - 6th 2026
- Program Fee*: € 4.500,-
- Application Fee**: € 690,-

* Travel costs and accommodations are not included in the price.
**Does not apply for current participants and graduates of LIMAK
Limited number of participants.

CONTACT

For questions about the trip please contact:

Nadja Fuchs, MSSc
+43-676 898 664 476
nadja.fuchs@limak.jku.at

