Semester in San Francisco
Preterm Information Session
August 20th & 21st, 2018
Net Promoter Score higher than Apple iPhone at its peak

- Q2 NPS = 74%
- 2010 Apple iPhone NPS = 73%

Students said…

“I couldn’t look at my pictures from San Francisco when I came back to Philly.”
Academics
# Curriculum Fall 2018

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>CUs</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>OIDD 695</td>
<td>Regional Seminar (required)</td>
<td>0.5</td>
<td>Karl Ulrich</td>
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<tr>
<td>OIDD 693</td>
<td>Influence</td>
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<td>Cade Massey</td>
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<td>OIDD 636</td>
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<td>Gad Allon</td>
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<td>LGST 806</td>
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<td>David Johnson</td>
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<td>MGMT 765</td>
<td>Venture Capital &amp; Entrepreneurial Management*</td>
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<td>Raffi Amit &amp; David Collum</td>
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<td>FNCE 750</td>
<td>Venture Capital &amp; the Finance of Innovation*</td>
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<td>FNCE 883</td>
<td>Strategic Issues in Equity Finance</td>
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<tr>
<td>MKTG 776</td>
<td>Applied Probability Models**</td>
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<td>Pete Fader</td>
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<tr>
<td>MKTG 754</td>
<td>Pricing</td>
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<td>John Zhang</td>
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*Counts towards the Entrepreneurship & Innovation Major

**Counts towards the Business Analytics Major

Semester in San Francisco
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<tr>
<td>OIDD 614</td>
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<td>MGMT 691</td>
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<tr>
<td>MGMT 731</td>
<td>Technology Strategy</td>
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<td>MGMT 721</td>
<td>Corporate Development: Mergers &amp; Acquisitions</td>
<td>1</td>
<td>Emilie Feldman</td>
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<tr>
<td>FNCE 751</td>
<td>Finance of Buyouts &amp; Acquisitions</td>
<td>0.5</td>
<td>Bilge Yilmaz</td>
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<tr>
<td>STAT 701</td>
<td>Modern Data Mining**</td>
<td>1</td>
<td>Richard Waterman</td>
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<tr>
<td>***</td>
<td>TBA</td>
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OIDD 695 - Regional Seminar Speakers, Fall 2017

• Amy Norman WG’02, Co-Founder & Co-CEO, Little Passports Module
• Iris Choi WG’04, Floodgate, Partner
• Alexander Schuth WG’05, Denali Therapeutics, Co-Founder and COO
• Ravi Gupta, Instacart, COO and CFO
• Ania Smith WG’02, Airbnb, Head of Business Operations, North America
• Phin Barnes WG’09, Partner, First Round Capital
• Joey Zwillinger, WG’10, Allbirds, Co-Founder
• Sachin Rekhi ENG’05, W’05, Found & CEO, Notejoy
• Christine Moseley WG’11, Full Harvest, Founder and CEO
• Jonathan Coslet W’87, CIP, TPG Capital
• Uma Valeti, Co-Founder & CEO, Memphis Meat
• John Rodgers GRD’17, Partner, The Rise Fund
Academic Support

Academic Advising
• Majors and credit units
• Course registration and ISP
• Course Match support
• Offered on-site (2x/semester) and virtually anytime

Registration for SSF courses
• No Course Match

Course load
• Between 3 and 6 credit units
• 1 cu can be taken pass/fail - Regional Seminar does not count toward limit
Career
MBA Career Management in SSF

Get Your Input
• Career goals and interests survey

Offer SSF Specific Services
• SSF Resume Book
• SSF in-semester internships
• Company visits
• Alumni mixers and lunches
• On-site career advising

Access to PHL Recruiting
• Virtual career advising
• MBACM website
• CareerPath access: job board and OCI
• Weekly industry emails
• On-campus events: Info Sessions, Expo, etc.
MBA Career Management Support

SSF Resume Book
- Entire SSF cohort is included
- Send to 3,000+ Bay Area contacts in our database

SSF In-Semester Internships
- Source 10 – 15 internships each semester
- Only open for SSF student applicants

SSF Treks
- Partner with student clubs and leaders to schedule company visits
- ~5-10 per semester
- Typically visit start-ups, big tech, VC funds (varies based on cohort interest)

Alumni Networking
- Lunch and Learns: small group, multi-company lunches focused on specific topics
- Happy hours and mixers

On-Site Career Advising
SSF Fall 2017 (WG18) - Summer Internships

SSF Fall 2017: Internship Breakdown by Industry
N = 69

- Technology: 33.33%
- Consulting: 15.94%
- Venture Capital: 7.25%
- Health Care: 7.25%
- Manufacturing: 7.25%
- CPG: 4.35%
- Investment Banking: 4.35%
- Private Equity: 4.35%
- Media & Entertainment: 2.90%
- Social Impact: 2.90%

Wharton
SSF Fall 2017 (WG18) – In-Semester Internships

Fall Internship Functions

- Finance
- Product Management
- Marketing/Product Marketing
- Analytics/Data Science
- Business Development
- Operations/Business Operations
- Other

COMPANIES INCLUDE

- Ampush
- Anomalie
- Data Collective
- Draper Nexus
- Graham partners
- iFly.vc
- IOVOX
- LadyMarry
- Okta
- Opendoor
- Privateer
- Silicon Valley Community Foundation
- Square
- Thumbtack
- UBER
- VC
- Work-Bench Ventures
- Zoox
SSF Fall 2017 (WG18) – Full-Time Job Outcomes

<table>
<thead>
<tr>
<th>SSF 2017</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class of Students</td>
<td>74</td>
<td></td>
</tr>
<tr>
<td>Seeking FT Employment</td>
<td>52</td>
<td>70%</td>
</tr>
<tr>
<td>Seeking students reporting FT job offers</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>Seeking students reporting FT job offer</td>
<td>50</td>
<td>68%</td>
</tr>
<tr>
<td>acceptances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students not seeking employment</td>
<td>10</td>
<td>13%</td>
</tr>
<tr>
<td>Company sponsored / returning to company</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Starting own biz</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Continuing education</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Postponed search</td>
<td>1</td>
<td></td>
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<tr>
<td>Students not responding to survey</td>
<td>12</td>
<td>16%</td>
</tr>
</tbody>
</table>

Full-Time Accepted Offers by Industry
SSF 2017, n = 50

- Technology: 37%
- Consulting: 4%
- Consumer Products & Retail: 4%
- Financial Services: Venture Capital: 6%
- Financial Services: Hedge Funds / Other: 6%
First-Year Recruiting Timeline

- **Enterprise Recruiting Period**
- **Focused Recruiting Period**
- **Competency Building Period**

**Mature**
- Aug
- Sept
- Oct
- Nov
- Dec

**Enterprise**
- Jan
- Feb
- Mar
- Apr
- May
Student Programs
Student Life

WGA West Coast VPs

Social Event Survey
• Vote for major trips
  ➢ Napa, Hawaii
• Small group events
• Club events

Yosemite National Park

Paintball

Halloween Party
Leadership Program – Overview

What: Wharton Leadership Program will deliver workshops and/or intensives in San Francisco

When: All programming will be delivered over one weekend in the Fall

Who: Programming will be open to SSF students and Wharton San Francisco Executive MBA students

How: Registration will be announced via email in August to SSF class, participants will be selected by lottery

Fall 2017 Examples: Gathering Intelligence through Conversation and Conflict & You: The Power of Aikido

For questions, contact Janese Jackson, Program Coordinator
Penn Wharton Entrepreneurship

Exploring and Building

• Wharton Exec MBA and SSF Mixers: Le Méridien San Francisco, dates **TBA**

• Speakers & Workshops: All are presented by regional experts with many Wharton/Penn alumni.
  • *Entrepreneur’s Workshop*
  • *WEMBA Class Speakers*
  • *VIP Workshops*

Ready to Launch

• Wharton Venture Initiation Program (VIP)

• Current student in VIP may transition from the Philadelphia to San Francisco program.

• Fall application cycle – All SSF students are eligible to apply for VIP San Francisco

• *Note: There is no dedicated incubation space available at Wharton San Francisco*
Application Process
Application Process

Spring 2019:
• Applications open: September 5, 2018
• Applications due: October 5, 2018
• Decisions released: October 19, 2018
• Accept/decline by: November 9, 2018

Round 1, Fall 2019:
• Applications open: December 3, 2018
• Applications due: January 14, 2019
• Decisions released: February 8, 2019
• Accept/decline by: March 15, 2019
• No waitlist: if not accepted in Round 1, you can apply again in Round 2!

How do I apply?
• Qualtrics survey – will open September 5 for Spring 2019
What do we look for?

- Strong academic performance – GPA matters!
- Thoughtful, well written essays
  - Focus on community, career, and academics
- No academic probation or ethics violations at any point in time
Logistics

Cost
• Program fee of $5,000 per student
• Merit-based fellowships available (i.e., academic performance)

Housing
• Participants responsible for transportation & housing
• Opportunities to sublet Philadelphia apartments
  • MBAPO International Exchange
  • Coordination between Fall & Spring semester students
Key Contact Information

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