

# INNOVATION & TECH TRENDS

Executive Program

**Hosted at Stanford,  
UC Berkeley, &  
Silicon Valley**



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# COURSE OBJECTIVES

## Program Highlights

- Internet innovations
- New directions in web development
- Harvesting web data
- Cyber Safety
- Envision and prepare for the future web
- Learning debrief and certificate ceremony
- Corporate visits



## Welcome to Innovation and Tech Trends

The purpose of this experience is to inspire executives to imagine a new world by providing a deep understanding of the fundamentals of the latest technological trends. Specific emphasis will be placed on internet innovations, web development, cyber

safety, and the future web. Through both classroom and hands-on experiences executives will work as teams to develop a new idea for applying technology to solve our modern challenges.

# LECTURE ONE

## Internet Innovations

From mainframe systems to increasingly miniaturized personal devices, computer hardware is evolving at a breakneck pace. To keep up with the changes, the Internet is also changing rapidly. This course examines Internet innovations and provides executives with the tools they need to face the latest challenges posed by their clients' ever-shifting needs.

## Wanted More

"I wish I could have stayed even longer to continue exploring the topics and discussing new ideas with the professors."

*Mr. Chen Feng, General Manager  
Guangzhou Jingde Auto Parts Co., Ltd.*

```
$_SESSION['_CAPTCHA']['config'] = serialize($captcha_config);  
return array(  
    'code' => $captcha_config['code'],  
    'image_src' => $image_src  
);  
  
function_exists('hex2rgb') ) {  
function hex2rgb($hex_str, $return_string = false, $separator = ',') {  
    $hex_str = preg_replace("/^[^0-9A-Fa-f]/", '', $hex_str); // Gets a proper hex string  
    $rgb_array = array();  
    if ( strlen($hex_str) == 6 ) {  
        $color_val = hexdec($hex_str);  
        $rgb_array['r'] = 0xFF & ($color_val >> 0x10);  
        $rgb_array['g'] = 0xFF & ($color_val >> 0x8);  
        $rgb_array['b'] = 0xFF & $color_val;  
    } elseif ( strlen($hex_str) == 3 ) {  
        $rgb_array['r'] = hexdec(str_repeat(substr($hex_str, 0, 1), 2));  
        $rgb_array['g'] = hexdec(str_repeat(substr($hex_str, 1, 1), 2));  
        $rgb_array['b'] = hexdec(str_repeat(substr($hex_str, 2, 1), 2));  
    } else {  
        return false;  
    }  
    return $return_string ? implode($separator, $rgb_array) : $rgb_array;  
}
```

# LECTURE TWO

## New Directions in Web Development

With the reach of the Internet expanding to everything from watches to smart appliances and even automobiles, approaches to Web development have also evolved – especially on the enterprise level. This lecture will demonstrate how many of these strategies will enrich development in your organization or business.

### Memorable Training

“Our experience with the Harvard professors was great, something to be remembered for each and every person in our group for the rest of our lives.”

*Fabio Ruggiero*  
Owner, Petrovino Seed Company



# LECTURE THREE

## Harvesting Web Data in Enterprise Contexts

The Web generates mountains of user data at any given moment, but the information itself is of little use if you aren't making the most of it. This lecture discusses ways to reap and capitalize on user data, and use it to enrich your business.

### Eye-Opening

“I very much enjoyed this intensive one-day training. It helped me understand the American way of thinking. At the same time we learned a lot about ourselves through American eyes.”

*Ms. Wu Xue Yuan  
China Merchants Bank*



# LECTURE FOUR

## Cyber Safety

At no time has your business or organization been more exposed to threats from outside as in the Internet era. This lecture discusses ways to keep your data secure through developing an attacker's mindset and regularly refining an aggressive approach to protecting your (and your customers') valuable data.

### Best Training Experience

"I have traveled to the United States for training many, many times. This is the best training I ever experienced."

*Mr. Han Dechang  
Deputy Director, Nankai Business School*



# LECTURE FIVE

## Envision and Prepare for the Future Web

In the last 30 years the Stanford Media Lab has been a breeding ground for technological progress that's pushed the world into the future. This lecture discusses how Stanford scientists envision future Web developments and explores how you can capitalize on them to prepare for the next generation of Internet requirements.

### They Focused on the Practice

“The lessons I took at MIT were different than the lessons I used to take in China. The professors were wise, patient and careful. They focused on the practice, training me to to communicate with others, grasp complex issues, deal with the problems and work together with my partners.”

*Ouda Duan  
CTS Corporation*



# Program Schedule

## Lecture Topics

- **Internet Innovations**
- **New Directions in Web Development**
- **Harvesting Web Data in Enterprise Contexts**
- **Cyber Safety**
- **Envision and Prepare for the Future Web**

## Experiences

- **Stanford Campus Tour**  
**Hands-On Technology**  
**Workshop with Industry**  
**Experts**
- **Campus Tour**
- **Interactive Case Studies**

## Corporate Visits

- **Corporate Visits with**  
**Successful Startups and**  
**Established Corporations**



## **Stanford University**

Stanford University, located in the heart of California's Silicon Valley, is a private research university whose wealth and societal impact have made it one of the world's most prestigious universities. Since its opening in 1891, Stanford has been dedicated to finding solutions to big challenges and to preparing students for leadership in a complex world. Twenty Nobel laureates are currently members of the Stanford community. Areas of excellence range from the humanities to social scientists to engineering and the sciences. It ranks second in Shanghai's Academic Ranking of World Universities.

## **Silicon Valley**

Silicon Valley, in the southern San Francisco Bay Area of California, is home to many start-up and global technology companies. Apple, Facebook and Google are among the most prominent. It's also the site of technology-focused institutions centered around Palo Alto's Stanford University. The Computer History Museum and NASA's Ames Research Center are in Mountain View. The Tech Museum of Innovation is in San Jose.

## **San Francisco, CA**

San Francisco is more than just the physical headquarters of our virtual world (home to Airbnb, Uber, and Twitter). There are some things that haven't changed, and by themselves, are reason enough to revisit: the mind-boggling views along that glorious waterfront; the Mission's still-feisty, freaky, welcome-all-comers character; the meandering natural pleasures of Golden Gate Park. Even when classic San Francisco rubs up against new San Francisco, the friction, though at times contentious (Google bus protests, the anti-eviction fight), is also where the community-conscious activist roots of this city are as vital and visible as ever.

# PAST SPEAKERS AND POSSIBLE 2018 PRESENTERS



**Sven Beiker**  
Professor in AI and Business  
Management  
Stanford University



**Ryan Giordano**  
Lecturer and research on  
AI/AR/VR, University of  
California, Berkeley



**Stephen Zoepf**  
Director: Center for  
Automotive Research,  
Stanford University Robotics  
and AI in Industry



**Paul Dravis**  
Founder  
Dravis Group LLC



**Anca Dragan**  
Virtual Reality and AI  
researcher at the University of  
California, Berkeley



**Charles Eesley**  
Professor of Management  
Science and Engineering.  
Stanford University



**Allen Yang, PhD**  
Principle Investigator,  
Department of EECS  
University of California, Berkeley



**Fern Mandelbaum**  
Lecturer in Management.  
Stanford Graduate School  
of Business



**Robert E. Seigel**  
Lecturer in Management,  
Stanford Graduate School of  
Business

To arrange this training session with Excelorators or to develop a custom program, please contact us.



Huan Zheng



Bowen Gao



K.M. Finch

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