



# The Valley Bootcamp

Product & Coding Bootcamp – San Diego, California



Make Your Dream  
Career Come true

Me





# André De Sousa 🦄

AGILE@SCHOOL PEDAGOGY FOUNDER + BOOTCAMP  
FOUNDER

@\_adesousa



The-Valley.co



The Valley Bootcamps\_



# ★ Almost a decade in Education

Created a College education Pedagogy  
experimented in 3 Colleges (Coding Factory,  
Université de Dakar, FCIL Nouvelle Calédonie)

Discussing with more High Education schools

Created Californian Tech Bootcamps to improve  
French Entrepreneurs skills & Mindset to create  
their own Tech Startups

Why



# ★ Rising Tech Stars

Cultural Exchange

Exposure to Californian Tech Hub

International Experience

Professional Growth

Product, Coding & Entrepreneur Learnings

# ★ **My Main Goal**

Inspiring French Entrepreneurs in Californian  
Tech hub

Creating the future of French Startupper

Enrich the vision of the french Entrepreneurs  
with Silicon Valley Mindset



Target





# Who ?

French Students or Entrepreneurs

In early Stage

Creating their MVPs

Wanting to improve Product Skills

Or looking for funding

# The Batches



# 4 Batches per Year

A batch is a 4 or 8 weeks bootcamp

Each batch contains between 10 and 15 students

Each batch contains students from Business and Tech schools and Early Stage Entrepreneurs

# The Certificate





# The Valley Certificate of Achievement

# Program





## 2 Options



4 weeks in California (1 SF – 3 SD)

8 weeks in California (1 SF – 7 SD)



# 4 weeks Program





# 4 weeks Plan



1. Silicon Valley Immersion
2. Code / No Code your MVP
3. Entrepreneurship Mindset / Office Hours for local entrepreneurs
4. Improve English on mornings
5. Improve English on mornings
6. Networking (tech people, investors)



# Week 1 – Silicon Valley



## Silicon Valley Mindset

Startups and Big companies Visits

Meet with french expats, entrepreneurs and employees

Meetups & Networking



# Week 2 – San Diego



## English Week + Lean Startup bases

Morning english lessons

Start with the Why

Define the problems you want to solve

Start talking the problems with your early adopters

# Week 3 – San Diego

## **MVP product + Metrics**

The Basics of Product Management

Code/No-Code your MVP

Implement your Business (AARRRR) funnel



# Week 4 – San Diego



## Talk to your Users/Customers

Prepare your Startup Pitch

How to talk to users

Solution Interviews

Sign your first customers

# 8 weeks Program





# 8 weeks Plan



1. Silicon Valley Immersion
2. Product Management / Code / Fund the MVP
3. Fundraising / Pitch Deck
4. Entrepreneurship Mindset / Office Hours for local entrepreneurs
5. Improve English on mornings
6. Networking (tech people, investors)





# Week 1 – Silicon Valley



## Silicon Valley Mindset

Startups and Big companies Visits

Meet with french expats, entrepreneurs and employees

Meetups & Networking



# Week 2 – San Diego



## English Week + Lean Startup bases

Morning english lessons

Start with the Why

Define the problems you want to solve

Start talking the problems with your early adopters



# Week 3 – San Diego



## Pretotyping Your Product + MVP choice

Pretotyping methodology

Analyze your Pretotype

Define your MVPs based on problem interviews

Pivot/Persist based on the Data



# Week 4 – San Diego



## **MVP product + Metrics**

The Basics of Product Management

Code/No-Code your MVP

Implement your AARRR funnel

# Week 5 – San Diego

## Talk to Your Users

Prepare your Startup Pitch

How to talk to users

Solution Interviews



# Week 6 – San Diego



## Your Community & Your First Users

1000 true fans concept

How to get your first 10 Users

Focus groups

# Week 7 – San Diego

## Sign Your 10 First Customers

Define your Ideal Customer Profile

Sign your first 10 Clients

# **Week 8 – San Diego**

## **Financing / Prepare the come back**

Create your ideal Seed Raisefunding Slide Deck

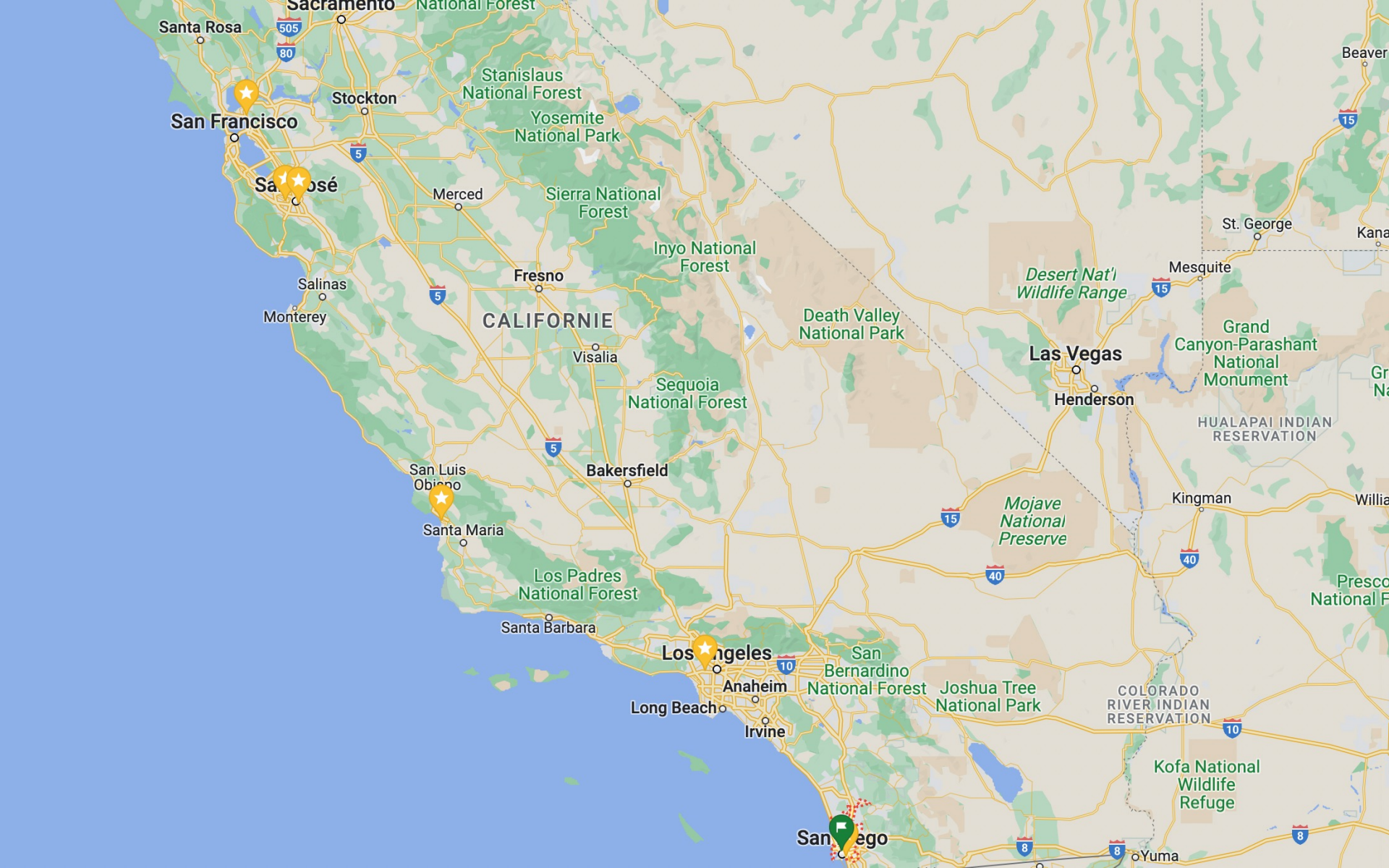
Know your metrics before VC meetings

Boost your Business



# The Place – San Diego





# San Diego, California

1,4 Million People

More than 100 000 students

Big student life

16 Universities + 23 English institutes

Top 100 Universities

# San Diego, California

Second Biggest city in California

Big Startup Scene = Big Opportunities

Playstation, GoPro, Apple, Google,  
Amazon, Illumina are there

300+ Sunny Days / Year

# The Hosting School

## CSUSM



# CSUSM

California State University San Marcos

Hosting University

16000 Students

Campus size: 123 Hectares

Hosted in Innovation Hub Building



California State University  
SAN MARCOS





  
California State University  
SAN MARCOS



# Bonus & Extras



# International Student Life

Meet international students

Student Night Life

A lot of beaches

First beach at 10 to 15 minutes by  
car

# California Lifestyle

Beachs at 10 to 15 minutes by car

Mexico at 45 minutes

Los Angeles in 1 h30 hours by car

# Entrepreneur Experiences

Sell me this pen

Troc My Lighter

Pitch contests

Demo Day

# Silicon Valley Immersion







# Schedule





# Standard schedule

November (4weeks batch)

January (4weeks batch)

February – March (8weeks batch)

April (4weeks batch)

May – June (8weeks batch)

# Tailor-made schedule

Batches can also be arranged based on your academic calendar

We can create exclusive batches composed entirely of students from a single school.

We would love to hear from you !

# Pricing



# 4 weeks Bootcamp Cost

**2500** € / Student for 2 months for:

- English Lessons
- Coding / Startup Lessons
- Coding Space, Meetups, etc

# 8 Weeks Bootcamp Cost

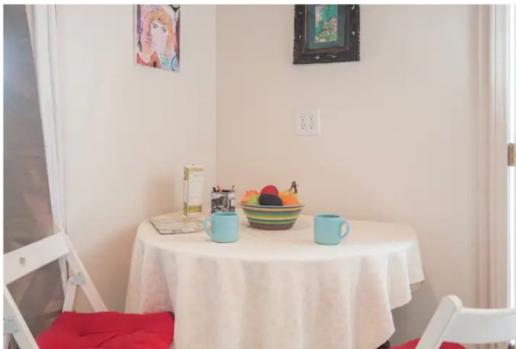
**4000** € / Student for 2 months for:

- English Lessons
- Coding / Startup Lessons
- Coding Space, Meetups, etc

# San Diego Cost of Living

Based on 2 months estimation

- Flights ~ 400 - 700€
- Housing ~ 800 - 1000€
- Meals ~ 600 - 800€
- Travel Insurance ~ 60€



~~1442 €~~ **1154 €** par mois

★ 4,80 · [296 commentaires](#)

ARRIVÉE  
01/02/2024

DÉPART  
29/02/2024

VOYAGEURS  
4 voyageurs



Réserver

Aucun montant ne vous sera débité pour le moment

Logement 1442 €

Réduction au mois -288 €

Frais de ménage 33 €

Frais de service 151 €

Taxes 125 €

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**Total** 1463 €

A Life Changing  
Experience





# Demo Day

Batch ChatGPT – May / June 2024

Students presentation Day at CSUSM, June  
26th 2024

Live/Replay here:

[https://www.youtube.com/live/DZjFGABkYKA  
?si=Cbv7uDcSnj7oZ1Zw](https://www.youtube.com/live/DZjFGABkYKA?si=Cbv7uDcSnj7oZ1Zw)

Global Package



# Summary

- ✓ 4-8 weeks of Business Development
- ✓ 1 MVP Ready to Use and Sale
- ✓ 1 Week English Lessons
- ✓ International Certificate Of Achievement
- ✓ Exclusive access to the community

Discord



*No Limits.*

Are you ready to  
change your life ?

The image shows the interior of a modern cafe or lounge. In the background, a bar area is visible with a counter featuring a black and white striped pattern. Above the bar, the text "Living the BUZZ LIFE" is displayed on a white wall. The ceiling is made of exposed wooden beams with several modern pendant lights hanging from it. In the foreground, there are white tables and chairs, some with potted plants. To the right, a wall is covered in a vibrant, colorful floral wallpaper with the text "LIFE'S BETTER" visible. The overall atmosphere is bright and contemporary.

*Living the* **BUZZ LIFE**

Ask me Anything  
[hello@the-valley.co](mailto:hello@the-valley.co)



**The Valley**

PRODUCT BOOTCAMPS