

# Venture Tour: Iceland

30 May – 3 June 2012



**UNDER 30 CEO**



# Venture Tour: Iceland

**Expedition by Day. Change the World by Night.**

This isn't your typical self-serving vacation. Join the brightest young minds for a four day excursion like no other. Get inspired by exotic travels, share your social venture ideas with like minded people, and go home with a plan to make positive impact on the world.

Leaders from across the globe are retreating to the Startup Iceland Conference and headed to the remote mountains to share their ideas for making the world a better place.

Experience unique adventures by day, while focusing on ideating solutions to global issues at night. This is a once in a lifetime opportunity to collaborate with peers and mentors, build framework for your venture, and go home with a plan of action.

-Matt Wilson and the Venture Tour Team

**Then The Real Journey Begins.**

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## Proposed Schedule

- 30 May: **Attend** Startup Iceland Conference
  - **Arrive** in Reykjavik early AM
  - **Learn** about building startup ecosystems from a nation devastated by the world economic collapse.
  - **Discuss** best practices for building companies and creating jobs
    - Speakers: President of Iceland, Olafur Ragnar Grimmson, Founder of Techstars, Brad Feld and Venture Capitalist at Union Square Ventures, Brad Burnham
  - **Tour** Icelandic startup incubators and attend Techstars Iceland info session
  - **Celebrate** innovation and explore Reykjavik, one Europe's top cities for nightlife
- 31 May: **Retreat** to Smaratun summer house
  - **Learn** from leaders: Risk Management, Group Behavior, & Decision Making Briefing
  - **Canyon** through waterfalls, and bathe in lagoon or Icelandic Horseback Riding
  - **Retreat** to summer house and begin social venture ideation and planning

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- 1 June: Amazing Race style team building scavenger hunt
  - **Compete** against your peers to find GPS checkpoints across the volcanic region. Each team will be equipped with Superjeep and Mountain Guide.
  - **Collaborate** with mentors and peers on social venture framework
- 2 June: Day Hike in Thorsmork Glacier River Valley
  - **Superjeep** through river crossings created by glacial melt and explore the site of the 2010 volcano Eyjafjallajokull.
  - **Experience** with traditional Viking culture- meal and campfire celebration.  
**Present** your social venture and plan of action during group reflection time.
- 3 June: Blue Lagoon Geothermal Spa and incubator tour
  - **Tour** Iceland Startup Incubator Asbru, former site of NATO Military Base, Keflavik
  - **Relax and reward** yourself at the world renown Blue Lagoon, rated as one of the Wonders of the World by National Geographic
  - **Depart** from Keflavik Airport

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## Logistics and Price

**Price: \$1500 USD\* per person includes:**

- Airport pickup and drop off from Keflavik Airport (Reykjavik)
- 1 night stay in dorms downtown, well located for nightlife
- 3 night stay in Smaratun Summer House with hot tub
- Admission to [2012 Startup Iceland Conference](#)
- All meals in mountains. All transportation
- Amazing Race style GPS scavenger hunt, Superjeeps and Mountain Guides
- Activities: Canyoning and Wonder of the World Blue Lagoon
- Highland culture, campfire, teambuilding, and leadership briefing in mountains
- Safety and Procedure planning by South Iceland Adventure
- **Optional:** \$800 USD, 31 May, Full Day [Business Model Workshop](#) by Alexander Osterwalder at University of Reykjavik

*\*Activity dates are subject to change due to weather conditions  
\*Need based scholarships available to qualified startup founders*

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