



# HITO INSTITUTE

**Corporate Innovation**

Powered by  
**WOMEN'S**  
STARTUP LAB™

# Hito Institute:

Powered by Women's Startup Lab

Corporate Accelerator for Innovative Mindset  
and Entrepreneurial Leadership



**We focus on human innovation to transform the company and the world.**

As technology continues to advance, and the rate of change continues to accelerate, corporations struggle to adapt. Investing more money into innovation functions and creating innovation centers may be a start, but is it really enough to bring about the adaptation and change needed? We believe that bringing the startup and venture capital mindset into the corporate environment is critical to develop outstanding entrepreneurial corporate leaders who have the skills and mindset to transform their companies and lead them into the future.

**We foster a world-class entrepreneurial mindset as leaders come together to collaborate, grow, and explore the future.** We can offer you a “white labeled” accelerator, a series of training programs, coaching, and membership in our influencers’ society to keep leaders uniquely engaged, informed, and stimulated to lead the path to the future within this complex business world. Innovative leaders need to see the world beyond day-to-day operations and apply their vision to innovating in the face of a fast changing world that may challenge the survival of corporations that do not adapt.



# Why Women's Startup Lab

Tech Accelerator For Women Entrepreneurs

EST. 2013

## OUR MISSION

is to create the world where women entrepreneurs thrive, and to lead the change through technology and innovation.

We are a leading tech accelerator for entrepreneurs who have the bold vision to lead the wave of innovation and change. Our organization has been supported by top influencers in the tech industry in Silicon Valley since 2013. Over the past 5 years, we have graduated 150+ alumnae and over 1000+ corporate leaders through our innovation and executive programs.

5  
years



120+  
events



150  
startups



\$50m  
raised



3  
exits



23K  
community  
members



1K  
corporate  
innovators



# Hito Methodology

with 10x effectiveness

Our program is uniquely designed for leaders.

Acceleration of your growth happens with

**INTENSITY, SPEED & IMMERSION.**

The program is intentionally designed with a residential component. With true immersion, participants are able to produce more effective results than in a traditional class workshop. We believe that radical innovation requires new ways to grow leaders by combining immersion, speed and a collaborative environment for effective results.



## 1 Hito House

Offers effective residential environment that fosters active collaboration and inspires innovative thinking.



## 2 Immersive

Learn Silicon Valley know-how, have active discussions to foster new thinking, Live & breathe in SV culture & interact with local entrepreneurs.



## 3 Championed By Influencers

Accelerate Entrepreneurial learning and advance technology from Silicon Valley Influencers.



## 4 Peer-to-Peer Strong Ties

Build life-long relationships. Continuous support beyond the program.



## 5 Transformational Leadership & Creativity

Establish leadership style from personal core values. Master innovative thinking to lead the organization in a rapidly changing world.

# Radical Innovation

Bringing extraordinary results through radical innovation.



**Radical Innovation requires a radical shift of mindset.**

Only through rigorous focus, prioritization and a receptiveness to change can innovation happen.

Radical Innovation is a set of beliefs - a new mindset to bring companies to explore new territory and ways to innovate differently.

## THE ART OF LEADING BY VISION

**Creating powerful stories and communicating them effectively can captivate financial investors, customers, and employees.** Leaders must motivate their teams to work hard in ways that advance the mission of the business. During the 4-Day program, participants will learn frameworks for creating and communicating a vision, and motivating teams to thrive in extreme startup conditions with limited time, money and support to bring extraordinary results.

We believe that motivating others to move forward, drawing upon their courage and away from fears is what moves people to take impactful action.

“

I went to two other accelerators.  
WSLab's accelerator is so valuable because  
the level of advisors and instructors is so high.  
You get tailored, customized advice  
because of the small group size.

”

**Sophia Yen**

Co-founder & CEO, Pandia Health



# Hito Institute

Innovation through People Transformation

Powered by: Women's Startup Lab & Silicon Valley



**Our mission is to unleash individual creativity and potential to develop visionary leaders who takes on challenges and leads change for a positive impact.**

Hito Institute provides corporations, organizations and foundations with a unique opportunity to drive human-centered innovation. Hito's **immersive, intensive, and transformative** development programs are designed to unlock individual potential and spur innovation. Based on the guiding principle of "Hitology", the programs are designed for groups and to foster an innovative mindset and collaborative approach that will create positive change both for the individual and the organization.

Whether you are building incubators, building innovation centers or inspiring leaders within your company, we offer these programs that will lead to innovative change for your organization.

## Offerings



### PROGRAM

Join Innovative Leadership Program



### LAB

Join Immersive Program With Entrepreneurs, Silicon Valley Advisors



### ACCELERATOR

Join & Create Your Own Focused Accelerator

# Program

## Join Innovative Leadership Programs

Our program will transform the way you innovate by developing the entrepreneurial mindset of your leaders through our proprietary mindset transformation. It's the key for success. Your participants will leave with clarity of vision, heightened focus on what really matters, accelerated decision making and increased employee satisfaction and productivity.

### INNOVATION PROGRAMS

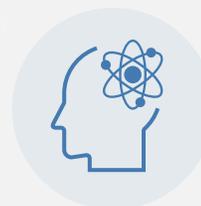
#### WOMEN'S EXECUTIVE INNOVATIVE LEADERSHIP



#### CORPORATE INNOVATION TEAM/INTRAPRENEURS



#### EXECUTIVE INNOVATION MASTERMIND SESSION



#### Who Should Attend:

- High Potential and Emerging Women Leaders
- Innovators in Innovation/Venture Functions as well as those responsible for bringing new innovation to their corporate functions or lines of business
- Corporate Executives seeking to explore radical innovation with world renowned thought leaders

#### Format:

Immersive learning. 4 Day Intense Residential Programs in Silicon Valley. Live and learn in a unique residential and retreat-like setting uniquely designed to improve effectiveness 10x.

#### What You Will Learn:

Participants will gain the tools, strategies, and confidence needed to thrive as corporate leaders and drive corporate innovation. In the process, participants will gain a better understanding of themselves as corporate leaders including their motivations, roles, and key responsibilities.

#### Key Areas of Focus Include:

- Introduction to the innovative mindset and entrepreneurship
- Becoming an effective leader
- Establishing a vision
- Ideation techniques
- Motivating teams to bring results
- Decision making with limited data
- Defining your value proposition
- Building your brand

Contact for further info: [corp@womenstartuplab.com](mailto:corp@womenstartuplab.com)

## Why This Program?

- **Personal Connection:** Living format with our curriculum, positions participants to build discussion that doesn't happen in a typical meeting or conference setting.
- **Leadership DNA:** Live together and collaborate to discover deep core values based on individual passion and desire to lead.
- **Clarity of Vision:** Draw out the core motivation to lead change innovatively in alignment with your corporate mission.
- **Form A Corporate “Changemaker Hub”:** Establish your innovative vision as individual leaders and as a team.
- **Deepen Commitment:** Reestablish partnership and corporate appreciation. Enhance commitment to carry out the corporate mission and lead innovative change.
- **Employee Satisfaction & Retention:** Your participants establish lasting connections to your company and your culture as they build trust and accountability.
- **Alignment of Corporate And Personal Goals:** Align corporate innovation goals and personal growth, career and impact objectives.

# Lab

## Join Immersion Lab with Entrepreneurs

One of the best ways to develop an entrepreneurial mindset and emerge as an innovator is to immerse yourself in startup culture with a deep dive into our Accelerator. You will truly understand innovation by stepping outside the corporate box and surrounding yourself with entrepreneurs as they embark on their journeys to build companies that create lasting change. We offer the following programs that will provide the eye-opening and transformative experiences needed to recognize and seize opportunities to innovate in your organization.

### IMMERSION PROGRAMS

**EIR**  
Entrepreneur  
in Residence

Join as Embed  
with WSLab

**Intrapreneur**

Join a WSLab Accelerator  
(your corporate innovation  
project is your startup)

**Embed**

Join WSLab  
Alumnae Startup

**Advisor**

Join as vertical expertise  
advisor to startups

### Who Should Attend:

These offerings are designed for those employees selected for a deep dive into the startup culture. These deep dive offerings are an experience to truly understand innovation from the inside out - Walk the Walk, Talk the Talk, Speak their Language.

**Format:** Varied.

### What You Will Learn:

Participants will experience a first hand view of innovation through the eyes of a startup. In the process, participants will gain an appreciation for being “up against it” without a corporate safety net and will be immersed in a culture of bold, rapid decision making.

### Why This Program:

The Immersion Lab is designed to offer an immersion in innovation and entrepreneurship that can only be offered outside the four walls of the corporation. The Immersion Lab will leave participants with a unique set of skills that they will be able to use upon their return to your company to stand at the forefront of driving transformative change.

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# Accelerator

## Create Focused & Private Accelerator

Launching an Accelerator is a great way to connect, collaborate and attract great startups and ideas to move your company forward. However, running one can be time-consuming and resource-intensive. Leverage our 5 years of experience by letting us design and run your Accelerator so you can instead focus on what requires your attention most. With our established network and proven methodology, we can help you develop just the right program to meet your goals.

### 3 TYPES OF ACCELERATORS

Your Accelerator Designed To Fit Your Corporate Objectives -  
Examples of Focused Accelerators:

#### VERTICAL

Industry Focus  
Accelerator



#### BRANDED

Labeled  
Accelerator



#### SPECIALIZED

Purpose Driven  
Accelerator



WOMEN IN SCIENCE  
INNOVATION CAMP



CANADIAN WOMEN  
ENTREPRENEUR  
ACCELERATOR



## Why This Program:

- **Core Competence:** Running Accelerators is our core competence. Put your startup Accelerator in the hands of experts rather than having to reinvent the wheel within your corporation.
- **Unique Accelerator Experience:** We are able to provide our unique, immersive, Silicon Valley living/learning experience to you for your Accelerator, something that could not be replicated without considerable cost and time.
- **Established Relationships:** We are able to draw on Silicon Valley's leading talent and bring them to your program.
- **Inside Track To Emerging Talent:** The focused Accelerator will enable you to become deeply familiar with high potential startups and to make well informed decisions as to where to invest. We will be able to guide you as well based on our experience.

# INFLUENCER TESTIMONIALS



## Sheryl Sandberg

COO of Facebook and  
Founder of Leanin.org

*"In recognition of their contribution to women and technology, it's my honor to award the Innovation and Technology award to WSLab. It's so important to have an organization like WSLab.... I believe there's an entrepreneur in all of us."*



## Guy Kawasaki

Chief evangelist of Apple,  
Entrepreneur and bestselling  
author, Founder and Managing  
Director of Garage  
Technology Venture

*"...You need to use all your weapons and to think that you are not using half your weapons because of gender really is ludicrous."*



## Reid Hoffman

Co-founder of LinkedIn,  
Partner at Greylock Partners

*"I think Silicon Valley and the world will be better when WSLab scales and succeeds...Our society is better off with the diversity of products being created, a diversity of services being created and that will actually make us all better off."*



## Jim French

President of  
R&D at Panasonic

*"We have sent many of our young talents to WSLab. After their training, I found the mindset and energy changed with new found optimism and focus which is still in place. Pleased to continue our engagement with WSLab."*

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## CORPORATE INNOVATION ADVISORS



## Pascal Finette

VP Singularity University Labs, Former Head of Mozilla'

*"WSLab is a gem! Rarely will you find a place in the world which combines brain, heart, community and good, hard work in such a wonderful way!"*



## Jitendra Kavathekar

Co-founder, Accenture Ventures & Global Open Innovation



## Chris Yeh

Former President UStream (exit to IBM), Venture Partner, New York Times Best-Selling  
Author of The Alliance and Blitzscaling with Reid Hoffman

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## CONTACT

For more information, please reach out to us at:

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