

**new revised edition**

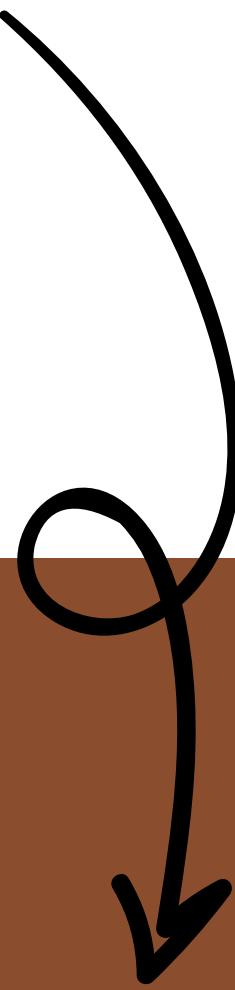
# **SILICON VALLEY**



**STARTER KIT  
FOR  
GOVERNMENTS\***



# **How to Turn Your Country into the Next Tech Valley**



**How to Waste Billions  
Pretending to Innovate**

# STEP

1

**FOCUS ON THE  
SHOW, NOT  
THE  
SUBSTANCE**



A stylized map of a valley. The land is green with various patterns representing fields and forests. A winding grey road cuts through the landscape. A blue river flows from the interior of the valley towards the bottom left, eventually emptying into a light blue sea. The overall style is cartoonish and minimalist.

STEP 1 of 1

## Copy-Paste the Name

Start by calling your project  
“[Your Country] Valley” or “Silicon  
[Local Fruit]”. Because nothing  
screams originality like a direct  
copy.



# Offer “Silicon Valley Tourist Tours”



Give tours of San Francisco's co-working spaces, snap selfies at the big Google and Facebook signs and the San Francisco Bridge, and rent random offices just to look good in photos!



# Build Fancy Office Parks and Host Grand Opening Ceremonies



Spend billions on shiny buildings and throw lavish ribbon-cutting events

with every minister imaginable.

Forget about the startups—celebrate the empty offices and glittering facades instead!





# Focus on Conferences: Book the Biggest Booths Everywhere

Pack the calendar with events where bureaucrats give “expert” talks, turn them into paid vacations, and book the biggest booths to prove you’re the “innovation leader” (at least in booth size).

**STEP**

**2**

**MISMANAGE  
RESOURCES  
AND IGNORE  
THE BASICS**



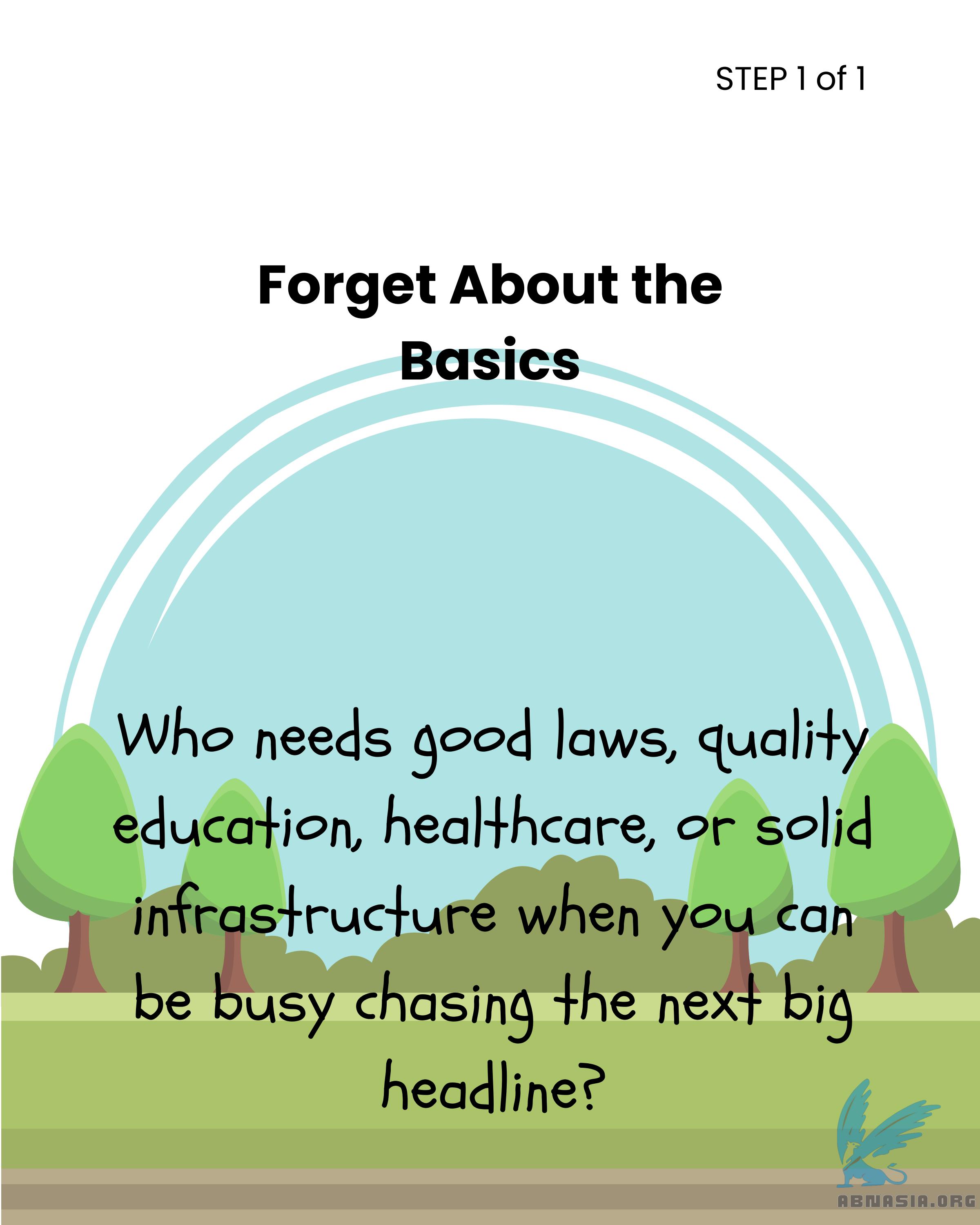
# **Set Impossible Goals with No Plan**

**100**



Declare you'll have 100 unicorns  
by 2027 and expect  
groundbreaking innovations in 30  
days. Who needs a plan when  
you've got pure optimism and  
no clue how to achieve it?

# Forget About the Basics



Who needs good laws, quality education, healthcare, or solid infrastructure when you can be busy chasing the next big headline?



# **Ignore Local Talent and Skip the Hunt**

Don't worry about your skilled people or attracting new talent—just assume they'll magically appear when the time is right!



# Overlook the Arts

Forget about the arts or culture; who needs creativity or a vibrant community when you have spreadsheets and PowerPoints?



# Throw Cash at the Problem



Hand out loans, grants, and investments like they're the secret to innovation—Create a investment program if startups uproot their HQ and entire team to your country. Who needs talent or strategy when you can just buy it all and make them move?



**STEP 3**

**MAKE IT  
HARDER FOR  
STARTUPS  
AND  
INVESTORS**





# Bury Startups in Bureaucracy and Regulation

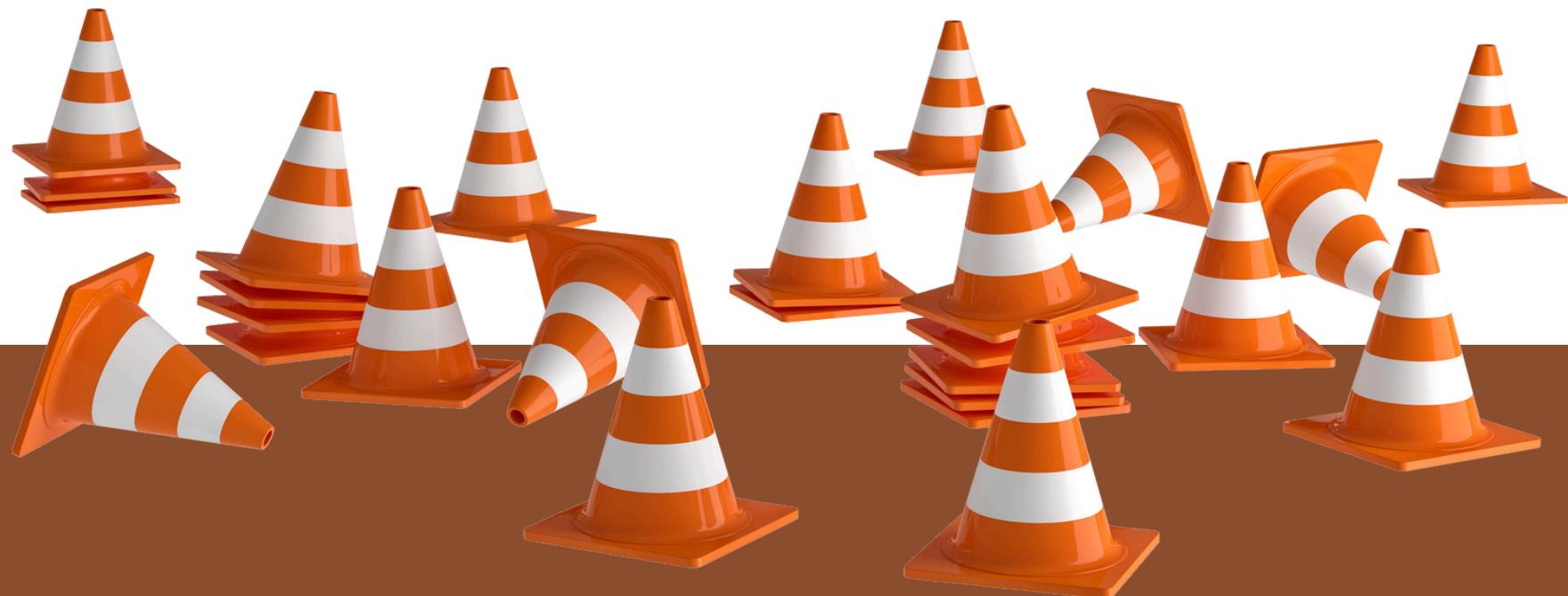
Make sure every step is notarized, overregulated, and wrapped in so much red tape that startups give up before they even start. Call it "character-building" for entrepreneurs!

# Mix Small Businesses with Tech Startups



Put corner shops and tech companies in the same programs—because every business is basically the same, right?

# Create Investment Obstacles



Set up complicated rules and obscure regulations that investors must navigate, like a bureaucratic obstacle course.

## Ban Failure

Make Closing a Company  
Harder Than Starting One. Pass  
legislation declaring failure  
illegal. Problem solved! No one  
will fail... or try.



**STEP 4**

**PRIORITIZE  
POLITICS AND  
APPEARANCES  
OVER  
PROGRESS**



# Prioritize Politics Over Product

Make sure funding decisions  
are based on political  
connections, not the merit of  
ideas. Innovation thrives on  
favoritism!



# **Appoint Bureaucrats as Innovation Leaders**

Assign a committee of senior government officials who've never used email to oversee tech innovation. It's all about leadership!

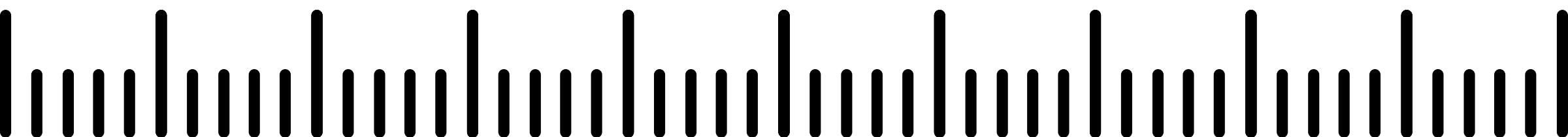


# Hire Consultants Who've Never Built a Startup

Pay millions to consultants  
with zero startup experience  
but lots of theories. If it  
worked for the government, it  
will surely work for startups!



# Measure Success by the Number of Meetings Held

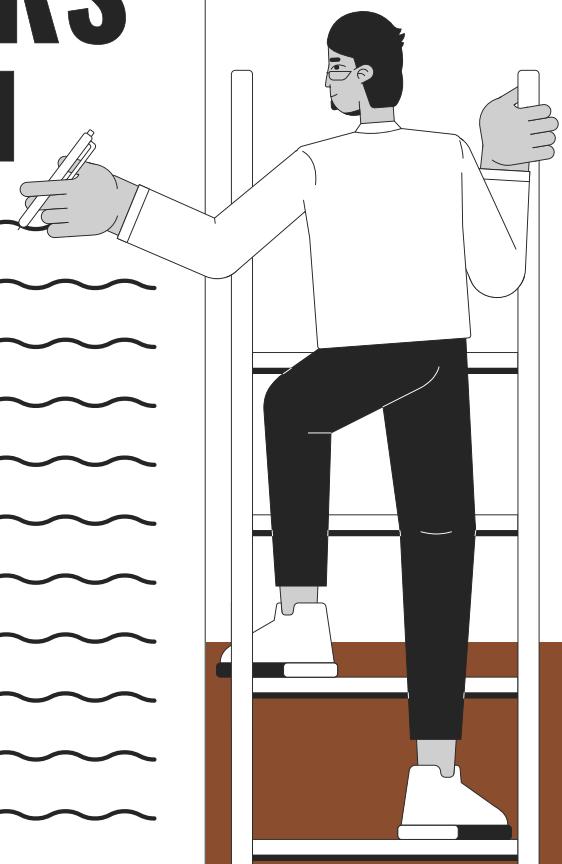


Focus on the quantity of startup meetings and “innovation roundtables” instead of actual progress or product development.



# Create a “Top-Down” Innovation Plan

**5 YEARS  
PLAN**



Develop a government-mandated “5-Year Innovation Plan” where every step is micromanaged. Freedom is overrated in tech.



Attention, Government Officials:

Before you dive into writing new policies, please understand: this is satire! While it may sound like brilliant strategy, we assure you it's not meant to be taken literally.

So, no need to abandon your plans for international trips or rush to build another underused innovation hub. Just take a breath, enjoy the irony, and remember—this is for laughs, not for lawmaking!

— Your “Definitely Not Serious” Department

