



Pantas and Ting

**Sutardja Center**  
for Entrepreneurship & Technology

Berkeley Engineering

## Berkeley Method of Entrepreneurship (BMOE) Bootcamp Program

August 13 – 17, 2018

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**DAY ONE** in [Banatao Auditorium](#), Atrium, Sutardja Dai Hall on UC Berkeley Campus

Overview: Introduction, meeting others and focusing on idea generation and team formation.

FRAMEWORK	Monday, August 13, 2018	TOPIC	SPEAKER
	8:00 – 8:30am	<i>Registration (light refreshments)</i>	
	8:30 – 9:00 am Banatao Auditorium, Sutardja Dai Hall	<b>Welcome, Introductions &amp; BMOE Bootcamp Overview</b>	<b>Gigi Wang</b> , SCET Industry Fellow, BMOE Program Chair & <b>Mudit Goyal</b> , Boot-camp Program Manager
<b>Mindset</b>	9:00 – 10:00 am Banatao Auditorium	<b>Getting to Entrepreneurship and Innovation/Entrepreneurship Culture</b>	<b>Gigi Wang</b>
<b>Mindset &amp; Networking</b>	10:15 – 10:30 am Banatao Auditorium	<b>Game #1: Trust &amp; Taking Risks</b>	Led by <b>Danielle Vivo</b> , SCET Program Manager
	10:30 – 10:45 am	<i>Break</i>	
<b>Theory &amp; Mindset</b>	10:45 – 11:30 am Banatao Auditorium	<b>Opportunity Recognition &amp; Market Validation</b>	<b>Ikhlaq Sidhu</b> , SCET Founding Director and Chief Scientist
<b>Theory &amp; Mindset</b>	11:30 – 12:30 pm Banatao Auditorium	<b>How to Captivate Any Audience</b>	<b>Nathan Gold</b> , CEO, DemoCoach
	12:30 – 1:30 pm	<i>Lunch</i>	
<b>Theory &amp; Mindset</b>	1:30 – 2:30 pm Banatao Auditorium	<b>Venture Fundamentals</b>	<b>Gigi Wang</b> , SCET Industry Fellow, BMOE Program Chair

**Berkeley**  
UNIVERSITY OF CALIFORNIA

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<b>Theory &amp; Mindset</b>	2:30 – 3:15 pm Banatao Auditorium	<b>My Journey as a Founder</b>	<b>Christine Ho, CEO,</b> Imprint Energy, Berkeley grad
	<i>3:15-3:30 pm</i>	<i>Break</i>	
<b>Pitching Projects &amp; Team Selection</b>  <b>Networking &amp; Mindset</b>	3:30 – 5:15 pm  Banatao Auditorium	<b>Selection of Project Ideas – students &amp; entrepreneurs pitch ideas and choose teams to join</b> <ol style="list-style-type: none"> <li>1. Share their concepts or ventures (1 minute for those who have an idea/project)</li> <li>2. Students vote on projects with top 20 selected</li> <li>3. Join a team if not already a part of one</li> <li>4. Get to know new team members</li> <li>5. Assignment for end-of-week demo/presentations</li> </ol> <i><b>*Educators and executives observe this process for team formation.</b></i>	<b>BMoE Participants</b>  Managed by <b>Danielle Vivo</b> , SCET Program Manager
<b>Mindset</b>	5:15 – 6:00 pm Banatao Atrium	<b>Game #2: Team Collaboration Exercise</b>	Led by <b>Danielle Vivo</b>

**DAY TWO** in [Banatao Auditorium](#), Atrium, and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus

**Overview:** Learn concept about team, customer-focused product design, promoting your products/services, and innovation in developing business models.

FRAMEWORK	Tuesday, August 14, 2018	TOPIC	SPEAKER
	8:30 – 9:00am	<i>Check-in (light refreshments)</i>	
<b>Theory</b>	9:00 – 9:45 am Banatao Auditorium	<b>Beyond Concepts, How To Execute</b>	<b>Ikhlaq Sidhu</b>
<b>Theory &amp; Mindset</b>	9:45 – 10:30 am Banatao Auditorium	<b>Leadership &amp; Team</b>	<b>Vicky Howell,</b> SCET Instructor, Newton Series, Program Director, Watermark Women's Leadership Conference
	10:30 – 10:45 am	Break	

<b>Theory &amp; Mindset</b>	10:45 – 11:30 pm Banatao Auditorium	<b>Innovation in Value Extraction</b>	<b>Gigi Wang</b>
<b>Theory &amp; Mindset &amp; Networking</b>	11:30 – 11:45 am Banatao Auditorium	<b>Game #3 Introduction: Value Exchange &amp; Rejection</b>	Led by <b>Danielle Vivo</b>
	11:45 am – 1:15 pm	<i><b>Global Educators/Executives: Lunch Provided</b></i> <i><b>Students/Entrepreneurs: Play Game. Lunch not provided.</b></i>	
<b>Mindset</b>	1:15 – 1:45 pm Banatao Auditorium	<b>Game #3 Conclusion: What Value was Extracted?</b>	Led by <b>Danielle Vivo</b>
<b>Theory &amp; Mindset &amp; Networking</b>	1:45 – 3:45 pm Banatao Auditorium	<b>Customer-Focused Product &amp; Services: Giving the Customer What They Want</b>	<b>Sean Loosli</b> , Innovation Programs, NCR
	3:45 – 4:00	<i>Break</i>	
<b>Mindset &amp; Networking</b>	4:00 – 4:45 pm  Banatao Auditorium	<b>Product-Market Fit</b>	<b>Pamela Day</b> , Serial Entrepreneur, Start-up Advisor
<b>Theory &amp; Mindset</b>	4:45 – 5:30 pm	<b>Speaking Like Steve Jobs</b>	<b>Buddy Burke</b> , Speaker Coach at Apple
<b>INTRO TO MENTORS</b>  <b>Networking</b>	5:30 – 6:00 pm  Banatao Auditorium	Each of the mentors available during the subsequent Project Time will introduce themselves so teams know who is available and their areas of expertise	<b>Industry Mentors</b>
<b>PROJECT TIME - Work on idea or venture</b>  <b>Networking &amp; Theory</b>	6:00 – 9:00 pm Sutardja Dai Hall  Breakout Rooms Sutardja Dai Hall 238, 240, 242, 250, 254	Project teams to polish ideas and meet with mentors – <b>Breakout Rooms</b>	<b>BMOE Participants –</b> Students, Entrepreneurs, Researchers & Mentors

**DAY THREE** in [Banatao Auditorium](#), and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus

**Overview:** Concepts of business design, getting to market, resources and funding. Intro to Venture Finance. Elevator Pitch.

FRAMEWORK	Wednesday, August 15, 2018	TOPIC	SPEAKER
	8:30am – 9:00 am	<i>Check-in (light refreshments)</i>	
<b>Mindset &amp; Networking</b>	9:00 – 10:00 am Banatao Auditorium	<b>From Entrepreneur to Investor</b>	<b>Shomit Ghose</b> , <i>General Partner, ONSET Ventures</i>
<b>Theory</b>	10:00 – 10:45 am Banatao Auditorium	<b>Business Design &amp; Models</b>	<b>Ikhlaq Sidhu</b>
	10:30 – 10:45 am	Break	
<b>Theory &amp; Mindset</b>	10:45 – 11:30 am Banatao Auditorium	<b>Getting to Market</b>	<b>Gigi Wang</b>
<b>Theory &amp; Networking</b>	11:30 am – 12:15 pm Banatao Auditorium	<b>Optimizing for Success</b>	<b>Claire Vo</b> , former CEO & Founder, ExperimentEngine
	12:00 – 1:15 pm	<i>Lunch</i>	<b>Lunch</b>
<b>INTRO TO MENTORS</b>  <b>Networking</b>	1:15 – 1:30 pm Banatao Auditorium	Each of the mentors available for the day during the afternoon Project Time will introduce themselves so teams know who is available and their areas of expertise	<b>Industry Mentors</b>
<b>PROJECT TIME - Work on idea or venture</b> <b>Networking &amp; Theory</b>	1:30 – 3:30 pm Sutardja Dai Hall  Breakout Rooms Sutardja Dai Hall 238, 242, 250, 254	Project teams work on their Pitches & Venture Plan after lunch, focusing on the Venture Fundamentals – <b>Breakout Rooms</b>	<b>BMOE Participants -</b> Students, Entrepreneurs, Researchers & Mentors
<b>Educators, Executives, and Observers</b>	1:30 – 3:00 pm Sutardja Dai Hall Room 630	<b>Berkeley Method of Entrepreneurship Boot-camp Approach</b> 1. Talk about BMOE and how the boot-camp program is designed 1. Discussion of each participant's organization's needs	<b>Gigi Wang &amp; Ikhlaq Sidhu</b>
	3:30 – 3:45 pm	<i>Break</i>	
<b>Theory &amp; Mindset</b>	3:45 – 4:30 pm Banatao Auditorium	<b>Venture Finance</b>	<b>Gigi Wang</b>

<b>Mindset</b>	4:30 – 5:00 pm Banatao Auditorium	<b>About Getting into that Elevator</b>	<b>Nathan Gold &amp; George Maroulis</b>
<b>Mindset</b>	5:00 – 7:00 pm Sutardja Dai Hall Freight Elevator	<b>GAME #4: Elevator Pitch</b> <b>One-by-one, each team, 5 minutes per team</b> (2 min pitch PLUS 3 min feedback)	<b>Nathan Gold, George Maroulis,</b>
<b>PROJECT TIME - Work on venture</b> <b>Networking &amp; Theory</b>	5:00 pm – 9:00 pm  Breakout Rooms Sutardja Dai Hall 238, 240, 242, 250, 254	Rooms available for project teams to continue work on their Venture Plan, focusing on their final pitches when not participating in Elevator Pitching Game	<b>BMOE Participants -</b> Students, Entrepreneurs, Researchers & Mentors

**DAY FOUR in [Banatao Auditorium](#), Atrium, Sutardja Dai Hall on UC Berkeley Campus**

Overview: Pearls of “Gender” Wisdom Panel, Practice Presentations & Round 1 of Final Presentations

FRAMEWORK	Thursday, August 16, 2018	TOPIC	SPEAKER
	8:30 – 9:00 am	<i>Check-in (light refreshments)</i>	
	9:00 – 9:30 am	<b>Practice &amp; Final Presentation Logistics</b>	<b>Danielle Vivo</b>
<b>Track 1: Practice Presentations</b> <b>Networking &amp; Theory</b>	9:30 am – 12:00 pm  <b>Group 1:</b> Banatao Auditorium <b>Group 2:</b> SDH, Room 242 <b>Group 3:</b> SDH, Room 254  <b>Hangout Rooms:</b> Sutardja Dai Hall, 238, 240	<b>Practice Presentations</b> Practice runs for all teams to deliver final presentation (4 minutes) on stage and get feedback from mentors.  3 parallel groups practicing. Non-presenting teams can work on their presentation  <b>(Danielle Vivo – assigns teams to Groups)</b>	<b>BMOE Participants</b> <ul style="list-style-type: none"> <li><b>Group 1 Lead Mentor:</b> Rick Rasmussen, SCET Industry Mentor</li> <li><b>Group 2 Lead Mentor:</b> Bob Upham, VISA Innovation</li> <li><b>Group 3 Lead Mentor:</b> Gigi Wang</li> </ul>
<b>Entrepreneurship Educator’s Journey</b>	10:00 – 12:00 pm  Room 630	<b>Reflections from BMOE Boot-camp</b> <ol style="list-style-type: none"> <li>Reflections from the week (All)</li> <li>Challenges Faced (All)</li> <li>Next Steps Moving Forward (All)</li> </ol>	<b>Ikhlaq Sidhu</b>
	12:00 – 1:30 pm	Lunch	

<b>Theory &amp; Mindset</b>	1:30 pm – 3:30 pm  <b>Session A:</b> Banatao Auditorium <b>Session B:</b> SDH, Room 250 <b>Session C:</b> SDH, Room 242  <b>Hangout Rooms:</b> Sutardja Dai Hall 238, 240, 254	<b>Round 1 of Venture Presentations –</b> 4-minute presentation with 5 minutes feedback per team 3 finalists chosen to present on Friday (1 winner per session)  <b>Judges:</b> <b>Session A:</b> George Maroulis, Pascale Diaine <b>Session B:</b> Bill Reichert, Pamela Day <b>Session C:</b> Jeff Burton, Kal Deutsch, Anastasia Ashman	<b>BMoE Project Teams present to Industry Judges</b>  (Danielle Vivo – assigns teams to groups – groups different from morning)
	3:30 – 3:45 pm	Break	
<b>Theory &amp; Mindset</b>	3:45 – 4:30 pm Banatao Auditorium	<b>Pearls of “Gender” Wisdom</b>  Discussion about gender in the start-up world and challenges facing both men and women.  Moderated By: <b>Gigi Wang</b>	<b>Panel &amp; Discussion</b> <ul style="list-style-type: none"> <li>• <b>Pascale Diaine</b>, Storm Ventures</li> <li>• <b>Bill Reichert</b>, Garage Technology Ventures</li> <li>• <b>Rhonda Schrader</b>, Haas Business School</li> <li>• <b>Sharon Zezima</b>, All Voices, former SVP &amp; General Counsel, GoPro</li> </ul>
<b>Theory &amp; Mindset</b>	4:30 – 4:45 pm Banatao Auditorium	<b>Winners of Round 1 Announced –</b> 3 finalists	<b>SCET Student Team</b>
<b>Networking</b>	4:45 – 6:00 pm Banatao Atrium	<b>Reception and Networking in Atrium</b>	<b>All</b>

## DAY FIVE in Banatao Auditorium on UC Berkeley Campus

**Overview:** Final Presentations, Keynote Speech and Networking

FRAMEWORK	Friday, August 17, 2018	TOPIC	SPEAKER
	8:30 – 9:00 am Banatao Atrium	<i>Check-in (light refreshments)</i>	
<b>Theory</b>	9:00 – 9:15 am Banatao Auditorium	<b>Opening of Final Day</b>	<b>Gigi Wang</b>
<b>Theory</b>	9:15 – 10:00 am	<b>BMoE Mindset Concepts</b>	<b>Ikhlaq Sidhu</b>
	10:00 – 10:15 am	Break	
<b>Theory &amp; Mindset &amp; Networking</b>	10:15 – 11:30 am Banatao AuditoriumE	<b>Final Round of Venture Presentations</b> – 5-minute presentation with 8 minutes feedback. 3 finalists present to industry panel of judges, with one grand winner to be chosen. <b>Judges:</b>  <b>Ikhlaq Sidhu</b> , Founding Director, Sutardja Center for Entrepreneurship & Technology <b>Peter Loukianoff</b> , Managing Partner, Strawberry Creek Ventures <b>Linda Judge</b> , Sand Hill Angels <b>Tiffine Wang</b> , INNOV8 Ventures (Berkeley grad)	<b>BMoE Finalists present to Judging Panel</b>
<b>Theory &amp; Mindset</b>	11:30 am – 12 noon Banatao Auditorium	<b>Reflections Going Into Final Day</b>  <i>(judges convening to decide winner)</i>	<b>All the BMoE Teams</b>
<b>Theory &amp; Mindset</b>	12:00 – 12:30 pm Banatao Auditorium	<b>Closing Keynote Talk</b>  <b>Pearls of CARE – Social Innovation</b>	<b>Alfred Tan</b> , Head of Knowledge Transfer, HKBU
<b>Theory &amp; Mindset</b>	12:30 – 12:40 pm Banatao Auditorium	<b>BMoE Boot-camp Winners Announced</b>	<b>Mudit Goyal &amp; Danielle Vivo</b>
	12:40 – 1:00 pm	<b>Closing</b>	<b>Gigi Wang, Boot-camp Chair</b>