



Pantas and Ting

**Sutardja Center**  
for Entrepreneurship & Technology

Berkeley Engineering

## Berkeley Method of Entrepreneurship (BMOE) Bootcamp Program

Autumn 2016, August 15 – 19, 2016

**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 15 2016	TOPIC	SPEAKER
	8:00am – 8:30am	<b>Registration</b>	
	8:30 am – 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>Theory &amp; Mindset</b>	9:00 – 10:00 am Banatao Auditorium	<b>Opportunity Recognition &amp; Market Validation</b>	<b>Ikhtlaq Sidhu</b> , SCET Founding Director and Chief Scientist
<b>Mindset</b>	10:00 – 10:45 am Banatao Auditorium	<b>Cultural Lessons Learned by a Silicon Valley Entrepreneur</b>	<b>Ken Singer</b> , SCET Managing Director
<b>Mindset &amp; Networking</b>	10:45 – 11:15 am  Banatao Auditorium	<b>Game #1: Trust &amp; Taking Risks</b>	<b>Gigi Wang</b> , SCET Industry Fellow, BMOE Program Chair
	11:15 – 11:30 am	<i>Break</i>	
<b>Theory</b>	11:30 am – 12:30 pm Banatao Auditorium	<b>Getting to Entrepreneurship &amp; Venture Fundamentals</b>	<b>Gigi Wang</b> , SCET Industry Fellow, BMOE Program Chair
	12:30 pm – 1:00 pm	<i>Lunch</i>	

**Berkeley**  
UNIVERSITY OF CALIFORNIA

Sutardja Center for Entrepreneurship & Technology  
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<b>Mindset</b>	1:00 pm – 1:45 pm Banatao Auditorium	<b>Compelling Ideas for Products/Services</b>	<b>Conor Landgraf,</b> CEO/Co-founder, Eko Devices
<b>Theory</b>	1:45 pm – 2:30 pm Banatao Auditorium	<b>How To Captivate Any Audience</b>	<b>Nathan Gold,</b> founder of DemoCoach
	2:30 -3:00 pm	<i>Break</i>	
<b>Track 1: Launch Projects</b>  <b>Networking &amp; Theory</b>	3:00 pm – 5:00 pm <i>(includes small break/snacks)</i>  Banatao Auditorium	<b>Selection of Project Ideas - students pitch ideas and choose teams to join</b> 1. Share their concepts or ventures (1 minute for those who have an idea/project) 2. Students vote on projects with top 20 selected 3. Join a team if not already a part of one 4. Get to know new team members 5. Assignment for end-of-week demo/presentation	<b>BMoE Participants</b>  Moderated by Danielle Vivo, SCET Team
<b>Track 2: Academia/ Research to Entrepreneurship &amp; Commercialization</b>	3:00 pm – 5:00 pm <i>(includes small break/snacks)</i>  Room 254, Sutardja Dai Hall	<b>Review New Business Thesis for each team (Master class)</b>  <b>Assessing where you are and where you want to go.</b>  <b>Understanding your “Operative Insight”</b>	<b>Ken Singer</b>
<b>Mindset</b>	5:00 pm – 6:00 pm  Banatao Atrium	<b>Game #2: Team-Building Exercise</b>	<b>SCET Staff leads</b>  <b>Everyone participates</b>

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

**Overview:** Learn concept about team, customer-focused product design, promoting your products/services, and innovation in developing business models. A networking session to mingle, followed by working session with mentors.

FRAMEWORK	Tuesday, August 16, 2016	TOPIC	SPEAKER
	8:30 – 9:00am	<i>Check-in</i>	
<b>Theory</b>	9:00 – 9:45 am Banatao Auditorium	<b>Beyond Concepts, How To Execute</b>	<b>Ikhtlaq Sidhu</b>
<b>Theory &amp; Mindset</b>	9:45 – 10:30 am Banatao Auditorium	<b>Building a Winning Team</b>	<b>Ken Singer</b>
	10:30 – 11:00 am	Break	
<b>Theory &amp; Mindset &amp; Networking</b>	10:45 am – 12:15 pm Banatao Auditorium	<b>Customer-Focused Product &amp; Services: Giving the Customer What They Want</b>	<b>Anne Fletcher,</b> Design Thinking Consultant
	12:15 – 1:15 pm	<i>Lunch</i>	
<b>Theory &amp; Mindset</b>	1:15 – 2:15 pm Banatao Auditorium	<b>Review Team Exercise &amp; Value Proposition: Innovation in Value Extraction</b>	<b>Gigi Wang</b>
<b>Theory</b>	2:15 – 3:00 pm Banatao Auditorium	<b>Selling Your Product or Service</b>	<b>Janet Gregory,</b> KickstartAll Alliance
	3:00 – 3:15 pm	<i>Break and walk to Jacobs Hall</i>	
<b>Networking</b> <i>(includes break/snacks)</i>	3:15 pm – 5:00 pm  310 Jacobs Hall	<b>Networking Event:</b> <b>Welcome by Eric Paulos,</b> Chief Learning Officer, Jacobs Institute <b>Introductions of the Sutardja Center of Entrepreneurship &amp; Technology team</b>	<b>SCET Team &amp; Community</b>

<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>Track 1: PROJECT TIME - Work on idea or venture</b> <b>Networking &amp; Theory</b>	6:00 – 9:00 pm Sutardja Dai Hall 242, 250, 240	Project teams to polish ideas and meet with mentors – <b>Breakout Rooms</b>	<b>BMoE Participants &amp; Industry Mentors</b>
<b>Track 2: Academia/ Research to Entrepreneurship &amp; Commercialization</b>	6:00 – 9:00 pm Room 254, Sutardja Dai Hall	<b>Teams work on their new elevator pitch and presentations</b>  <b>Developing a project plan to validate your business thesis (Workshop)</b>	<b>Ken Singer</b>

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

**Overview:** Concepts of business design, getting to market, growing a global company, resources and funding. Practice pitching your venture.

<b>FRAMEWORK</b>	<b>Wednesday, August 17, 2016</b>	<b>TOPIC</b>	<b>SPEAKER</b>
	<i>8:30am – 9:00am</i>	<i>Check-in</i>	
<b>Theory</b>	9:00 am – 9:45 am Banatao Auditorium	<b>Business Design &amp; Models</b>	<b>Ikhlaq Sidhu</b>
<b>Theory &amp; Mindset</b>	9:45 am – 10:30 am Banatao Auditorium	<b>Leadership &amp; Intro to Marketing</b>	<b>Gigi Wang</b>
<b>Mindset</b>	10:30 – 11:00 am Banatao Auditorium	<b>Overcoming Failures to Success</b>	<b>Charles Huang, CEO, Indigo 7, founder of Guitar Hero</b>
	11:00 – 11:15 am	Break	

<b>Theory</b>	11:15 am – 12 noon Banatao Auditorium	<b>Promoting Your Product</b>	<b>Brian Kress,</b> Strategy Director, Swirl
<b>INTRO TO MENTORS</b>  <b>Networking</b>	12 noon – 12:30 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>
	12:30 – 1:30 pm	<i>Lunch</i>	<b>Working Lunch for Teams &amp; Mentors</b>
<b>Track 1: PROJECT TIME - Work on idea or venture</b> <b>Networking &amp; Theory</b>	1:30 – 3:30 pm  Soda Hall 310, 320, 380 (Bldg right across Hearst St from Sutardja Dai Hall)	Project teams to continue work on their Venture Plan after lunch, especially the Venture Fundamentals – <b>Breakout Rooms</b>	<b>BMOE Participants</b>
<b>Track 2: Academia/ Research to Entrepreneurship &amp; Commercialization</b>	1:30 – 3:30 pm  Room 254, Sutardja Dai Hall	<b>Transitioning from Research team to Entrepreneurial team: New forms of leadership (Lecture and Discussion)</b>  <b>Addressing current team dynamic and future team needs (Workshop)</b>	<b>Ken Singer</b>
	3:30 – 3:45 pm	<i>Break with snacks</i>	
<b>Theory &amp; Mindset</b>	3:45 – 4:30 pm Banatao Auditorium	<b>Incubators and Accelerators Panel</b>  <b>Moderator: Tamra Teig,</b> Founder & Director, Berkeley Startup Network	<ul style="list-style-type: none"> <li>• <b>Caroline Winnett,</b> Skydeck</li> <li>• <b>Kal Deutsch,</b> Batchery</li> <li>• <b>Peter Minor,</b> CITRIS Foundry</li> <li>• <b>Chris Burry,</b> US Market Access</li> </ul>
<b>Mindset</b>	4:30 – 5:00 pm Banatao Auditorium	<b><i>Elevator Pitch Setup</i></b>	<b>Nathan Gold,</b> Demo Coach
<b>Theory &amp; Mindset</b>	5:00 – 6:00 pm  Banatao Auditorium	<b>Investor Panel on Funding</b>  <b>Moderator: Thomas Jacobson,</b> Haas MBA, Ironfire Ventures, BMOE Bootcamp Alumnus	<ul style="list-style-type: none"> <li>• <b>Tracy Isaake –</b> Silicon Valley Bank</li> <li>• <b>Deepak Gupta,</b> Angel Investor, Haas Advisor</li> <li>• <b>Josh Elman,</b> Greylock Partners</li> </ul>

<b>Mindset</b>	6:00 – 8:30 pm  Sutardja Dai Hall Freight Elevator	<b>Elevator Pitching Game #3</b>  <b>One-by-one, 6 minutes per Track 1 Team</b> (2 min pitch PLUS 4 min feedback)	<b>Nathan Gold,</b> Demo Coach
<b>Track 1: PROJECT TIME - Work on idea or venture Networking &amp; Theory</b>	6:00 – 9:00 pm  Sutardja Dai Hall 242, 250, 240	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>Breakout Rooms</b>	<b>BMoE Participants</b>

**DAY FOUR** in [Banatao Auditorium](#), Atrium, Sutardja Dai Hall, [Sutardja Center](#), Room 122 at Memorial Stadium, and Room TBD on UC Berkeley Campus

Overview: Overcoming Failure, Practice Presentations & Round 1 of Final Presentations

<b>FRAMEWORK</b>	<b>Thursday, August 18, 2016</b>	<b>TOPIC</b>	<b>SPEAKER</b>
	8:30 – 9:00 am	<i>Check-in</i>	
<b>Theory</b>	9:00 – 9:45 am  Banatao Auditorium	<b>Global Panel</b>  <b>Moderator: Saad Hirani,</b> Sutardja Center student, BMOE Bootcamp Alumnus	<ul style="list-style-type: none"> <li>• <b>Gabi Herzog,</b> Executive Coach, SAP (Germany)</li> <li>• <b>Andrew Maxwell,</b> York University (Canada)</li> <li>• <b>Betty Lin,</b> Hong Kong University of Science &amp; Technology</li> </ul>
	9:45 – 10:00 am	<b>Practice &amp; Final Presentation Logistics</b>	<b>Gigi Wang</b>
	10:00 – 10:30 am	Break	

<b>Track 1: Practice Presentations</b> <b>Networking &amp; Theory</b>	10:30 am – 12:30 pm  <b>Group 1:</b> Banatao Auditorium  <b>Group 2:</b> Sutardja Center, Room 122, in Memorial Stadium (go thru Gate 2)	<b>Practice Presentations</b> Practice runs for all teams to deliver final presentation on stage and get feedback from mentors (2 parallel tracks) – <b>Banatao Auditorium + Sutardja Center</b>  Non-presenting teams can work on their presentation	<b>BMoE Participants</b>  <ul style="list-style-type: none"> <li><b>Group 1 Lead Mentors:</b> Gabi Herzog, Scottie Spurzem</li> <li><b>Group 2 Lead Mentors:</b> Tamra Teig, Pamela Day</li> </ul> (Danielle Vivo – assignments of teams to groups)
<b>Track 2: Academia/ Research</b>	10:15 am – 12:30 pm.  <i>Room 254, Sutardja Dai Hall</i>	<b>Pitch practice Q&amp;A training,</b>  <b>Project plan stress testing – Breakout Room</b>	Ken Singer
	12:30 – 1:30 pm	Lunch	
<b>Theory &amp; Mindset</b>	1:30 pm – 3:15 pm <b>Session A:</b> Banatao Auditorium <b>Session B:</b> Sutardja Center, Room 122, in Memorial Stadium <b>Session C:</b> Haas-Berkeley Innovation Lab, in Memorial Stadium, next to Sutardja Center	<b>Round 1 of Venture Presentations –</b> 4-minute presentation with 5 minutes feedback per team, 3 finalists chosen to present on Friday (1 per session)  <b>Judges:</b> <b>Session A:</b> Kal Deutsch, Batchery; David Shantz, WildOutWest; <b>Session B:</b> Anastasia Ashman, Topaz Ventures; George Kopas, EOS Media <b>Session C:</b> Deepak Gupta, Angel Investor; <b>2<sup>nd</sup> Judge TBD</b>	<b>BMoE Project Teams present to Industry Judges</b>  (Danielle Vivo – assignments of teams to groups)
	3:15 – 3:30 pm	Break	
<b>Theory &amp; Mindset</b>	<b>3:30 – 4:15 pm</b> <b>Banatao Auditorium</b>	<b>Social Entrepreneurship, Health Tech, Research and Academia – A Story of Multiple Experiences</b>	<b>Dr. Vivienne Ming, UC Berkeley, Socos</b>
<b>Theory &amp; Mindset</b>	4:15 – 4:30 pm Banatao Auditorium	<b>Winners of Round 1 Announced –</b> 3 finalists	<b>Yeri Caesar-Kaptoech</b>
<b>Networking</b>	4:30 – 6:00 pm Banatao Atrium	<b>Reception and Networking in Atrium</b>	<b>All</b>

## DAY FIVE in Stanley Hall 106 on UC Berkeley Campus

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

FRAMEWORK	Friday, August 19, 2016	TOPIC	SPEAKER
	8:30 – 9:00 am Stanley Hall Atrium	<i>Check-in</i>	
<b>Theory</b>	9:00 – 9:30 am Stanley Hall Room 106	<b>Reflections going into Final Day</b>	<b>Gigi Wang</b>
<b>Theory</b>	9:30 – 10:15 am	<b>BMoE Mindset Concepts</b>	<b>Ikhlqaq Sidhu</b>
	10:15 – 10:30 am	Break	
<b>Theory &amp; Mindset &amp; Networking</b>	10:30 – 11:30 am Stanley Hall Room 106	<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>Ikhlqaq Sidhu</b> , Founding Director, Sutardja Center for Entrepreneurship & Technology <b>Scott Adams</b> , creator of Dilbert cartoon, serial entrepreneur <b>Candice Eggers</b> , Managing Director at FireLake Capital	<b>BMoE Finalists present to Judging Panel</b>
<b>Theory &amp; Mindset</b>	11:30 am – 12:00 pm Stanley Hall Room 106	<b>Closing Comments</b>	<b>Ken Singer, Gigi Wang</b>
<b>Theory &amp; Mindset</b>	12 noon – 12:30pm Stanley Hall Room 106	<b>Special Closing Keynote Speaker</b>	<b>Scott Adams</b> , Blogger, Creator of Dilbert cartoon
<b>Theory &amp; Mindset</b>	12:30 – 12:45 pm Stanley Hall Room 106	<b>BMoE Boot-camp Top Winner Announced</b>	<b>Yeri Caesar- Kaptotech</b>
	12:45 – 2:30 pm Stanley Hall Atrium	<b>Lunch &amp; Networking</b>	
	2:30 pm	<b>Adjourn</b>	