**BERKELEY METHOD OF ENTREPRENEURSHIP BOOT-CAMP, JANUARY 11 – 14, 2016**

**DAY ONE in** [**Banatao Auditorium**](http://www-bsac.eecs.berkeley.edu/events/8754318572/file/maps/SDHDrivingParkingMap.pdf)**, Atrium, and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus**

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

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| **FRAMEWORK** | **Monday, January 11th**  **2016** | **TOPIC** | **SPEAKER** | **LOCATION** |
|  | *8:00am – 8:30am* | ***Registration and Light Breakfast*** |  |  |
|  | 8:30 am – 9:00 am | **Welcome, Introductions & BMoE Bootcamp Overview** | **Gigi Wang,** SCET Industry Fellow, BMOE Program Chair | Banantao Auditorium |
| **Theory & Mindset** | 9:00 am – 10:00 am | **Opportunity Recognition & Market Validation** | **Ikhlaq Sidhu,** SCET Founding Director and Chief Scientist | Banantao Auditorium |
| **Mindset** | 10:00 am – 10:45 am | **Cultural Lessons Learned by a Silicon Valley Entrepreneur** | **Ken Singer,** SCET Managing Director | Banantao Auditorium |
| **Mindset & Networking** | 10:45 am – 11:15 am | **Game #1: Trust & Taking Risks** | **Gigi Wang,** SCET Industry Fellow, BMOE Program Chair | Banantao Auditorium |
|  | *11:15 am – 11:30 am* | *Break* |  | Atrium |
| **Theory** | 11:30 am – 12:30 pm | **Getting to Entrepreneurship & Venture Fundamentals** | **Gigi Wang,** SCET Industry Fellow, BMOE Program Chair | Banantao Auditorium |
|  | *12:30 pm – 1:00 pm* | *Lunch* |  | Atrium |
| **Mindset** | 1:00 pm – 1:45 pm | **Coming up with Ideas for Compelling Products/Services** | **Sophie-Charlotte Moatti,** Founder of “Products That Count” | Banantao Auditorium |
| **Theory** | 1:45 pm – 2:30 pm | **How To Captivate Any Audience** | **Nathan Gold,** founder of DemoCoach | Banantao Auditorium |
|  | *2:30 -3:00 pm* | *Break* |  | Atrium |
| **TRACK 1: Working on an idea or venture**  **Networking & Theory** | 3:00 pm – 5:00 pm  *(includes small break/snacks)* | **Those who want to work on building a venture (theirs or someone else’s) will join this group.**   1. **S**hare their concepts or ventures (1 minute for those who have an idea/project) 2. Get feedback from CET instructors 3. Assignment for end-of-week demo/presentation 4. Join a team if not already a part of one 5. Identify relevant mentors | **S/CET Staff & Mentors**  **To be identified** | Banantao Auditorium |

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| **TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups**  **Networking & Theory** | 3:00 pm – 5:00 pm  *(includes small break/snacks)* | **Learning strategies and techniques to instill entrepreneurship mindset and to nurture entrepreneurs**   1. Share objectives and goals for coming to BMoE boot-camp (1 minute from each attendee) 2. In-depth group discussions about challenges faced & and about culture 3. Assignment for end-of-week report based on objectives and goals | **Staff & Mentors**  **To be identified**  **Ken Singer/Gigi Wang will be leading this session** | Room 630 |
| **Mindset** | 5:00 pm – 6:00 pm (note: game to be continued into evening) | **Game #2: Team-Building Exercise** | **SCET Staff leads**  **Everyone participates** | Atrium |

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**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.

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| **FRAMEWORK** | **TUES JANUARY 12th**  **2016** | **TOPIC** | **SPEAKER** | **LOCATION** |
|  | 8:30am – 9:00am | ***Check-in & light breakfast*** |  | Atrium |
| **Theory** | 9:00am –10:00am | **Beyond Concepts, How To Execute** | **Ikhlaq Sidhu** | Banantao Auditorium |
| **Theory & Mindset** | 10:00am – 10:15 am | **Review of Game #2 and Innovative Team Behavior and Building** | **Gigi Wang** | Banantao Auditorium |
| **Theory & Mindset** | 10:15 am – 11:00 am | **Building a Winning Team** | **Ken Singer** | Banantao Auditorium |
|  | 11:00am – 11:15 am | Break |  | Atrium |
| **Theory & Mindset & Networking** | 11:15 am – 12:45 pm | **Customer-Focused Product & Services**  **Game #3: Giving the Customer What They Want** | **Anne Fletcher,** Design Thinking Consultant | Banantao Auditorium |
|  | 12:45 – 1:15 pm | *Pizza lunch* |  | Atrium |
| **Theory & Mindset** | 1:15 – 1:30 pm | **Results of Game #3:**  **Whose Customers were Delighted with Your Product or Service (prizes)** | **Anne Fletcher & Gigi Wang** | Banantao Auditorium |
| **Theory** | 1:30 – 2:15 pm | **Promoting Your Product and Services** | * **Tony Wessling, Chromium Group** * **Carmen Hughes, Founder, IgnitePR** | Banantao Auditorium |
| **Theory** | 2:15 – 3:00 pm | **Beyond Value Proposition: Innovation in Value Extraction (aka Business Models)** | **Gigi Wang** | Banantao Auditorium |
|  | *3:00 – 3:15 pm* | *Break and walk to Jacobs Hall* |  | Atrium |
| **Networking**  *(includes break/snacks)* | 3:15 pm – 5:00 pm  Jacobs Hall | **Networking Event**  **UC Berkeley SCET Team & Resources introduced** | **SCET Team** | Jacobs Hall |
| **TRACK 1: Working on an idea or venture**  **Networking & Theory** | 5:30 – 9:00 pm | Project teams to polish ideas and opportunity to go out and talk to customer, mentors working with assigned project teams **– Breakout Rooms (To be identified)** | BMoE Participants & Mentors  (participants need to set up meetings with customers and mentors themselves) | Breakout rooms (Rooms 240, 242, 254) |
| **TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups**  **Networking & Theory** | 5:30 – 7:30 pm | **Group activities**   * Exercise on team culture * Creating a collaborative culture * Drivers for developing entrepreneurial mindset |  | Room 630 |

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**Overview:** *Creating milestones, understanding funding, clarifying your idea or objective, pitch and developing demo (which might be venture overview or progress during the*

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| **FRAMEWORK** | **WED JANUARY 13th, 2016** | **TOPIC** | **SPEAKER** | **LOCATION** |
|  | *8:30am – 9:00am* | ***Check-in and Light Breakfast*** |  | Atrium |
| **Theory** | 9:00 am – 9:45 am | **Business Design & Models** | **Ikhlaq Sidhu** | Banantao Auditorium |
| **Theory** | 9:45 am – 10:30 am | **Getting-to-Market** | **Gigi Wang** | Banantao Auditorium |
| **Theory & Mindset** | 10:30 am – 11:00 am | **Case Study: Yani – growing a global company** | **Anoesjka Timmermans, Amsterdam Center for Entrepreneurship** | Banantao Auditorium |
|  | 11:00 am – 11:15 am | Break |  | Atrium |
| **Theory & Mindset** | 11:15 am – 12 noon | **Overcoming Failure to Get to Success** | **Entrepreneur Guest Speakers**   * **Steve Pieraldi, FailPro** * **Others TBD** | Banantao Auditorium |
|  | 12 noon – 12:45 pm | *Box Lunch* |  | Atrium |
| **Theory** | 12:45 pm – 1:30 pm | **Incubator/Accelerator and Accelerators** | **Incubators/Accelerators Panel:**   * **Matt Walters, General Manager, Runway Incubator** * **Ravi Belani, Alchemist** * **Caroline Winnett, SkyDeck** | Banantao Auditorium |
| **Theory & Mindset** | 1:30 pm – 2:15 pm | **Investor Panel**  **(VC, angel investor, strategic)** | **Investor Panel:**   * **Richard Chan,** Ironfire Capital * **Joanne Chen,** Foundation Capital * **Mike Hodges, ATA Ventures** * **Keiretsu Forum Angel Forum** | Banantao Auditorium |
| **TRACK 1: Working on an idea or venture**  **Networking & Theory** | 2:00 – 3:30 pm | **Working Time for venture teams to talk to investors from panel and mentors, and customers (if scheduled)** | **SCET Staff & Mentors**  **(to be identified)** | Banantao Auditorium + Atrium |
| **TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups**  **Networking & Theory** | 2:00 – 3:30 pm | **Networking Time for participants to meet with speakers from incubators to talk about programs for their organizations’ startups** | **Ken Singer OR Gigi Wang will be overseeing this session** | Breakout Room? |
|  | 3:30 pm - 4:00pm | *Break with snacks* |  |  |
| **Mindset** | 4:00 pm | **Elevator Pitch Setup** | **Nathan Gold, Demo Coach** | Banantao Auditorium |
| **Mindset** | 4:30 pm – 6:30 pm | **Elevator Pitching Game #4**  **10 minutes per Track 1 Team (2 minute pitches PLUS feedback)** | **Nathan Gold, Demo Coach** | Sutardja Dai Hall freight elevator |
| **TRACK 1: Working on an idea or venture**  **Networking & Theory** | 6:00 pm – 9:00 pm | Access to rooms and mentors for each project team to work on their project and final presentations | BMoE Participants & Mentors  (participants need to connect with customers and mentors themselves) | Breakout rooms (Rooms 240, 242, 254) |
| **TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups**  **Theory & Mindset** | 6:00 – 9:00 pm | Track 2 participants work on their final presentations on their plan to further promote and implement entrepreneurship in their organizations |  | Room 630 |

**DAY FOUR in** [**Banatao Auditorium**](http://www-bsac.eecs.berkeley.edu/events/8754318572/file/maps/SDHDrivingParkingMap.pdf)**, Atrium, and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus**

**Overview:** Final Presentations and Networking

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| **FRAMEWORK** | **THURS JANUARY 14th, 2016** | **TOPIC** | **SPEAKER** | **LOCATION** |
|  | 8:00 am – 8:30 am | **Check-in and light breakfast** |  |  |
| **Theory** | 8:30 am – 8:45 am | **Reflections going into Final Day** | **Gigi Wang** | Banantao Auditorium |
| **Theory** | 8:45 am – 9:30 am | **BMoE Mindset Concepts** | **Ikhlaq Sidhu** | Banantao Auditorium |
|  | 9:30 am – 9:45 am | Break (Project teams move to breakout rooms) |  | Atrium |
| **TRACK 1: Working on an idea or venture**  **Networking & Theory** | 9:45 am – 12:00 noon | **Practice Final Presentations of Demos/Projects**  **(Breakout Rooms)** | **With Project Mentors & Tamra Teig, Director of Berkeley Start-up Network** | Breakout rooms (Rooms 240, 242, 254) |
| **TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups**  **Networking & Theory** | 9:45 am – 12:00 noon | **Track 2 participants present their Final Learnings and Recommendations for Instilling Entrepreneurial Mindset & Supporting Entrepreneurship (based on Day 1 goals)**  **Group discussion about supporting entrepreneurship in each participant’s organization** | **Participants present to Ikhlaq Sidhu, Ken Singer, Gigi Wang and Pascale Diane, Orange Fab Incubator** | Room 630 |
|  | *12:00pm – 1:00pm* | *Warm lunch* |  | Atrium |
| **Theory & Mindset & Networking** | 1:00pm – 2:30pm | **Final Round Demos/Presentations of Venture Projects with Feedback**  **(Banantao Auditorium)** | **Present to Ikhlaq Sidhu, Ken Singer, and Gigi Wang**  **and Anis Uzzaman, Fenox Venture Capital (guest judge)** | Banantao Auditorium |
| **Theory & Mindset** | 2:30pm – 3:00pm | **Final Inspirational Keynote** | **Charles Huang, CEO, Indigo7, Founder, Guitar Hero, UC Berkeley Alum** | Banantao Auditorium |
| **Theory & Mindset** | 3:00 pm – 3:30 pm | **Closing Comments & Discussion** | **Iklahq Sidhu, Ken Singer, Gigi Wang** | Banantao Auditorium |
| **Networking** | *3:30 pm – 5:00 pm* | ***Reception and Networking in Atrium*** |  | Atrium |