

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

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

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

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

<p><b>TRACK 2: Instilling Entrepreneurial Mindset &amp; Nurturing Start-ups</b></p> <p><i>Networking &amp; Theory</i></p>	<p>3:00 pm – 5:00 pm <i>(includes small break/snacks)</i></p>	<p><b>Learning strategies and techniques to instill entrepreneurship mindset and to nurture entrepreneurs</b></p> <ol style="list-style-type: none"> <li>1. Share objectives and goals for coming to BMoE boot-camp (1 minute from each attendee)</li> <li>2. In-depth group discussions about challenges faced &amp; and about culture</li> <li>3. Assignment for end-of-week report based on objectives and goals</li> </ol>	<p><b>Staff &amp; Mentors To be identified</b></p> <p><b>Ken Singer/Gigi Wang will be leading this session</b></p>	<p>Room 630</p>
<p><b>Mindset</b></p>	<p>5:00 pm – 6:00 pm (note: game to be continued into evening)</p>	<p><b>Game #2: Team-Building Exercise</b></p>	<p><b>SCET Staff leads Everyone participates</b></p>	<p>Atrium</p>

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	TUES JANUARY 12 <sup>th</sup> 2016	TOPIC	SPEAKER	LOCATION
	8:30am – 9:00am	<i>Check-in &amp; light breakfast</i>		Atrium
Theory	9:00am – 10:00am	Beyond Concepts, How To Execute	Ikhlq 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	<i>Pizza lunch</i>		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	<ul style="list-style-type: none"> <li>Tony Wessling, Chromium Group</li> <li>Carmen Hughes, Founder, IgnitePR</li> </ul>	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	<i>Break and walk to Jacobs Hall</i>		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	5:30 – 7:30 pm	Group activities		Room 630

Entrepreneurial Mindset & Nurturing Start-ups Networking & Theory		<ul style="list-style-type: none"><li>• Exercise on team culture</li><li>• Creating a collaborative culture</li><li>• Drivers for developing entrepreneurial mindset</li></ul>		
--	--	--	--	--

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

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

FRAMEWORK	WED JANUARY 13 <sup>th</sup> , 2016	TOPIC	SPEAKER	LOCATION
	8:30am – 9:00am	<i>Check-in and Light Breakfast</i>		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 <ul style="list-style-type: none"> <li>• Steve Pieraldi, FailPro</li> <li>• Others TBD</li> </ul>	Banantao Auditorium
	12 noon – 12:45 pm	<i>Box Lunch</i>		Atrium
Theory	12:45 pm – 1:30 pm	Incubator/Accelerator and Accelerators	Incubators/Accelerators Panel: <ul style="list-style-type: none"> <li>• Matt Walters, General Manager, Runway Incubator</li> <li>• Ravi Belani, Alchemist</li> <li>• Caroline Winnett, SkyDeck</li> </ul>	Banantao Auditorium
Theory & Mindset	1:30 pm – 2:15 pm	Investor Panel (VC, angel investor, strategic)	Investor Panel: <ul style="list-style-type: none"> <li>• Richard Chan, Ironfire Capital</li> <li>• Joanne Chen, Foundation Capital</li> <li>• Mike Hodges, ATA Ventures</li> <li>• Keiretsu Forum Angel Forum</li> </ul>	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	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?

Networking & Theory				
	3:30 pm - 4:00pm	<i>Break with snacks</i>		
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](#), Atrium, and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus

Overview: Final Presentations and Networking

FRAMEWORK	THURS JANUARY 14 <sup>th</sup> , 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	Ikhlaq Sidhu, Ken Singer, Gigi Wang	Banantao Auditorium
Networking	3:30 pm – 5:00 pm	Reception and Networking in Atrium		Atrium