CET
Center for Entrepreneurship & Technology

"Berkeley Method of Entrepreneurship" Bootcamp (192) COURSE SYLLABUS

DRAFT - Fall 2014, Instructor Ikhlaq Sidhu

DESCRIPTION

This program, offered by the Center for Entrepreneurship & Technology (CET) is a CET cornerstone and enables students to kickoff entrepreneurship projects with intensive activation, team formation and essential training in the early part of the semester. The Bootcamp conveys our latest approaches for technology entrepreneurs - The Berkeley Method of Entrepreneurship, setting the groundwork for further CET course study and new venture incubation. This method leverages a layered framework of:

- **Strategy and tactics**
- **Culture and psychology, also referred to as mindset**
- **And an accompanying entrepreneurial infrastructure**

Together the format enables intensive training for successful entrepreneurship and new venture creation. The program, intended for pre-formed business teams and individuals with a business idea or interest, will feature guests with real-life experiences as entrepreneurs and investors, interactive activities and games and breakout sessions culminating in a final pitch challenge. Students may continue work during the semester, for an additional credit, as part of their own CET Venture Lab team, or by interning with a current CET Venture Lab team.

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CONTACT INFORMATION

Instructor	Ikhlaq Sidhu, Founding Director and Chief Scientist, CET IEOR Emerging Area Professor	sidhu@berkeley.edu
Program Manager	Victoria Howell	vhowell@berkeley.edu

FORMAT

The course's 4-day intensive bootcamp format enables pre-formed teams to hone their business ideas, creates a forum for new teams to form and develop ideas and also provides insights into entrepreneurship.

TOPICS COVERED

- Opportunity Recognition and Ideation
- Entrepreneurial Attributes and Culture
- Team Building
- Customer-focused Product Design
- Storytelling & Attracting Stakeholders
- Sales & Marketing
- Mechanics of a Start-up
- Funding Model Alternatives
- Developing and Using Business Networks
- Pitching Investors

Center for Entrepreneurship & Technology (CET), 2150 Shattuck Ave., 11th Fl., Berkeley, CA 94620
Gen'l. Information: CET Website and Engineering Leadership Online Blog
Rev. Date: 7/21/2014

Berkeley Engineering

CREDIT

UC Berkeley students may sign up for 1 credit/unit - Boot camp, August 18 – 21, 2014, daily from 8:00am

Note: Course credit, when taken for a grade, can be applied to the CET curriculum sequence

TEXTS AND REQUIRED SUPPLIES

- B-course access
- Pre-program assignments
- Online survey to be completed before class commences, survey after each course day and final report at the end of class
- Computer access for Berkeley Bootcamp site, sponsored by SeedInvest
- In-class presentations and outside-class work and activities

GRADING & ATTENDANCE

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Attendance	80% (Boot camp attendance is mandatory, with daily sign-in and feedback forms due). Please arrive on time. If you are more than 15 minutes late you will be marked absent.
Final Project	20%, in additional to daily surveys with possible final essay due by August 25th.

DATES & LOCATION

August 18th – 21st, 2014, 8am – 6pm (with some optional evening sessions) at 310 Sutardja Dai Hall, Banatao Auditorium (note, no coffee/colas are permitted in the Auditorium)

OFFICE HOURS & COMMUNICATIONS

Contact Vicky Howell (vhowell@berkeley.edu) to schedule office time with Prof. Ikhlaq Sidhu.
Note: check B-space for participant communications.

SCHEDULE (see speakers bios in following section)

DAY ONE in Banatao Auditorium and Atrium, Sutadja Dai Hall on Berkeley Campus:

FRAMEWORK	MON. AUGUST 18th	TOPIC	SPEAKER
	8:00am – 8:30am	**Registration and Light Breakfast**	
	8:30am - 9:15am	**Welcome, Intro& BMofE Overview**	**Ken Singer, CET Managing Director and Ikhlaq Sidhu, CET Academic Director**
Culture & Psychology	9:15pm – 10:00pm	**Group Breakout Exercise/Game**	**Ken Singer**
	Break		
Strategy & Tactics	10:15am – 11:00am	**Opportunity Recognition Part I of 2**	**Ikhlaq Sidhu**
	11:00am – 11:45am	**How to Get an Idea Speaker**	**Charles Huang, founder and CEO Green Throttle Games (Guitar Hero)**
	11:45am – 12:30pm	**Box Lunch sponsored by Masters of Engineering Program (MEng)**	
Strategy & Tactics	12:30pm – 1:30pm	**Idea Generation Phase I**	**Stephen Pieraldi, Instructor CET and Haas**
Culture & Psychology	1:30pm – 2:30pm	**Idea Marketplace Breakout Exercise/Game Part I of 2**	**Stephen Pieraldi**
	Break		
Culture & Psychology	2:45pm – 3:30pm	**What is an Entrepreneur and Team Dynamics**	**Ken Singer**
Culture & Psychology	3:30pm – 4:15pm	**Insights on Team Formation Speaker**	**Andrew Laffoon, founder and CEO, Mixbook**
	Break		
Culture & Psychology	4:30pm – 5:30pm	**Failure/Resilience Overview and Exercise/Game**	**Mark Coopersmith, Instructor, Haas and Ken Singer**
	5:30pm – 6pm	**Set-Up for Evening Session**	**Stephen Pieraldi**
Strategy & Tactics	7pm – 9pm	**Mentored Breakouts/Idea Generation Phase II**	

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DAY TWO in Banatao Auditorium, Atrium and UC Berkeley SkyDeck, Penthouse 2150 Shattuck Ave.:

FRAMEWORK	TUES AUGUST 19th	TOPIC	
	8:00am – 8:30am	**Check-in, "Marketplace & light breakfast**	
Culture & Psychology	8:30am – 9:00am	**Reflection**	**Ikhlaq Sidhu/Ken Singer**
Strategy & Tactics	9:00am – 9:30am	**Marketplace Breakout Exercise/Game Part 2 of 2**	**Stephen Pieraldi**
	Break		
Strategy & Tactics	9:45am – 10:45am	**Opportunity Recognition Part 2 of 2 & Business Model Adaptation**	**Ikhlaq Sidhu**
Strategy & Tactics	10:45am – 11:30 am	**How To Captivate Any Audience Speaker**	**Nathan Gold, founder DemoCoach**
	Break		
Strategy & Tactics	11:40am – ?	**The Voice of the User – Interviewing, Insights & Understanding the Data**	**Clark Kellogg, Instructor, Haas**
	Lunch	**TBD**	
Strategy & Tactics	? – 2:20pm	**The Voice of the User – Interviewing, Insights & Understanding the Data**	**Clark Kellogg**
	Break		
Strategy & Tactics	2:30pm – 3:15pm	***Sales and Marketing***	**Paul Nerger, founder Applied Innovation Institute**
Strategy & Tactics	3:15pm – 4:00pm	**Best Practices in Selling Speaker**	**Kris Duggan, founder and CEO Badgeville**
	Break	Staggered Trip to UC Berkeley SkyDeck	
Section I Infrastructure	4:30pm – 5:15pm 5:45 – 6:30pm	**Tour of SkyDeck Accelerator, Int'l Accelerator and CET Venture Lab Intro (at SkyDeck)** **Crowdfunding Infrastructure/CalInvest Site (in Banatao)**	**Jeff Burton, Michelle Meng-Hsiung Kiang, Olivier Younes, and Eugene Noh** **Jason Best and Kiran Lingam**
Section II Infrastructure	4:15pm – 5:00pm 5:15pm – 6:15pm	**Crowdfunding Infrastructure/CalInvest Site (in Banatao)** **Tour of SkyDeck Accelerator, Int'l Accelerator and CET Venture Lab Intro (at SkyDeck)**	**Jason Best and Kiran Lingam** **Jeff Burton, Michelle Meng-Hsiung Kiang, Olivier Younes, and Eugene Noh**
Culture & Psychology	6:30pm – 7:00pm (Pizza in Atrium)	**Communication & Customer Exercise/Game back at Banatao**	**Ken Singer**

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DAY THREE in Banatao Auditorium and Atrium, Sutadja Dai Hall on Berkeley Campus:

FRAMEWORK	WED AUGUST 20th	TOPIC	
	8:00am – 8:30am	**Check-in and light breakfast**	
Culture & Psychology	8:30am – 9:00am	**Reflection**	**Ken Singer & Ikhlaq Sidhu**
Strategy & Tactics	9:00am – 10:00am	**Mechanics of a Start-up and Setting Milestones**	**Ken Singer**
Strategy & Tactics	10;00am – 10:45am	**Venture Capital Basics Speaker**	**Shomit Ghose, Partner, ONSET Ventures**
	Break		
Strategy & Tactics	11:00am – 11:30	**Incubator/Accelerator Basics Speaker**	**Ravi Belani, Managing Director and cofounder, Alchemist Accelerator**
Strategy & Tactics	11:30am – 12:15pm	**Real World Funding Speaker**	**Prasanna Sundararajan, founder and CEO, rENIAC**
		Box Lunch provided	
Strategy & Tactics	1:00pm – 1:45pm	**Funding Panel Discussion**	**Shomit Ghose, Lisa Oshima, Jason Best, Olivier Younes, Ravi Belani and TBD**
	Break		
Strategy & Tactics	2pm – 3:15pm	**The Art of the Pitch and Pitch Workshop**	**Ken Singer and Nathan Gold**
Culture & Psychology	3:15pm – 6pm	**Elevator Pitch Exercise/Game**	**Nathan Gold**
	Evening	**Preparation for Thursday Challenge**	

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DAY FOUR in Banatao Auditorium and Atrium, Sutadja Dai Hall on Berkeley Campus:

FRAMEWORK	THURS. AUG. 21st	TOPIC	SPEAKER
	8:00am – 8:45am	**Check-in and light breakfast**	
Culture & Psychology	8:45am – 9:15am	**Reflection**	**Ken Singer and Ikhlaq Sidhu**
Culture & Psychology	9:15am- 10:15am	**Panel Discussion on Networking and Closing Deals**	**Charles Ng, Nehal Mehta, Jeff Burton, Prasanna Sundar, Atta Pilram , Ricardo San Martin**
	10:15 – 11:00am	**Preparation Time and Pitch Room Assignment**	
Culture & Psychology	11am – 12:30noon	**Pitch Challenge Part 1 of 2**	
		Lunch	
Culture & Psychology	1pm – 2pm	**Pitch Challenge Finalist Pitches Part 2 of 2**	
	Break		
Culture & Psychology	2:15pm – 3:00pm	**Closing Real World Entrepreneurship Speaker**	**Mehdi Maghsoodnia** is the CEO of Rafter as well as new venture investor, coach and advisor
	3:00 – 4:15pm	**Final Thoughts and Next Steps**	**Ikhlaq Sidhu and Ken Singer**
	4:15 – 5:30pm	**Reception and Awards**	

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SPEAKERS, PANALISTS AND MENTORS (in order of appearance)

Ikhlaq Sidhu, Founding Director & Chief Scientist, CET and IEOR Emerging Area Professor in the College of Engineering at UC Berkeley, Faculty Director and founding Director of UC Berkeley's highly successful Center for Entrepreneurship and Technology, now a cornerstone of the Fung Institute. He is an advisor to the venture capital ONSET ventures and holder of 61 engineering patents.

Ken Singer, Managing Director, CET, is a serial entrepreneur, technology executive, university lecturer, and director/advisor to numerous startups in the US and Europe. A 14-year veteran of the mobile industry, Ken has been creating mobile solutions since cellphones first connected to the Internet at a whopping 28 kbps. Most recently, Ken was the co-founder and CEO of AppCentral, the first enterprise app store to let companies distribute mobile applications to their employees' iPhones, iPads and Android devices. He is a UC Berkeley graduate and since 2008, Ken has been teaching the Mobile Applications and Entrepreneurship course and Challenge Lab in the College of Engineering.

Charles Huang, co-founder *Green Throttle* studied economics and Asian studies at the University of California at Berkeley, then worked for his family's auto-parts business after graduating in 1992. Experience with tools came in handy when he and his younger brother, Kai, got the startup itch during the late-1990s tech boom. The Huang brothers struck gold when they published *Guitar Hero* in partnership with Harmonix Music Systems. Green Throttle's current focus is on a gaming system that allows a consumer to plug an Android phone or tablet into the TV using an adapter. He holds a BA from the University of California, Berkeley.

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Stephen Pieraldi, a CET instructor and entrepreneur, has had a career spanning a broad range of industries including Internet, healthcare, online gaming, and manufacturing, to name a few. He has worked in and with venture backed and privately funded start-ups, raising millions in operating capital. He has taken a company from seed to IPO. Stephen is an Entrepreneur in Residence and Industry Fellow at UC Berkeley.

Andrew Laffoon is the co-founder and CEO of *Mixbook*, a venture-backed startup founded in 2006. Previously, Andrew worked in marketing, development and support for a venture-backed software startup. At age 15, Andrew founded his first startup - a web consulting business, which he ran for 8 years. Andrew received a BS in Industrial Engineering and Operations Research from the University of California, Berkeley and a certificate from the Berkeley Center for Entrepreneurship and Technology.

Nathan Gold is the founder of The Demo Coach, and has worked with thousands on business pitches. He has consulted with larger companies like SanDisk, Nokia and IBM and is a sought after coach in the Silicon Valley Incubator and Accelerator network.

Mark Coopersmith is an educator and teaches the sought after Workshop for Startups course at UC Berkeley's Haas School of Business and co-teaches the course "The Other "F" Word". He is an entrepreneur and spent his career at the nexus of technology, media and brands building high growth companies and helping shape the next generation of business leaders. In addition to his teaching responsibilities, Mark is an advisor to businesses ranging from VC-backed ventures through global corporations such as Intel and DirecTV. Mark is UC Berkeley grad with a BA and an MBA.

Clark Kellogg, is a UC Berkeley Haas lecturer on design thinking and innovation practices. Beyond teaching, Kellogg is a partner in the innovation consultancy, **Collective Invention**, a business and social innovation consultancy. Clark has delivered innovation and design thinking workshops in China, Brazil, Italy, Korea, Poland, and across the US to corporations, start-ups and universities.

Paul Nerger is a 30-year computer industry veteran, working in software development, product management, architecture consulting, sales, and marketing. He has worked in and with many industries, including aerospace, defense, telecommunications, IT, and media. His previous positions have included general management and executive positions at a number of mobile startups, including AppCentral, dotMobi, and Argogroup. Prior to working with startups, he held executive positions at Informix Software, Silicon Graphics, Sequent Computer Systems, and Digital Equipment Corporation.

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Kris Duggan, cofounder and Chief Strategy Officer, Badgeville oversees product and strategic direction and serves on Badgeville's Board of Directors. Kris is a published author and sought-after thought leader on gamification, social business and cloud computing. He led Badgeville from its bootstrap phase to a high-growth venture-backed company with hundreds of global customers in under three years, raising three rounds of funding as one of the fastest growing enterprise software companies. Duggan holds an MBA from the UC Irvine.

Jeff Burton, Executive Director, SkyDeck Berkeley. Jeff was a member of the founding team of video game maker Electronic Arts. Throughout his more than 30-year career in the startup world, Burton has served as a founder, CEO, and owner of a variety of consumer-facing software technology companies. At Electronic Arts, he was responsible for the company's early entry and success in international markets.

Eugene Noh, Venture Lab Manager at CET, cultivates an innovative and collaborative workspace for entrepreneurs, provides hands-on mentoring for startup teams and manages international partnerships with universities and startup incubators. He has over a decade of experience mentoring students at UC Berkeley and Stanford University and designed and managed a new undergraduate research program (UROP) within the Collefe of Engineering. During a 2-year stint in South Korea, Eugene hosted a weekly radio program on positive psychology. He holds a B.S. in Civil and Environmental Engineering from UC Berkeley and an M.Div. from Westminster Seminary California.

Olivier Younès, PhD, an Affiliate Professor at Paris's prestigious HEC, is an entrepreneur, mentor and advisor to VC funds and to international start-up incubators. The company he founded, EXPEN (www.expen.com) is ranked Top 15 in France in due diligence and fairness opinions dedicated to VC and PE funds. EXPEN is also a respected fundraiser for innovative companies in IT and life science. Olivier is a CPA and in his work has collaborated with some of the world's top institutions. Prior to launching his company, Olivier had over a decade of VC experience - 18 SMEs financed, 14 exited incl. 2 IPOs yielding a positive track-record.

Jason Best is cofounder and principal of Crowdfund Capital Advisors (CCA). He co-authored the crowdfund investing framework used in the JOBS Act to legalize equity and debt based crowdfunding in the USA. He has provided congressional testimony on crowdfunding and was honored to attend the White House ceremony when President Obama signed the JOBS Act into law on April 5, 2012. Jason co-founded the crowdfunding industry trade group that works with the Securities and Exchange Commission and FINRA as they create the rules for crowdfund investing.

Michelle Meng-Hsiung Kiang is CEO and cofounder of Chirp Microsystems, Inc. which designs, develops, and manufactures a line of extremely low power, ultrasonic 3D-sensing solutions for consumer electronics, smart homes, industrial automation, and much more. She is a market development executive with a focus on developing new market entry and growth strategies and execution at leading-edge technology companies. She holds the 1997 David J. Sakrison Memorial Award, Best Ph.D. thesis, EECS Dept., UC Berkeley and is author of 11 issued patents.

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Kiran Lingham, is General Counsel for SeedInvest, a leader in equity crowdfunding, recently partnering with 500 Startups on their $100 million third fund. Formerly at Jones Day LLP and DLA Piper LLP, Kiran served as outside legal counsel to venture capital and private equity funds, angel groups and technology startups. Since passage of the JOBS Act, Kiran has been an active speaker, writer and commentator on crowdfunding and the related legal issues. Kiran received a BA in Economics from Cornell University and a J.D., with honors, from the University of Georgia.

Shomit Ghose, Partner, *ONSET Ventures***,** is an Industry Fellow and lead venture coach at UC Berkeley's College of Engineering, and serves on the entrepreneurship advisory board at the University of San Francisco. joined ONSET Ventures in 2001 after 19 years of working at high-tech companies in the Silicon Valley. During his career he participated in several successful IPOs, including those of Sun Microsystems and Broadvision. At ONSET Ventures, he focuses on software, networking and infrastructure companies. He also mentors and provides management resources to portfolio companies to help maximize their success.

Ravi Belani, Managing Director and cofounder at Alchemist Accelerator, has experience in both established firms and new ventures. He has been a product manager at Zaplet, a management consultant with McKinsey and currently serves as boardmember or advisor for Mighty Hive, AdaptiveAds Inc., Redux, Inc., Personiva Inc. and has been active with TiE (The Indus Entrepreneurs). He was a Kauffman Fellow and holds an M.B.A. from Harvard Business School, a B.S. with Distinction and M.S. in Industrial Engineering and Engineering Management from Stanford University.

Prasanna Sundararajan (Sundar), the founder and CEO, rENIAC is an experienced architect and innovator with a track record of taking new and early stage technology concepts from inception to production. He holds 26 patents in the areas of computing and cache architectures, security, fault tolerance & reliability, and design tools . His current venture helps rethink cloud infrastructure, in response to organization's need to capture, classify, analyze and manage large volumes of data. He holds an MS in Engineering from University of Toledo, OH and MBA from Haas School of Business, UC Berkeley.

Lisa Oshima is a consultant and angel investor, as well as an early adopter of emerging technologies. She has worked with technology companies on executive level strategy, business development and marketing. For more on her work, visit her blog socializemobilize.com.

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Nehal Mehta is Director, Strategic Alliances at Symentec. In addition to her Symentec work, Nehal is a motivational leader, with repeated success building, structuring and mentoring high functioning teams of 100+ engineers. Having worked at numerous high tech companies, including NetApp, Oracle and Unisys, Nehal extensive technical and global management experience in software quality assurance and product delivery in cloud, storage and security markets

Atta Pilram recently started tebiaMED to focus on practical tools (www.traqMe.net) to help "people" with chronic diseases get their health on track and reduce hospital readmissions. From 2008 to 2012, he mentored various cross-functional teams at UCSF's Idea-To-IPO program ranging from MBA attendees to physician specialists, high-tech professionals and post-doc researchers to formulate their product and service ideas into sound business strategies. He previously founded companies focused on digital content delivery.

Ricardo San Martin is a Visiting Scholar with CET at UC Berkeley. He is Associated Professor, Faculty of Engineering from the Pontificia Universidad Católica de Chile. He has Master´s Degree in Science from the University of California, Berkeley, and a PhD in Biotechnology from the Imperial College of Science and Technology in London, UK. He is co-founder and member of the board of directors of Natural Response and has published more than 30 scientific articles in international journals.

Chuck Ng is a partner at Suma Ventures, a cross boarder venture fund affiliated with Acorn Campus Ventures of Silicon Valley. Previously, Chuck was a founding member of Eureka Therapeutics and helped grew it to be a leading oncology therapeutic platform company in ADCC technology space. Prior to investing/startups, Chuck also worked at eBay PayPal and led its financial strategy and global expansion to Singapore (APAC HQ), China and the creation of PayPal Bank where he won the "PayPalian" Award, the highest award at PayPal. Chuck is a graduate of UC Berkeley and President of the Berkeley Chinese Alumni International Association.

Mehdi Maghsoodnia is the CEO of Rafter, which provides a cloud-based platform designed to help colleges and universities make educational content more affordable, effective, and accessible. Mehdi has over 20 years of experience building great teams and operating both startups and public companies. Before Rafter, Mehdi was SVP of products and services at CafePress, a company he joined in the early days and grew the company to over $130M in revenues. Prior to CafePress, Mehdi was SVP of products at Intellisync which held 90% ownership of the mobile sync market before being bought by Nokia for $450M. Mehdi has held a number of executive positions at other Valley companies and currently sits on the board of FaceTime, Pbworks and Fotomoto. He has done graduate level studies in computer science at Stanford University and received his Bachelor of Science degree in Electrical Engineering and Computer Science from University of California, Berkeley.

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