



## “Berkeley Method of Entrepreneurship” Bootcamp (IEOR 192) COURSE SYLLABUS Spring 2015, Instructor Ikhlq Sidhu DRAFT

### DESCRIPTION

This four-day intensive program (January 12 – 15, 2015 8:30 am – 5:30 pm at Banatao Auditorium, on campus) 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 CET’s latest approaches for technology entrepreneurs - [The Berkeley Method of Entrepreneurship](#) (BMoE), setting the groundwork for further CET course study and new venture incubation. This method leverages a layered framework of:

- **Theory & Cases**
- **Mindset and Entrepreneurial Culture (E-Culture)**
- **Network & Environment facilitated through Mentoring**

The format enables access to noteworthy industry speakers and mentors, along with top faculty to deliver intensive training for successful entrepreneurship and new venture creation.

The program is intended for those who want an intensive understanding of concepts in entrepreneurship, including pre-formed business teams and individuals with a business idea or interest. So whether you are just exploring, starting off or fine-tuning an idea, you will gain insights from the modular learning format and final challenge that reflects your development stage.

Students have the option to continue start-up work as part of CET’s Venture Lab. Access is based on a semiannual application process.

### CONTACT INFORMATION

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

### FORMAT

The 4-day intensive bootcamp format enables *individuals and pre-formed teams* to hone their business ideas and creates a forum for new teams to form and develop ideas, while providing 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
- Elevator Pitch and Demos

## CREDIT

UC Berkeley students may sign up for 1 credit/unit - Boot camp, January 12 – 15, 2015, daily from 8:00am. Note: When taken for a grade, Course credit 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, ad hoc surveys during program and final day of the class,
- Final report at the end of class
- In-class presentations, outside-class work and activities

## GRADING & ATTENDANCE

Attendance 50% (Boot camp attendance is mandatory, with daily sign-in). Please arrive on time. If you are more than 15 minutes late you will be marked absent. Please pre-submit any excused absence via email.

Final Project 50%, surveys with final report due by January 23, 2015.

## DATES & LOCATION

January 12 – 15<sup>th</sup>, 2015 (8:30 am – 5:30 pm) with some optional evening sessions) located at 310 Sutardja Dai Hall, [Banatao Auditorium](#) (note, no coffee/colas are permitted in the Auditorium)

## OFFICE HOURS & COMMUNICATIONS

Contact Victoria Howell for course operations or schedule office time with Prof. Ikhtlaq Sidhu.

Note: check B-course for participant communications.



## SCHEDULE

Please note that most timeslots reinforce the BMoE Method of incorporating aspects of **Theory**, **Mindset** or **Networking**.

### DAY ONE in **Banatao Auditorium** and Atrium, Sutardja Dai Hall on Berkeley Campus

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

FRAMEWORK	MON January 12 <sup>th</sup> 2015	TOPIC	SPEAKER
	8:00am – 8:30am	<b>Registration and Light Breakfast</b>	
<b>Theory &amp; Mindset</b>	8:30am – 10:00am	<b>Welcome And BMoE Overview “The What” and Expectations</b>	<b>Ikhlaq Sidhu, CET Founding Director and Chief Scientist</b>
<b>Mindset</b>	10:00am – 11:00am	<b>Rules of BMoE Engagement (“The How”) and Group Breakout Exercise/ Game #1</b>	<b>Ken Singer, CET Managing Director</b>
	Break		
	11:15am – 12:15pm	<b>How to Get an Idea</b>	<b>Charles Huang, COO, Leo, co-founder and CEO Indigo 7, Singtrix, Green Throttle Games and Guitar Hero</b>
	Lunch Break	<b>Box Lunch to be finished in Auditorium</b>	
<b>Theory</b>	12:30pm – 1:20pm	<b>Opportunity Recognition &amp; Market Validation</b>	<b>Naeem Zafar, CET Instructor &amp; entrepreneur</b>
	Break		
<b>Networking &amp; Theory</b>	1:45pm – 4:00pm <i>(includes short break/snacks)</i>	<b>Mentor Introduction and Two Tracks:</b> <b>I. No existing team (Banatao) – Ideation review, workshop time, marketplace and initial team formation</b> <b>II. Existing team (Rm. 630) – Program expectations, idea presentation, mentor match-up and initial program plan</b>	<b>Stephen Pieraldi, CET Instructor &amp; VP, Sidebands Networks</b>  <b>Ikhlaq Sidhu &amp; Ken Singer</b>
<b>Theory</b>	4:00pm – 4:50pm	<b>How To Captivate Any Audience</b>	<b>Nathan Gold, founder DemoCoach</b>
<b>Mindset</b>	4:50pm – 5:30pm <i>(note: game to be continued into evening)</i>	<b>Rejection Theory Exercise/Game #2</b>	<b>Ken Singer</b>





**DAY TWO** in [Banatao Auditorium](#), Atrium and UC Berkeley [SkyDeck](#), Penthouse 2150 Shattuck Ave.

**Overview:** Developing your idea and team, thinking externally to customers, design, marketing, sales and using the Berkeley network

FRAMEWORK	TUES JANUARY 13 <sup>th</sup> 2015	TOPIC	
	8:30am – 9:00am	<i>Check-in &amp; light breakfast</i>	
<b>Theory</b>	9:00am – 10:00am	Expectations and Insights	Ikhlaq Sidhu
<b>Theory &amp; Mindset</b>	10:00 – 11:00am	Working with Teams and Review of Game #1	Ken Singer
	<i>Break</i>		
<b>Networking &amp; Theory</b>	11:15am – 12:15pm	Breakout of two tracks (in-person or virtual mentoring): I. No existing team (Banatao) – Finalizing teams and setting objectives for program II. Existing team (Rm. 630) – Finalizing and program objectives	Stephen Pieraldi  Ikhlaq Sidhu, Ken Singer
<b>Mindset</b>	12:15pm – 1pm	<i>Pizza lunch and guided discussion of Failure/Resilience Exercise #2</i>	Ken Singer
	<i>Break</i>		
<b>Theory &amp; Mindset</b>	1:15pm – 2:15pm	Marketing & Product Management for Entrepreneurs. Set-up for Go-To-Market Exercise/Game #3	Martina Lauchengco, Partner, Silicon Valley Group
<b>Theory &amp; Mindset</b>	2:15pm – 3:15pm	Best Practices in Selling Across All New Venture Stages	Stephen Torres, Founder and CEO, Sunible
	<i>Break to Walk to SkyDeck</i>		
<b>Networking</b>	3:45pm – 5:30pm (includes break/snacks)	UC Berkeley Resources – SkyDeck Team Journey, SkyDeck & CET Venture Lab Overview and Networking	Caroline Winnett, Exec. Director, SkyDeck and Eugene Noh, Venture Lab Program Manager, CET
	5pm – 9pm	Access to rooms and mentors to polish ideas and opportunity to go out and talk to customer – Sutardja Dai rooms 240, 242 & 254	





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

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

FRAMEWORK	WED JANUARY 14 <sup>th</sup> , 2015	TOPIC	
	8:30am – 9:00am	<b>Check-in and Light Breakfast</b>	
<b>Theory</b>	9:00am – 10:00am	<b>Expectations and Insights</b>	<b>Ikhlaq Sidhu</b>
<b>Networking &amp; Theory</b>	10:00am – 11:30am	<b>Working time with teams and mentor (if scheduled) and time to talk to customers</b>	<b>All</b>
<b>Theory</b>	11:30am - 12:15pm	<b>Mechanics of a Start-up and Setting Milestones</b>	<b>Joe Wyatt, Partner, WilmerHale</b>
<b>Theory</b>	12:15pm – 1:00pm	<b>Funding Alternatives</b>	<b>Christine Ho, Cofounder and CTO, Imprint Energy</b>
	1:00pm – 1:30pm	<b>Box Lunch</b>	
<b>Theory</b>	1:30pm – 2:30pm	<b>Venture Capital Basics</b>	<b>Mike Hodges, Managing Director, ATA Ventures</b>
<b>Theory</b>	2:30pm – 3:15pm	<b>Incubator/Accelerator Basics</b>	<b>Allan Young, Founder, TopLine Incubator, Runway</b>
		<i>Break with snacks</i>	
<b>Mindset</b>	3:30pm – 4:00pm	<b>Elevator Pitch Setup</b>	<b>Nathan Gold, Demo Coach</b>
<b>Theory</b>	4:00pm – 4:30pm	<b>International Venture Capital</b>	<b>Olivier Younes, Affiliate Professor, HEC in Paris</b>
<b>Mindset</b>	4pm –approx. 6pm	<b>Elevator Pitching Exercise #4 (2 minute pitches and feedback session (5-10 slots per team))</b>	<b>Nathan Gold, Demo Coach</b>
	6:00pm – 9:00pm	Access to rooms and mentors to polish ideas and opportunity to go out and talk to customer – <b>Sutardja Dai Rooms 240, 242 &amp; 254</b>	





## DAY FOUR in [Banatao Auditorium](#) and Atrium, Sutadja Dai Hall on Berkeley Campus

**Overview:** Demos/Progress Reports and networking

FRAMEWORK	THURS JANUARY 15th	TOPIC	SPEAKER
	8:30am – 9:00am	<b>Check-in and Light Breakfast</b>	
<b>Theory</b>	9:00 – 9:30am	<b>Expectations and Insights</b>	<b>Ikhlaq Sidhu</b>
<b>Networking &amp; Mindset</b>	9:30am – 10:30am	<b>Practice for 5- 7 minute Demos and Progress Reports (Room breakouts)</b>	<b>All</b>
	10:30am – 12:00am	<b>Round One of Demos/Progress Reports (Room breakouts)</b>	<b>Mentors</b>
	12:00pm – 1:00pm	<b>Box Lunch</b>	
	1:00pm – 2:30pm	<b>Final Round Demos/Progress Reports and Discussion (Banatao)</b>	<b>Ikhlaq Sidhu and Mentors</b>
	2:30pm – 3:00pm	<b>Final Thoughts</b>	<b>Ikhlaq Sidhu</b>
	3:00pm – 4:30pm	<b>Reception in Atrium</b>	

### [LIST OF SPEAKERS \(generally, in order of appearance\)](#)

**Ikhlaq Sidhu**, Founding Director & Chief Scientist, CET in the College of Engineering at UC Berkeley. He received the IEOR Emerging Area Professor Award in 2009 and was awarded 3Com’s “Inventor of the Year” award in 1999. He has been granted over 60 US Patents in networking technology, IP telephony, and mobile computing functionality. He is an advisor to the venture capital ONSET ventures and a Fellow of the Applied Innovation Institute.

**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**, is currently COO of Leo, a family of products and services that open communication between consumers and their homes. He has been cofounder and CEO of *Indigo 7*, *Singtrix*, and *Green Throttle Games* and perhaps best known – *the Guitar Hero franchise*. He holds a BA from the University of California, Berkeley and is sponsor for the Huang Scholars Program at UC Berkeley, sending Cal Students to China.





**Naeem Zafar** is a seasoned executive who has led several high-tech businesses as the CEO and guided dozens as a board member or an adviser. Having co-founded or worked at seven startup companies, he is steeped in the Silicon Valley culture and promotes the lessons of Silicon Valley to organizations and entrepreneurs all over the world. He has been teaching entrepreneurship as a faculty member at the University of California, Berkeley since 2005 as a part of the Haas Business School MBA program, as well as in the College of Engineering to graduate and undergraduate students. Naeem serves on the Board of Directors of several companies and as the Board Chair of OPEN Silicon Valley. He is also currently the President of Brown University Club of Silicon Valley.

**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.

**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.

**Martina Lauchengco** is Partner, Silicon Valley Product Group, where she leads the marketing practice and Lecturer at the Fung Engineering Institute. Martina is an Advisor to startups and mid-stage technology companies using her 20 years of experience in executive positions in product marketing, corporate marketing, consumer portal businesses, and as a chief-of-staff to the CEO at companies including Microsoft, Netscape, AOL, and Loudcloud/Opware. She earned her M.A. in Organizational Behavior and B.A. in Political Science from Stanford University.

**Stephen Torres**, is founder and CEO, Sunible and Managing Director of the *PV Solar Report*. Prior to founding Sunible and PV Solar Report, he spent several years in the solar industry as Director of Sales and Marketing at a leading Bay Area residential and commercial solar integrator. He spent 14 years in direct sales, where he was responsible for over \$18 million of business leading day-to-day operations for over 250 sales reps in multiple offices. Stephen graduated from the University of California, Berkeley (with a certificate from CET), and received his MBA from the Johnson Graduate School of Management at Cornell University.

**Caroline Winnett** is the Executive Director of the Berkeley SkyDeck. She is an entrepreneur with experience in consumer neuroscience, marketing and branding, and startup launch and strategy. She co-founded the pioneer company in the consumer neuroscience industry, NeuroFocus, which was acquired by Nielsen in 2011. Caroline is currently on the Advisory Board for five startups in Silicon Valley, and an angel investor specializing in mobile, consumer insights, and green businesses.



**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 College 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 a M.Div. from Westminster Seminary California.

**Joe Wyatt** is a partner at WilmerHale in Palo Alto. He focuses his practice on the representation of emerging growth companies, venture capital firms and investment banks. His practice includes general corporate counseling, venture capital financings, mergers and acquisitions, public offerings and SEC regulatory matters. Mr. Wyatt has worked on numerous public and private securities offerings, and has significant merger and acquisition experience involving both public and private companies and a wide range of transaction structures. He graduated with a BA from UC Berkeley and received his JD/MBA from Santa Clara University.

**Christine Ho**, co-founder and Head of Technology, Imprint Energy. Imprint Energy is a UC Berkeley spin-off commercializing a disruptive battery technology. Christine received Ph.D, M.S., and B.S. in Materials Science & Engineering from UC Berkeley and worked at CET while studying at Cal. She has been on the winning team in numerous entrepreneurship competitions.

**Allan Young**, founder Topline Incubator, is an entrepreneur with experience in technology, venture capital, private equity, and asset management.

**Mike Hodges**, Managing Director, ATA Ventures spent 25 years in and around the venture capital community. He has been recruited by many leading venture capital firms including Institutional Venture Partners, Sequoia Capital, Accel Partners, Oak Investment Partners, Asset Management, and others to serve as CEO in both new and turnaround start-up situations. A feature article in Telephony Magazine described Mike as "The Best CEO You Have Never Heard Of," and as a CEO, he has raised \$150M and returned over \$1.5B in distributions. Mike is a frequent lecturer on entrepreneurship at the Haas School of Business at UC Berkeley and the Graduate School of Business at San Jose State University.

**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](http://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





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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.

## LIST OF MENTORS (To be announced)