



Center for Entrepreneurship & Technology

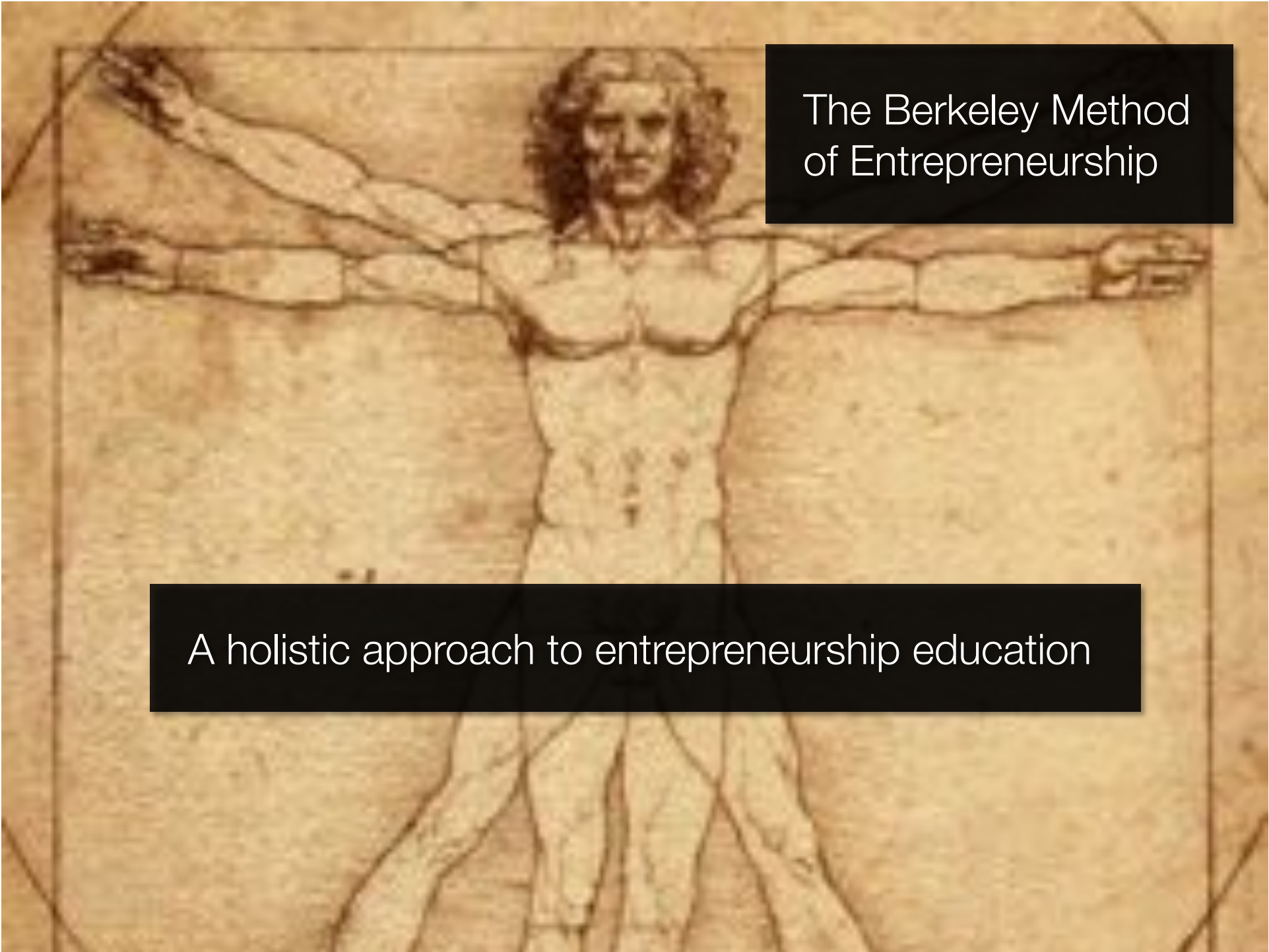
With discussion of Berkeley Method of Entrepreneurship

Ikhlaq Sidhu, Academic Director
Ken Singer, Managing Director
Center for Entrepreneurship & Technology, UC Berkeley

Fung Institute for Engineering Leadership,

Center for Entrepreneurship & Technology (CET) FACTS at a GLANCE

- 1000+ students enrolled, 50+ complete cert.
- 8-10 courses per semester
- 50+ Venture Lab entries per year
- 100+ technical/experiential projects per year
- 20+ high-profile distinguished speakers per year with 1MM+ video reach
- 10+ startups spin out of CET courses
- 4,000+ member network
- 20+ Global Partner Institutions

The background of the slide is a sepia-toned reproduction of Leonardo da Vinci's Vitruvian Man. The figure is centered, with arms and legs extended to touch the boundaries of a square and a circle. The drawing is detailed, showing the musculature of the body.

The Berkeley Method of Entrepreneurship

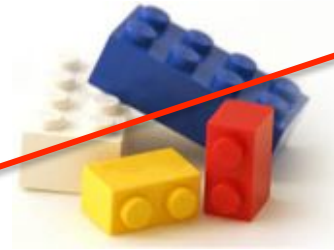
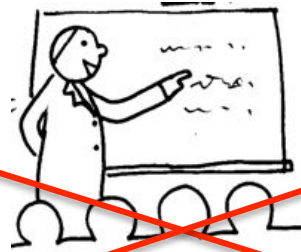
A holistic approach to entrepreneurship education

The Berkeley Method:

A holistic approach to entrepreneurship content

Level 1:	Strategies, Tactics, and Judgment Teaching effectiveness of strategy, tactics & execution e.g. opportunity recognition, pivots, MVP, raising funds, tools, frameworks, ...
Level 2:	Mindset, Culture, and Social Psychology Psychology of being an entrepreneur e.g. trusting, risk assessment, communication, overcoming social barriers, rejection therapy, fail training...
Level 3:	Infrastructure and Supporting Environment Safe and effective environment e.g. diverse networks, ability to connect, facilities, services, clarity of rules of engagement, and mentors...

Entrepreneurship Misconception #1: (WHAT we teach)



Idea
People

B Plan and
Validation

Raise
Funds

Build
Product

Sell and
Scale

Reality:

- Not Linear
- Complex and People Oriented
- Many unwritten rules
- Not enough data to make a plan



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Entrepreneurship Misconception #2: (HOW we teach)



It can not be taught deductively like other subjects.

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And, we can not simply “Test for Retention”

The Berkeley Method of Entrepreneurship

Examples of HOW we teach it

WHY



The Result



Inductive Learning

Education Re-imagined...

The Berkeley Method focuses on creating environment for self learning:

1. You can learn it only while you are trying to do it.
2. Instructor hosts the environment for students to interact directly with the problem. Students make their own decisions and learn inductively.
3. Behavior training – though **games** and exercises
4. De-emphasis of “grades” and refocus on “goals”
5. Leverage real-world competition

Challenge Lab



A Joint Project Between



CET

Center for Entrepreneurship & Technology

INDUSTRY CHALLENGE: SOCIAL ENTREPRENEURSHIP IN THAILAND

The Berkeley Method:
Challenge Lab

The "Industry Challenge: Social Entrepreneurship in Thailand" is a collaboration between Ashoka and the Center for Entrepreneurship & Technology (CET) at University of California Berkeley. The program is unique in its focus on technology as a way to address social issues and expand their mission. It provides world-class training and mentorship to the growing social enterprise sector and the opportunity to make positive, enduring change in their communities and beyond.



Foundation for AIDS Rights (FAR)



Ecological Alert & Recovery Thailand (EARTH)



AIDS Access Foundation



Hospital OS International



A-chieve



Wo-Manis

The Berkeley Method: Challenge Lab

Mobile Applications

Dateline: Barcelona 2013

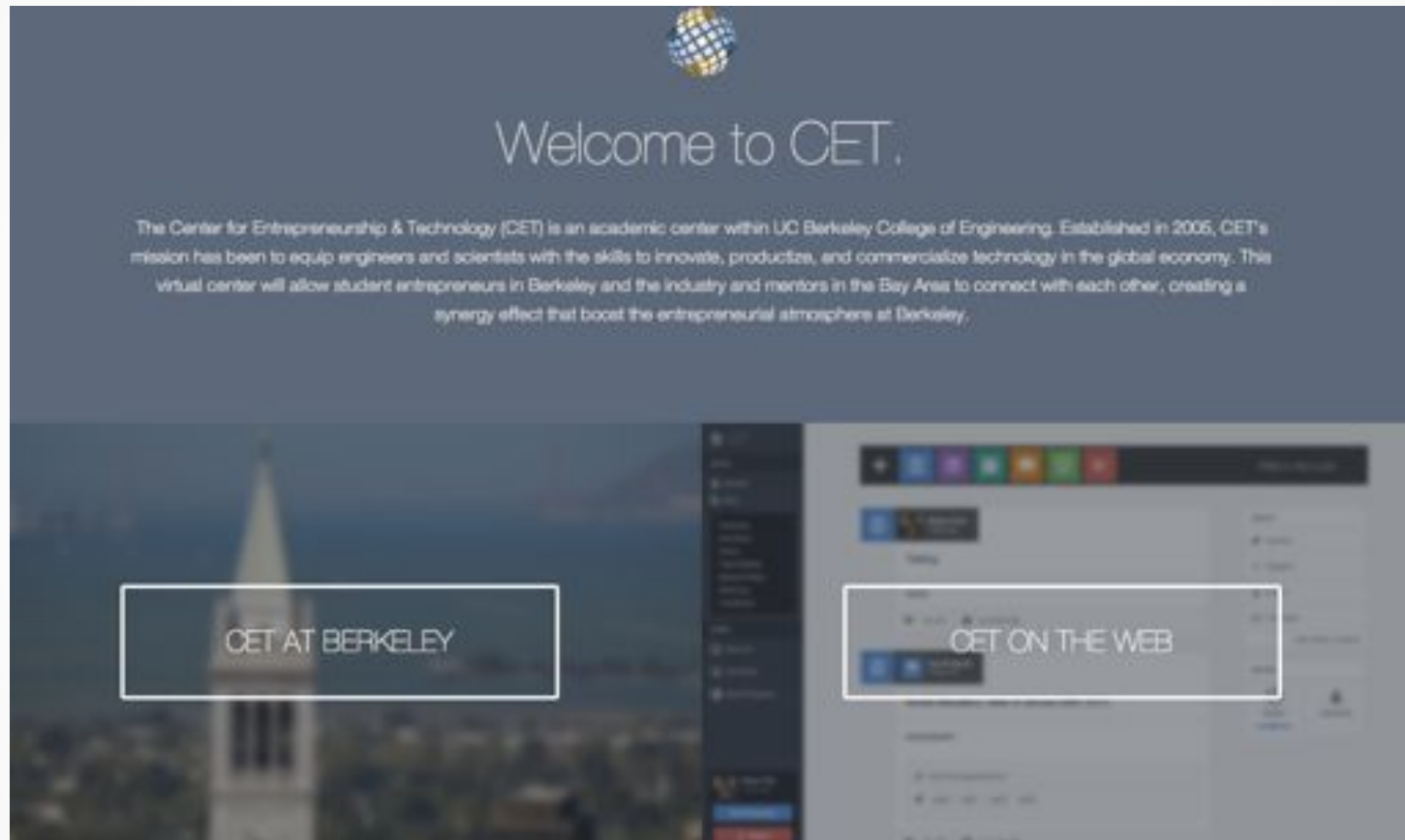


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New Entrepreneurship Infrastructure

Complements Skydeck and CET Courses



The Berkeley Method of Entrepreneurship

Examples of WHAT needs to be taught

Topic 1: The common learning cycle: Induction, building, story-telling, verification, and adaptation

**Take Feedback
Collect Data**

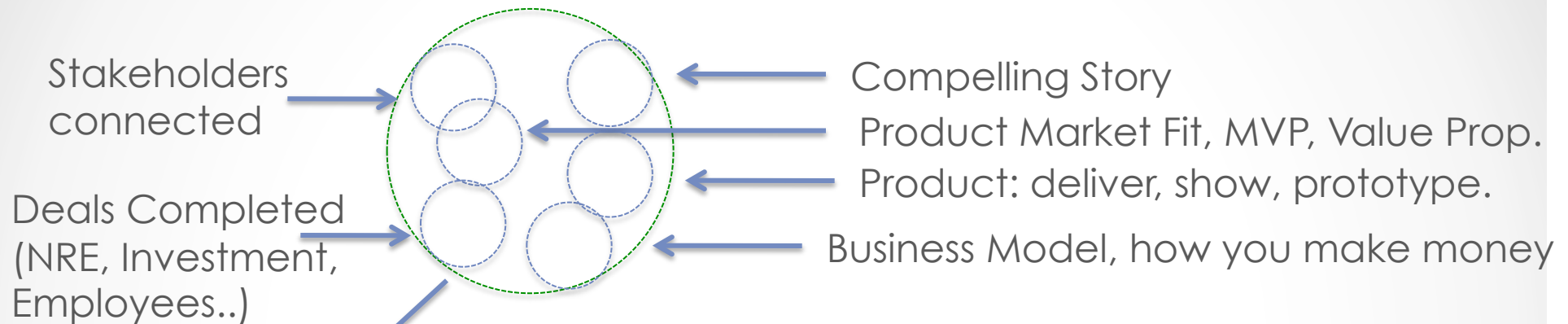
**Refine
Hypothesis
(think and learn)**

**Demonstrate
and Pitch
To Collect
Stakeholder**

**Rapid Prototype,
Make New Pitch or
Demo, Adjust your “plan”**

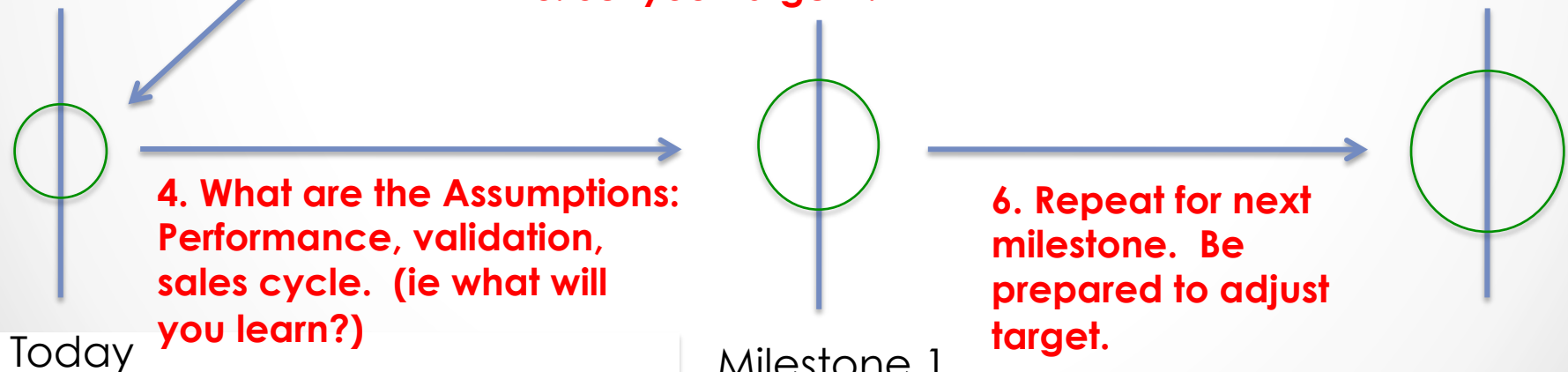
Topic 2: Milestone based planning and course correction

1. Assess what do you have right now?



3. Set your target -.

2. Work backwards from your end in mind?



5. Execute relevant tasks to learn while building business.

Milestone 1
(3 months)

Combination Blank, Kawasaki,
Art of the Start, Adaptation
Ikhlaz Sidhu, Ken Singer

Topic 3: Cultural Behaviors for Entrepreneurs

1. Agree that you will **get help** from others, and **pay it forward**.
2. Friend or Foe: If you can't tell: **Learn to trust others without expecting anything in return.**
3. Realize a something new by **induction**, and then learn to **communicate the story with a new language.**
4. Entrepreneurs **believe** they can change the world.
5. Make deals that **seek fairness** (in positive sum transactions), **not advantage** (in zero sum transactions).
6. Its necessary to be Wrong sometimes. Plan to Experiment. **Plan to Fail. (Fail Fast)** Analyze, Adapt and repeat. The smarter you think you are, the harder this is going to be.
7. **Diversify your networks.** Connect to people you would not normally, then go and listen. Open Up. And connect them to others.
8. **Be a role model** for other entrepreneurs and innovators.

***If everyone in your community acts like this,
you will have a vibrant entrepreneurial culture.***

Creating an Innovative Culture

**Inductive
Learning**

**Learn While Doing
+ Cases Studies**

Diversity = Value

**Industry and
Social Challenges**

**Cultural Rules
for Entrepreneurs**

**Testing with
Real World
Goals**

Games + Exercises

**Students
interact directly
with problems**



Contact:

Ikhlaq Sidhu,
Faculty Director, Center for Entrepreneurship & Technology, UC Berkeley
Chief Scientist, Fung Institute for Engineering Leadership, UC Berkeley
IEOR Emerging Area Professor Award, UC Berkeley
sidhu@berkeley.edu

Ken Singer, Managing Director,
Center for Entrepreneurship & Technology, UC Berkeley
ken.singer@berkeley.edu

cet.berkeley.edu



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