



Pantas and Ting

**Sutardja Center**  
for Entrepreneurship & Technology

Berkeley Engineering

“Berkeley Method of Entrepreneurship” BMOE Bootcamp  
Autumn 2016, August 15 – 19, 2016

***FOR EXTERNAL (non UC Berkeley) PARTICIPANTS***

#### DESCRIPTION

This 4-1/2 days intensive program (August 15 – 19, 2016) is offered by the Sutardja Center for Entrepreneurship & Technology and held in the recently built Sutardja Dai Hall in the Banatao Auditorium. UC Berkeley faculty deliver intensive training on successful entrepreneurship and new venture creation, and participants gain access to noteworthy industry speakers and mentors, along with engaging in interactive exercises and networking sessions.

BMOE Boot-camp is a cornerstone of the Sutardja Center’s curriculum and is built on the Sutardja Center’s approach for technology entrepreneurs - [The Berkeley Method of Entrepreneurship](#) (BMoE). The program sets the groundwork for further Sutardja Center course study or new venture incubation. This method leverages a layered framework of:

- **Theory & Cases**
- **Mindset and Entrepreneurial Culture**
- **Networking Facilitated through Mentoring**

**NOTE:** *Non-Berkeley participants in the boot-camp must choose between Track 1 or Track 2.*

**Track 1: Work on a Start-up Venture/Project** - This track is intended for those who want take their understanding of concepts in entrepreneurship, and work with a team of other participants to develop a business idea or existing project.

**Track 2: From Academia & Research to Entrepreneurship** – This track is intended for educators and researchers from academic institutions who want to learn concepts and methodology to progress from academia and research to commercialization and entrepreneurship.

**Berkeley**  
UNIVERSITY OF CALIFORNIA

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## CONTACT INFORMATION

Program Chair, Co-Instructor	Gigi Wang, Industry Fellow	<a href="mailto:gigiwang@berkeley.edu">gigiwang@berkeley.edu</a> +1 925 963 8407 – emergency (text first before calling)
Co-Instructor	Ikhtlaq Sidhu, Founding Director and Chief Scientist, SCET IEOR Emerging Area Professor	sidhu@berkeley.edu
Co-Instructor	Ken Singer, Managing Director, SCET	ken.singer@berkeley.edu
Operations Manager	Yerdua (Yeri) Caesar-Kaptoech	<a href="mailto:ycaesark@berkeley.edu">ycaesark@berkeley.edu</a> +1 510 932 9203 - emergency (text first before calling)

## FORMAT

The first 4 days start with seminars on key concepts of entrepreneurship taught by Sutardja Center instructors and industry experts. There will be games and exercises to internalize and practice the concepts. Working sessions are also included in the program, with a number of industry mentors available to help and give feedback on your projects. The final 1/2 day will be the presentations of the top 3 projects and an inspiring keynote speaker. In addition, there will be several networking sessions for you to meet the other students in the course, the Sutardja Center team, speakers, and mentors.

**TRACK 1 (led by Gigi Wang):** The 4-1/2 day intensive boot-camp 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 also providing insights into entrepreneurship. 20 project/venture teams will be selected by the end of Day 1 to be highlighted in the camp. Also, by end of Day One, participants who don't have an idea yet or a team will join a pre-formed team and participate in building a venture. The project/venture teams will deliver presentations on August 18 to a jury, and 3 finalists will be chosen to present on August 19 to a panel of industry judges.

**TRACK 2 (led by Ken Singer):** The 4-1/2 day boot-camp will provide insights into the drivers of successful entrepreneurship. Participants will share best practices from around the world for instilling entrepreneurial mind-set and nurturing start-ups and commercializing research. They will observe how students and entrepreneurs apply the Berkeley Method of Entrepreneurship to create successful start-ups. Track 2 participants will give a short presentation on the final days about their goals for their organizations OR their plan to commercialize their research or goals.

## TOPICS TO BE COVERED – BMOE BOOTCAMP (partial list)

- Opportunity Recognition and Ideation
- Entrepreneurial Attributes and Culture
- Storytelling & Attracting Stakeholders
- Customer-focused Product Design
- Team Building
- Go-to-Market
- Funding
- Elevator Pitch and Demos

## TEXTS AND REQUIRED SUPPLIES

- Online surveys to be completed before class commences, on final day of the class, and after
- In-class activities and outside-class work and activities
- Final group presentation in class

## ATTENDANCE

Attendance Daily boot camp attendance is mandatory. Please arrive on time.

## DATES & LOCATION

The core of the course is 4-1/2 days and will be held August 15 - 18, 2016, 8:30 am – evening (4 days) in the [Banatao Auditorium](#) in the Sutardja Dai Hall, along with breakout rooms in the building, AND on August 19, 9:00 am – 2:30 pm (1/2 day) in Stanley Hall. One networking session will be held in the Jacobs Hall.

## COMMUNICATIONS

Contact Gigi Wang for course operations. Contact Gigi Wang <[gigiwang@berkeley.edu](mailto:gigiwang@berkeley.edu)> for questions regarding **Track 1**, and contact Ken Singer <[ken.singer@berkeley.edu](mailto:ken.singer@berkeley.edu)> for questions regarding **Track 2**.

## SCHEDULE

The schedule is included in the following pages. Note that each of the sessions reinforces the BMoE Method of incorporating aspects of **Theory**, **Mindset** or **Networking**.

(Schedule outlined on the following pages)

# Berkeley Method of Entrepreneurship (BMOE) Bootcamp Agenda

## Autumn 2016, August 15 – 19, 2016

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

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

FRAMEWORK	Monday, August 15 2016	TOPIC	SPEAKER
	8:00am – 8:30am	<b>Registration</b>	
	8:30 am – 9:00 am Banatao Auditorium, Sutardja Dai Hall	<b>Welcome, Introductions &amp; BMOE Bootcamp Overview</b>	<b>Gigi Wang</b> , SCET Industry Fellow, BMOE Program Chair
<b>Theory &amp; Mindset</b>	9:00 – 10:00 am Banatao Auditorium	<b>Opportunity Recognition &amp; Market Validation</b>	<b>Ikhtlaq Sidhu</b> , SCET Founding Director and Chief Scientist
<b>Mindset</b>	10:00 – 10:45 am Banatao Auditorium	<b>Cultural Lessons Learned by a Silicon Valley Entrepreneur</b>	<b>Ken Singer</b> , SCET Managing Director
<b>Mindset &amp; Networking</b>	10:45 – 11:15 am  Banatao Auditorium	<b>Game #1: Trust &amp; Taking Risks</b>	<b>Gigi Wang</b> , SCET Industry Fellow, BMOE Program Chair
	11:15 – 11:30 am	<i>Break</i>	
<b>Theory</b>	11:30 am – 12:30 pm Banatao Auditorium	<b>Getting to Entrepreneurship &amp; Venture Fundamentals</b>	<b>Gigi Wang</b> , SCET Industry Fellow, BMOE Program Chair
	12:30 pm – 1:00 pm	<i>Lunch</i>	
<b>Mindset</b>	1:00 pm – 1:45 pm Banatao Auditorium	<b>Compelling Ideas for Products/Services</b>	<b>Conor Landgraf</b> , CEO/Co-founder, Eko Devices
<b>Theory</b>	1:45 pm – 2:30 pm Banatao Auditorium	<b>How To Captivate Any Audience</b>	<b>Nathan Gold</b> , founder of DemoCoach
	2:30 -3:00 pm	<i>Break</i>	

<b>Track 1: Launch Projects</b>  <b>Networking &amp; Theory</b>	3:00 pm – 5:00 pm <i>(includes small break/snacks)</i>  Banatao Auditorium	<b>Selection of Project Ideas - students pitch ideas and choose teams to join</b> 1. Share their concepts or ventures (1 minute for those who have an idea/project) 2. Students vote on projects with top 20 selected 3. Join a team if not already a part of one 4. Get to know new team members 5. Assignment for end-of-week demo/presentation	<b>BMoE Participants</b>  Moderated by Danielle Vivo, SCET Team
<b>Track 2: Academia/ Research to Entrepre- neurship &amp; Commercial- ization</b>	3:00 pm – 5:00 pm <i>(includes small break/snacks)</i>  Room 254, Sutardja Dai Hall	<b>Review New Business Thesis for each team (Master class)</b>  <b>Assessing where you are and where you want to go.</b>  <b>Understanding your “Operative Insight”</b>	<b>Ken Singer</b>
<b>Mindset</b>	5:00 pm – 6:00 pm  Banatao Atrium	<b>Game #2: Team-Building Exercise</b>	<b>SCET Staff leads</b>  <b>Everyone participates</b>

**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	Tuesday, August 16, 2016	TOPIC	SPEAKER
	8:30 – 9:00am	<b>Check-in</b>	
<b>Theory</b>	9:00 – 9:45 am Banatao Auditorium	<b>Beyond Concepts, How To Execute</b>	<b>Ikhtlaq Sidhu</b>

<b>Theory &amp; Mindset</b>	9:45 – 10:30 am Banatao Auditorium	<b>Building a Winning Team</b>	<b>Ken Singer</b>
	10:30 – 11:00 am	Break	
<b>Theory &amp; Mindset &amp; Networking</b>	10:45 am – 12:15 pm Banatao Auditorium	<b>Customer-Focused Product &amp; Services: Giving the Customer What They Want</b>	<b>Anne Fletcher,</b> Design Thinking Consultant
	12:15 – 1:15 pm	<i>Lunch</i>	
<b>Theory &amp; Mindset</b>	1:15 – 2:15 pm Banatao Auditorium	<b>Review Team Exercise &amp; Value Proposition: Innovation in Value Extraction</b>	<b>Gigi Wang</b>
<b>Theory</b>	2:15 – 3:00 pm Banatao Auditorium	<b>Selling Your Product or Service</b>	<b>Janet Gregory,</b> KickstartAll Alliance
	3:00 – 3:15 pm	<i>Break and walk to Jacobs Hall</i>	
<b>Networking</b> <i>(includes break/snacks)</i>	3:15 pm – 5:00 pm  310 Jacobs Hall	<b>Networking Event:</b>  <b>Introducing the Sutardja Center team</b>	<b>SCET Team &amp; Community</b>
<b>INTRO TO MENTORS</b>  <b>Networking</b>	5:30 – 6:00 pm  Banatao Auditorium	Each of the mentors available during the subsequent Project Time will introduce themselves so teams know who is available and their areas of expertise	<b>Industry Mentors</b>
<b>Track 1: PROJECT TIME - Work on idea or venture</b>  <b>Networking &amp; Theory</b>	6:00 – 9:00 pm  Sutardja Dai Hall 242, 250, 240	Project teams to polish ideas and meet with mentors – <b>Breakout Rooms</b>	<b>BMoE Participants &amp; Industry Mentors</b>
<b>Track 2: Academia/ Research to Entrepreneurship &amp; Commercialization</b>	6:00 – 9:00 pm  Room 254, Sutardja Dai Hall	<b>Teams work on their new elevator pitch and presentations</b>  <b>Developing a project plan to validate your business thesis (Workshop)</b>	<b>Ken Singer</b>

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

**Overview:** Concepts of business design, getting to market, growing a global company, resources and funding. Practice pitching your venture.

FRAMEWORK	Wednesday, August 17, 2016	TOPIC	SPEAKER
	8:30am – 9:00am	<i>Check-in</i>	
<b>Theory</b>	9:00 am – 9:45 am Banatao Auditorium	<b>Business Design &amp; Models</b>	<b>Ikhlaq Sidhu</b>
<b>Theory &amp; Mindset</b>	9:45 am – 10:30 am Banatao Auditorium	<b>Leadership &amp; Intro to Marketing</b>	<b>Gigi Wang</b>
<b>Mindset</b>	10:30 – 11:00 am Banatao Auditorium	<b>Overcoming Failures to Success</b>	<b>Charles Huang,</b> CEO, Indigo 7, founder of Guitar Hero
	11:00 – 11:15 am	Break	
<b>Theory</b>	11:15 am – 12 noon Banatao Auditorium	<b>Promoting Your Product</b>	<b>Brian Kress,</b> Strategy Director, Swirl
<b>INTRO TO MENTORS</b>  <b>Networking</b>	12 noon – 12:30 pm  Banatao Auditorium	Each of the mentors available for the day during the afternoon Project Time will introduce themselves so teams know who is available and their areas of expertise	<b>Industry Mentors</b>
	12:30 – 1:30 pm	<i>Lunch</i>	<b>Working Lunch for Teams &amp; Mentors</b>
<b>Track 1: PROJECT TIME - Work on idea or venture</b> <b>Networking &amp; Theory</b>	1:30 – 3:30 pm  Soda Hall 310, 320, 380 (Bldg right across Hearst St from Sutardja Dai Hall)	Project teams to continue work on their Venture Plan after lunch, especially the Venture Fundamentals – <b>Breakout Rooms</b>	<b>BMoE Participants</b>
<b>Track 2: Academia/ Research to Entrepreneurship &amp; Commercialization</b>	1:30 – 3:30 pm  Room 254, Sutardja Dai Hall	<b>Transitioning from Research team to Entrepreneurial team: New forms of leadership (Lecture and Discussion)</b>  <b>Addressing current team dynamic and future team needs (Workshop)</b>	<b>Ken Singer</b>

	3:30 – 3:45 pm	<i>Break with snacks</i>	
<b>Theory &amp; Mindset</b>	3:45 – 4:30 pm Banatao Auditorium	<b>Incubators and Accelerators Panel</b>  <b>Moderator: Tamra Teig</b> , Founder & Director, Berkeley Startup Network	<ul style="list-style-type: none"> <li>• <b>Caroline Winnett</b>, Skydeck</li> <li>• <b>Kal Deutsch</b>, Batchery</li> <li>• <b>Peter Minor</b>, CITRIS Foundry</li> <li>• <b>Chris Burry</b>, US Market Access</li> </ul>
<b>Mindset</b>	4:30 – 5:00 pm Banatao Auditorium	<b>Elevator Pitch Setup</b>	<b>Nathan Gold</b> , Demo Coach
<b>Theory &amp; Mindset</b>	5:00 – 6:00 pm  Banatao Auditorium	<b>Investor Panel on Funding</b>  <b>Moderator: Thomas Jacobson</b> , Haas MBA, Ironfire Ventures, BMOE Bootcamp Alumnus	<ul style="list-style-type: none"> <li>• <b>Tracy Isaake</b> – Silicon Valley Bank</li> <li>• <b>Deepak Gupta</b>, Angel Investor, Haas Advisor</li> <li>• <b>Josh Elman</b>, Greylock Partners</li> </ul>
<b>Mindset</b>	6:00 – 8:30 pm  Sutardja Dai Hall Freight Elevator	<b>Elevator Pitching Game #3</b>  <b>One-by-one, 6 minutes per Track 1 Team</b> (2 min pitch PLUS 4 min feedback)	<b>Nathan Gold</b> , Demo Coach
<b>Track 1: PROJECT TIME - Work on idea or venture</b> <b>Networking &amp; Theory</b>	6:00 – 9:00 pm  Sutardja Dai Hall 242, 250, 240	Rooms available for project teams to continue work on their Venture Plan, focusing on their final pitches when not participating in Elevator Pitching Game – <b>Breakout Rooms</b>	<b>BMoE Participants</b>
<b>Track 2: Global Reception</b> <b>Networking &amp; Theory</b>	6:30 – 8:30 pm Sutardja Center, Room 122 @ Memorial Stadium (go through gate 2)	<b>VIP Reception for Global Partners &amp; Track 2 Participants</b>  <b>From Researcher to Entrepreneur</b> (Ikhlaq Sidhu)	<b>Sutardja Global Partners &amp; Track 2 Participants</b>



**DAY FOUR in [Banatao Auditorium](#), Atrium, Sutardja Dai Hall, [Sutardja Center](#), Room 122 at Memorial Stadium, and Room TBD on UC Berkeley Campus**

Overview: Overcoming Failure, Practice Presentations & Round 1 of Final Presentations

FRAMEWORK	Thursday, August 18, 2016	TOPIC	SPEAKER
	8:00 – 8:30 am	<b>Check-in</b>	
<b>Theory</b>	8:30 – 9:15 am  Banatao Auditorium	<b>Global Panel</b>  <b>Moderator: Saad Hirani</b> , Sutardja Center student, BMOE Bootcamp Alumnus	<ul style="list-style-type: none"> <li>• <b>Gabi Herzog</b>, Executive Coach, SAP (Germany)</li> <li>• <b>Andrew Maxwell</b>, York University (Canada)</li> <li>• <b>Betty Lin</b>, Hong Kong University of Science &amp; Technology</li> </ul>
<b>Theory</b>	9:15 – 9:45 am Banatao Auditorium	<b>Getting a Start-up Off the Ground</b>	<b>Anastasia Nedderson</b> , Co-Founder, Artveoli
	9:45 – 10:00 am	<b>Practice &amp; Final Presentation Logistics</b>	<b>Gigi Wang</b>
	10:00 – 10:30 am	Break	
<b>Track 1: Practice Presentations Networking &amp; Theory</b>	10:30 am – 12:30 pm  <b>Group 1:</b> Banatao Auditorium  <b>Group 2:</b> Sutardja Center, Room 122, in Memorial Stadium (go thru Gate 2)	<b>Practice Presentations</b> Practice runs for all teams to deliver final presentation on stage and get feedback from mentors (2 parallel tracks) – <b>Banatao Auditorium + Sutardja Center</b>  Non-presenting teams can work on their presentation	<b>BMOE Participants</b> <ul style="list-style-type: none"> <li>• <b>Group 1 Lead Mentors:</b> Gabi Herzog, Scottie Spurzem</li> <li>• <b>Group 2 Lead Mentors:</b> Tamra Teig, Pamela Day</li> </ul> <b>(Danielle Vivo – assignments of teams to groups)</b>
<b>Track 2: Academia/ Research</b>	10:15 am – 12:30 pm.  <i>Room 254, Sutardja Dai Hall</i>	<b>Pitch practice Q&amp;A training,</b>  <b>Project plan stress testing – Breakout Room</b>	<b>Ken Singer</b>
	12:30 – 1:30 pm	Lunch	

<b>Theory &amp; Mindset</b>	1:30 pm – 3:15 pm <b>Session A:</b> Banatao Auditorium <b>Session B:</b> Sutardja Center, Room 122, in Memorial Stadium (go thru Gate 2) <b>Session C:</b> Location TBD	<b>Round 1 of Venture Presentations –</b> 4-minute presentation with 5 minutes feedback per team, 3 finalists chosen to present on Friday (1 per session)  <b>Judges:</b> <b>Session A:</b> Kal Deutsch, Batchery; David Shantz, WildOutWest; <b>Session B:</b> Anastasia Ashman, Topaz Ventures; George Kopas, EOS Media <b>Session C:</b> Deepak Gupta, Angel Investor; 2 <sup>nd</sup> Judge TBD	<b>BMoE Project Teams present to Industry Judges</b>  (Danielle Vivo – assignments of teams to groups)
	3:15 – 3:30 pm	Break	
<b>Theory &amp; Mindset</b>	3:30 – 4:15 pm	<b>From Entrepreneur to Venture Capitalist</b>	<b>Shomit Ghose,</b> Partner, Onset Ventures
<b>Theory &amp; Mindset</b>	4:15 – 4:30 pm	<b>Winners of Round 1 Announced –</b> 3 finalists	<b>Yeri Caesar-Kaptoech</b>
<b>Networking</b>	4:30 – 6:00 pm	<b>Reception and Networking in Atrium</b>	<b>All</b>

#### DAY FIVE in Stanley Hall 106 on UC Berkeley Campus

**Overview:** Final Presentations, Keynote Speech and Networking

FRAMEWORK	Friday, August 19, 2016	TOPIC	SPEAKER
	8:30 – 9:00 am Stanley Hall Atrium	<b>Check-in</b>	
<b>Theory</b>	9:00 – 9:30 am Stanley Hall Room 106	<b>Reflections going into Final Day</b>	<b>Gigi Wang</b>
<b>Theory</b>	9:30 – 10:15 am	<b>BMoE Mindset Concepts</b>	<b>Ikhlaq Sidhu</b>
	10:15 – 10:30 am	Break	

<b>Theory &amp; Mindset &amp; Networking</b>	10:30 – 11:30 am Stanley Hall Room 106	<b>Final Round of Venture Presentations –</b> 5-minute presentation with 8 minutes feedback. 3 finalists present to industry panel of judges, with one grand winner to be chosen.  <b>Judges:</b> <b>Ikhtlaq Sidhu</b> , Founding Director, Sutardja Center for Entrepreneurship & Technology <b>Scott Adams</b> , creator of Dilbert cartoon, serial entrepreneur <b>3<sup>rd</sup> Judge, TBD</b>	<b>BMoE Finalists present to Judging Panel</b>
<b>Theory &amp; Mindset</b>	11:30 am – 12:00 pm Stanley Hall Room 106	<b>Closing Comments</b>	<b>Ken Singer, Gigi Wang</b>
<b>Theory &amp; Mindset</b>	12 noon – 12:30pm Stanley Hall Room 106	<b>Special Closing Keynote Speaker</b>	<b>Scott Adams</b> , Blogger, Creator of Dilbert cartoon
<b>Theory &amp; Mindset</b>	12:30 – 12:45 pm Stanley Hall Room 106	<b>BMoE Boot-camp Top Winner Announced</b>	<b>Yeri Caesar-Kaptoech</b>
	12:45 – 2:30 pm Stanley Hall Atrium	<b>Lunch &amp; Networking</b>	
	2:30 pm	<b>Adjourn</b>	