



Pantas and Ting

Sutardja Center
for Entrepreneurship & Technology

Berkeley Engineering

IEOR 192 COURSE SYLLABUS (CCN# 28031)

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

FOR UC BERKELEY STUDENTS

DESCRIPTION

This 4-1/2 days intensive program (August 15 – 19, 2016) is offered by the Sutardja Center for Entrepreneurship & Technology. BMOE Boot-camp is a cornerstone of the Sutardja Center’s curriculum 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 the Sutardja Center’s latest approaches for technology entrepreneurs - [The Berkeley Method of Entrepreneurship](#) (BMoE), setting the groundwork for further Sutardja Center course study and new venture incubation. It is held on the UC Berkeley campus at Sutardja Dai Hall at the Banatao Auditorium and breakout rooms in the building.

The BMoE method leverages a layered framework of:

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

The format enables access to noteworthy industry speakers and mentors, along with top faculty to deliver intensive training on 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 final challenge that reflects your development stage.

Students have the option to continue to work on their venture via other Sutardja Center or UC Berkeley entrepreneurship courses and activities.

Berkeley
UNIVERSITY OF CALIFORNIA

Sutardja Center for Entrepreneurship & Technology
1923 Gridiron Way, Rm 122, Berkeley, CA 94720
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CONTACT INFORMATION

Program Chair, Co-Instructor	Gigi Wang, Industry Fellow	gigiwang@berkeley.edu +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	ycaesark@berkeley.edu +1 510 932 9203 - emergency (text first before calling)

FORMAT

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. Students who don't have an idea yet or a team can join a pre-formed team and participate in building a venture.

Each day starts 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.

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.

TOPICS COVERED (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

CREDIT

UC Berkeley students may sign up for 2 credits/units – IEOE 192, BMOE Boot-camp.

TEXTS AND REQUIRED SUPPLIES

- B-course access
- 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
- Submit project materials by Monday, August 29, 2016

ATTENDANCE & GRADING

- Attendance** Daily 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. Submit any request for excused absences by email to gigiwang@berkeley.edu. Only extenuating circumstances will be accepted.
- Grading** 50% on attendance and participation throughout the week, including surveys and end of the week presentation. 50% on final projects to be submitted by August 29, 2016.

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 BMoE Chair, Gigi Wang (gigiwang@berkeley.edu) for course operations. Contact the co-instructor directly that you would like to communicate with regarding specific lectures or topics.

NOTE: Check B-course for general course communications.

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**.

Berkeley Method of Entrepreneurship (BMOE) Bootcamp Agenda

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

Track 1: Launch Projects Networking & Theory	3:00 pm – 5:00 pm <i>(includes small break/snacks)</i> Banatao Auditorium	Selection of Project Ideas - students pitch ideas and choose teams to join 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	BMoE Participants Moderated by Danielle Vivo, SCET Team
Mindset	5:00 pm – 6:00 pm Banatao Atrium	Game #2: Team-Building Exercise	SCET Staff leads Everyone participates

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	<i>Check-in</i>	
Theory	9:00 – 9:45 am Banatao Auditorium	Beyond Concepts, How To Execute	Ikhtlaq Sidhu
Theory & Mindset	9:45 – 10:30 am Banatao Auditorium	Building a Winning Team	Ken Singer
	10:30 – 11:00 am	Break	
Theory & Mindset & Networking	10:45 am – 12:15 pm Banatao Auditorium	Customer-Focused Product & Services: Giving the Customer What They Want	Anne Fletcher, Design Thinking Consultant
	12:15 – 1:15 pm	<i>Lunch</i>	

Theory & Mindset	1:15 – 2:15 pm Banatao Auditorium	Review Team Exercise & Value Proposition: Innovation in Value Extraction	Gigi Wang
Theory	2:15 – 3:00 pm Banatao Auditorium	Selling Your Product or Service	Janet Gregory, KickstartAll Alliance
	3:00 – 3:15 pm	<i>Break and walk to Jacobs Hall</i>	
Networking <i>(includes break/snacks)</i>	3:15 pm – 5:00 pm 310 Jacobs Hall	Networking Event: Introducing the Sutardja Center team	SCET Team & Community
INTRO TO MENTORS Networking	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	Industry Mentors
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	6:00 – 9:00 pm Sutardja Dai Hall 242, 250, 240	Project teams to polish ideas and meet with mentors – Breakout Rooms	BMoE Participants & Industry Mentors

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	Check-in	
Theory	9:00 am – 9:45 am Banatao Auditorium	Business Design & Models	Ikhlaq Sidhu
Theory & Mindset	9:45 am – 10:30 am Banatao Auditorium	Leadership & Intro to Marketing	Gigi Wang
Mindset	10:30 – 11:00 am Banatao Auditorium	Overcoming Failures to Success	Charles Huang, CEO, Indigo 7, founder of Guitar Hero

	11:00 – 11:15 am	Break	
Theory	11:15 am – 12 noon Banatao Auditorium	Promoting Your Product	Brian Kress, Strategy Director, Swirl
INTRO TO MENTORS Networking	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	Industry Mentors
	12:30 – 1:30 pm	<i>Lunch</i>	Working Lunch for Teams & Mentors
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	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 – Breakout Rooms	BMoE Participants
	3:30 – 3:45 pm	<i>Break with snacks</i>	
Theory & Mindset	3:45 – 4:30 pm Banatao Auditorium	Incubators and Accelerators Panel Moderator: Tamra Teig, Founder & Director, Berkeley Startup Network	<ul style="list-style-type: none"> • Caroline Winnett, Skydeck • Kal Deutsch, Batchery • Peter Minor, CITRIS Foundry • Chris Burry, US Market Access
Mindset	4:30 – 5:00 pm Banatao Auditorium	<i>Elevator Pitch Setup</i>	Nathan Gold, Demo Coach
Theory & Mindset	5:00 – 6:00 pm Banatao Auditorium	Investor Panel on Funding Moderator: Thomas Jacobson, Haas MBA, Ironfire Ventures, BMOE Bootcamp Alumnus	<ul style="list-style-type: none"> • Tracy Isaake – Silicon Valley Bank • Deepak Gupta, Angel Investor, Haas Advisor • Josh Elman, Greylock Partners
Mindset	6:00 – 8:30 pm Sutardja Dai Hall Freight Elevator	Elevator Pitching Game #3 One-by-one, 6 minutes per Track 1 Team (2 min pitch PLUS 4 min feedback)	Nathan Gold, Demo Coach

Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	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 – Breakout Rooms	BMoE Participants
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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	<i>Check-in</i>	
Theory	8:30 – 9:15 am Banatao Auditorium	Global Panel Moderator: Saad Hirani , Sutardja Center student, BMOE Bootcamp Alumnus	<ul style="list-style-type: none"> • Gabi Herzog, Executive Coach, SAP (Germany) • Andrew Maxwell, York University (Canada) • Betty Lin, Hong Kong University of Science & Technology
Theory	9:15 – 9:45 am Banatao Auditorium	Getting a Start-up Off the Ground	Anastasia Nedderson , Co-Founder, Artveoli
	9:45 – 10:00 am	Practice & Final Presentation Logistics	Gigi Wang
	10:00 – 10:30 am	Break	
Track 1: Practice Presentations Networking & Theory	10:30 am – 12:30 pm Group 1: Banatao Auditorium Group 2: Sutardja Center, Room 122, in Memorial Stadium (go thru Gate 2)	Practice Presentations Practice runs for all teams to deliver final presentation on stage and get feedback from mentors (2 parallel tracks) – Banatao Auditorium + Sutardja Center Non-presenting teams can work on their presentation	BMoE Participants <ul style="list-style-type: none"> • Group 1 Lead Mentors: Gabi Herzog, Scottie Spurzem • Group 2 Lead Mentors: Tamra Teig, Pamela Day (Danielle Vivo – assignments of teams to groups)

	12:30 – 1:30 pm	Lunch	
Theory & Mindset	1:30 pm – 3:15 pm Session A: Banatao Auditorium Session B: Sutardja Center, Room 122, in Memorial Stadium (go thru Gate 2) Session C: Location TBD	Round 1 of Venture Presentations – 4-minute presentation with 5 minutes feedback per team, 3 finalists chosen to present on Friday (1 per session) Judges: Session A: Kal Deutsch, Batchery; David Shantz, WildOutWest; Session B: Anastasia Ashman, Topaz Ventures; George Kopas, EOS Media Session C: Deepak Gupta, Angel Investor; 2 nd Judge TBD	BMoE Project Teams present to Industry Judges (Danielle Vivo – assignments of teams to groups)
	3:15 – 3:30 pm	Break	
Theory & Mindset	3:30 – 4:15 pm	From Entrepreneur to Venture Capitalist	Shomit Ghose, Partner, Onset Ventures
Theory & Mindset	4:15 – 4:30 pm	Winners of Round 1 Announced – 3 finalists	Yeri Caesar-Kaptoech
Networking	4:30 – 6:00 pm	Reception and Networking in Atrium	All

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	<i>Check-in</i>	
Theory	9:00 – 9:30 am Stanley Hall Room 106	Reflections going into Final Day	Gigi Wang
Theory	9:30 – 10:15 am	BMoE Mindset Concepts	Ikhlaq Sidhu
	10:15 – 10:30 am	Break	

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