Pantas and Ting
Sutardja Center
for Entrepreneurship & Technology
Berkeley Engineering

Berkeley Method of Entrepreneurship (BMoE) Bootcamp Program

August 15 – 19, 2022

Website - BMoE Bootcamp Fall 2022 - UC Berkeley Sutardja Center
Bootcamp iCal calendar – Add to Personal Calendars

DAY ONE in SIBLEY AUDITORIUM on UC Berkeley Campus
Overview: Introduction, speaking publicly, venture fundamentals, building a successful team, and team formation.

Monday, August 15, 2022	TOPIC	SPEAKER
8:00 – 8:30 am	*Registration*	
8:30 – 9:00 am Sibley Auditorium	**Welcome, Introductions & BMoE Bootcamp Overview**	**Gigi Wang**, SCET Industry Fellow, BMoE Program Chair **Nick Wong, Riya Kumar** & **Tanmay Vijaywargiya**, Course Coordinators
9:00 – 9:45 am	**Getting to Entrepreneurship and Entrepreneurship Mindset & Culture**	**Gigi Wang**
9:45 – 10:15 am	**Game #1: Trust & Taking Risks**	Led by **Riya Kumar**, Student Course Coordinator
10:15 – 10:30 am	*Break*	
10:30 – 11:15 am	**Speaking Like Steve Jobs**	**Buddy Burke**, Speaker Coach
11:15 – 12:15 pm	**Students Pitch their Start-up Ideas –** (1 minute for those who have an idea/project)	**BMoE Participants** Managed by **Nick Wong** & **Tanmay Vijaywargiya**, Course Coordinators
12:15 – 1:00 pm	*Lunch (will be served)*	

1:15 – 2:00 pm	**From Berkeley Startup to #1 in Market Segment**	**Andrew Laffoon,** CEO/Founder of MixBook, Berkeley SCET Alum
2:00 – 3:00 pm	**Venture Fundamentals**	**Gigi Wang,** SCET Industry Fellow, BMoE Program Chair
3:00 – 3:15 pm	*Break*	
3:15 – 4:00 pm	**Building a Winning Team**	**Victoria Howell,** Director of Exec Ed, Newton Series, SCET
4:00 – 5:15 pm	**Team Formation – students & entrepreneurs pitch ideas and choose teams to join** 1. Project leaders recruit people to their teams 2. Join a team if not a part of one yet 3. First 21 diverse teams of 4 – 5 people formed continue 4. Get to know new team members 5. Assignment for end-of-week demo/presentations	**BMoE Participants** by **Nick Wong** & **Tanmay Vijaywargiya,** Course Coordinators
5:15 – 6:00 pm	**Game #2: Team Collaboration Exercise**	Led by **Riya Kumar** & **Tanmay Vijaywargiya,** Course Coordinators
6:00 pm onwards	Teams go out for dinner and get to know each other, discuss roles, and start defining Venture Fundamentals	**BMoE Participants –** The members of each start-up team

DAY TWO in SIBLEY AUDITORIUM & Lobby on UC Berkeley Campus

Overview: Customer-focused product design, venture capital, and business model innovation

Tuesday, August 16, 2022	**TOPIC**	**SPEAKER**
8:30 – 9:00am	*Check-in*	
9:00 – 10:00 am	**Customer-Centric Product Design**	**Gigi Wang,** SCET Industry Fellow, BMoE Program Chair
10:00 – 10:45 am	**Startup Team Session**	**Discuss target customer and product**
10:45 – 11:00 am	Break	
11:00 – 12 noon	**How Products Succeed or Fail**	**Renee Yao,** Global Healthcare AI Startups Lead, NVIDIA, SCET Alum

12:00 – 12:15 pm	**Game #3 Introduction: Value Exchange & Rejection**	Led by **Nick Wong**
12:15 – 2:15 pm	*Lunch (will be served) & Challenge Game*	
2:15 – 2:45 pm	**Game #3 Conclusion: What Value was Extracted?**	Led by **Nick Wong**
2:45 – 3:45 pm	**Innovation in Value Extraction (for Business Models)**	**Gigi Wang**, SCET Industry Faculty
3:45 – 4:30 pm	**Startup Team Session**	**Discuss business models**
4:30 – 4:45 pm	Break	
4:45 – 5:30 pm	**Pitching Anything to Anybody**	**Gigi Wang**, SCET Industry Faculty
5:30 – 6:00 pm	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**
6:00 – 9:00 pm Sibley Auditorium Lobby	**Teamwork on startup venture w/mentors** Project teams to work on product and business model, and meet with mentors. (dinner will be served)	**BMoE Participants**

DAY THREE in SIBLEY AUDITORIUM & Lobby on UC Berkeley Campus

Overview: Getting to Market, Brand & Promotion, Venture Finance, and Elevator Pitch Exercise

Wednesday, August 17, 2022	TOPIC	SPEAKER
8:30am – 9:00 am	*Check-in*	
9:00 – 9:30 am	**Intro to Getting to Market**	**Gigi Wang**
9:30 – 10:45 am	**Go To Market Strategies**	**Cheryl Edison**, Business Growth Strategist, US Dept of State
10:45 – 11:15 am	*Break*	
11:15 – 12 noon	**From Entrepreneur to Investor**	**Shomit Ghose**, Investor, Startup Board Member, SCET Faculty
12 noon – 1:00	*Lunch (will be served)*	

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1:00 – 1:45 pm	**Venture Finance**	**Gigi Wang**
1:45 – 2:15 pm	**About Getting into that Elevator**	**Bob Upham & Buddy Burke, Cheryl Edison**
k2:15 – 4:15 pm Sibley Auditorium Stage	**GAME #4: Elevator Pitch** **One-by-one, each team, 5 minutes per team** (2 min pitch PLUS 3 min feedback)	Pitching to: **Bob Upham & Buddy Burke & Cheryl Edison** (*"investors" to impress*)
4:15 – 4:45 pm	*Break*	
4:45 – 5:45 pm	**Show Me the un-Bacon! Tale of a Berkeley Startup** **(new product tasting)**	**Kimberlie Le,** CEO/Cou-Founder, PrimeRoots, Berkeley SCET Alum (moderated by Riya Kumar)
5:45 pm – 9:00 pm	**Teamwork on startup venture w/mentors** Project teams continue to work on their Final Investor Pitches**.** Mentors available from 7:00 pm. (Dinner will NOT be served – order food, pick up, or go out before 7:00 pm)	**BMoE Participants** Mentors will be available on-line.

DAY FOUR in SIBLEY AUDITORIUM & Lobby on UC Berkeley Campus

Overview: Legal Must-Knows, Pearls of Startup Wisdom, Practice Presentations

Thursday, August 18, 2022	TOPIC	SPEAKER
8:45 – 9:00 am	*Check-in*	
9:00 – 10:00 am	**Legal Must-Knows for a Startup**	**Lonnie Finkel,** Founder, Finkel Law Group
10:00 – 10:15 am	*Break*	
10:15 – 11:00 am	**What Now? How to Keep Going…**	**Moderator: Nick Wong** • **Danielle Vivo,** Alchemist Accelerator • **Kal Deutsch,** Silicon Valley in Your Pocket, The Batchery • **Kaycee Antosiak**, Plug'n'Play
11:00 – 11:30 am	**Logistics for Practice Presentations (Thur) & Final Presentations (Fri)**	**Gigi Wang** & **Nick Wong**
11:30 – 1:45 pm	*Lunch (will be served)*	*Prep for Practice Presentations*
1:45 – 2:00 pm	**Group Room Assignments**	**Nick Wong**

2:00 – 4:30 pm	**Practice Startup Presentations** Sessions for each of the teams to practice delivering final presentation (5 minutes) to lead mentor and getting feedback (10 minutes). 3 parallel groups practicing. Non-presenting teams can work on their own presentation.	**BMoE Startup Teams** **Group 1 Lead Mentor:** Gigi Wang (Tanmay Vijay) Sibley Auditorium **Group 2 Lead Mentor:** Rick Rasmussen (Riya Kumar) In Evans 60 **Group 3 Lead Mentor:** Cheryl Edison (Nick Wong) In Evans 10
4:30 – 6:30 pm	*Break for Dinner (on your own)*	
6:30 pm – 9:00 pm or at Sutardja Center (at Memorial Stadium)	Startup teams work on their 1) Final Startup Venture Pitch 2) Team Reflections slide Teams will also do a practice pitch to another team	**BMoE Startup Teams**

DAY FIVE in SIBLEY AUDITORIUM & Lobby on UC Berkeley Campus

Overview: Final Presentations, Team Reflections, and Keynote Speaker

Friday, August 19, 2022	TOPIC	SPEAKER
8:45 – 9:00 am	*Check-in*	
9:00 – 9:15 am	**Opening of Final Day**	Gigi Wang & Nick Wong
9:15 – 11:00 am All teams go into the BREAKOUT ROOMS that their teams have been assigned. All teams in each track will listen to all the pitches in their track.	**Final Startup Presentations** **Track A:** (moderator – Tanmay Vijay) In Sibley Auditorium • ***Alexandra Burbey*** *– G-Squared Ventures* • ***Dan Lynch*** *– VC Fund Manager/Investor* • ***Bob Upham*** *– Serial Entrepreneur, Startup Advisor* **Track B**: (moderator – Riya Kumar) In Evans 60 • ***Cathy Farmer*** *– Berkeley Angel Investor* • ***Matt Heiman*** *– Vetamer Capital Mgmt* • ***Jay Onda*** **–** *Marubeni Ventures* **Track C:** (moderator – Nick Wong) In Evans 10 • ***Abigail Drobnick*** *– Radian Capital* • ***Kal Deutsch*** *– Tech Entrepreneur, Angel Investor* • ***Po Chi Wu*** *– Venture Advisor/Investor*	**BMoE Project Teams present to Industry Judges** 5-minute presentation with 5 minutes feedback per team. 6-7 teams/track. 1 Winner per track will be chosen (3 Winners in total)

11:00 – 11:15 am	**BMoE Bootcamp** **3 Winners Announced, 1 per track**	**Announced by Judges**
11:15 – 11:40 am	**3 Winners Present to Class, 1 per track**	
11:40 am – 12:20 noon	**Reflections Going into Final Day** Sharing the Team Reflections Slides	**Each of the BMoE Teams**
12:20 – 12:50 pm	**CLOSING KEYNOTE:** **Pro Football to Venture Capital – A Tale of Resilience**	**Daniel Lynch**, Berkeley Haas MBA 1991
12:50 – 1:00 pm	**Closing**	**Gigi Wang, Bootcamp Chair**
1:00 – 2:00 pm	***Closing Reception and Networking in Atrium*** *(food will be served)*	**BMOE Participants, Judges, Mentors, Speakers**