



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	<i>Registration</i>	
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	<i>Break</i>	
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	<i>Lunch (will be served)</i>	

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Sutardja Center for Entrepreneurship & Technology
1923 Gridiron Way, Rm 122, Berkeley, CA 94720
scet.berkeley.edu

1:15 – 2:00 pm	From Berkeley Startup to #1 in Market Segment	Andrew Laffoon , CEO/Founder of MixBook, Berkeley SCET Alum
2:00 – 2:45 pm	Building a Winning Team	Victoria Howell , Director of Exec Ed, Newton Series, SCET
2:45 – 3:00 pm	<i>Break</i>	
3:00 -4:00 pm	Venture Fundamentals	Gigi Wang , SCET Industry Fellow, BMoE Program Chair
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	<i>Check-in</i>	
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	<i>Break</i>	
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	<i>Lunch (will be served) & Challenge Game</i>	
2:15 – 2:45 pm	Game #3 Conclusion: What Value was Extracted?	Led by Nick Wong
2:45 – 3:30 pm	Innovation in Value Extraction (for Business Models)	Gigi Wang , SCET Industry Faculty
3:30 – 4:00 pm	Break	
4:00 – 4:45 pm	Pitching Anything to Anybody	Gigi Wang , SCET Industry Faculty
4:45 – 5:30 pm	From Starting to Exiting a Tech Company	Han Jin , CEO of Lucid, Berkeley Alum (moderated by Nick Wong)
5:30 – 6:00 pm	Each of the mentors available during the subsequent Teamwork Session 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	<i>Check-in</i>	
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	<i>Break</i>	
11:15 – 12 noon	From Entrepreneur to Investor	Shomit Ghose , Investor, Startup Board Member, SCET Faculty
12 noon – 1:00	<i>Lunch (will be served)</i>	

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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
2:15 – 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	<i>Break</i>	
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	<i>Check-in</i>	
9:00 – 10:00 am	Legal Must-Knows for a Startup	Lonnie Finkel , Founder, Finkel Law Group
10:00 – 10:15 am	<i>Break</i>	
10:15 – 11:00 am	What Now? How to Keep Going...	Moderator: Nick Wong <ul style="list-style-type: none"> • 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	<i>Lunch (will be served)</i>	<i>Prep for Practice Presentations</i>
1:45 – 2:00 pm	Group Room Assignments	Nick Wong

2:00 – 4:30 pm	<p>Practice Startup Presentations Sessions for each of the teams to practice delivering final presentation (5 minutes) to lead mentor and getting feedback (10 minutes).</p> <p>3 parallel groups practicing. Non-presenting teams can work on their own presentation.</p>	<p>BMoE Startup Teams</p> <p>Group 1 Lead Mentor: Gigi Wang (Tanmay Vijay) Sibley Auditorium</p> <p>Group 2 Lead Mentor: Rick Rasmussen (Riya Kumar) In Evans 60</p> <p>Group 3 Lead Mentor: Cheryl Edison (Nick Wong) In Evans 10</p>
4:30 – 6:30 pm	<i>Break for Dinner (on your own)</i>	
6:30 pm – 9:00 pm or at Sutardja Center (at Memorial Stadium)	<p>Startup teams work on their</p> <ol style="list-style-type: none"> 1) Final Startup Venture Pitch 2) Team Reflections slide <p>Teams will also do a practice pitch to another team</p>	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	<i>Check-in</i>	
9:00 – 9:15 am	Opening of Final Day	Gigi Wang & Nick Wong
<p><u>9:15 – 11:00 am</u></p> <p>All teams go into the BREAKOUT ROOMS that their teams have been assigned.</p> <p>All teams in each track will listen to all the pitches in their track.</p>	<p>Final Startup Presentations</p> <p>Track A: (moderator – Tanmay Vijay) In Sibley Auditorium</p> <ul style="list-style-type: none"> • Alexandra Burbey – G-Squared Ventures • Dan Lynch – VC Fund Manager/Investor • Bob Upham – Serial Entrepreneur, Startup Advisor <p>Track B: (moderator – Riya Kumar) In Evans 60</p> <ul style="list-style-type: none"> • Cathy Farmer – Berkeley Angel Investor • Matt Heiman – Vetamer Capital Mgmt • Jay Onda – Marubeni Ventures <p>Track C: (moderator – Nick Wong) In Evans 10</p> <ul style="list-style-type: none"> • Abigail Drobnick – Radian Capital • Kal Deutsch – Tech Entrepreneur, Angel Investor • Po Chi Wu – Venture Advisor/Investor 	<p>BMoE Project Teams present to Industry Judges</p> <p>5-minute presentation with 5 minutes feedback per team. 6-7 teams/track.</p> <p>1 Winner per track will be chosen (3 Winners in total)</p>

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	<i>Closing Reception and Networking in Atrium (food will be served)</i>	BMOE Participants, Judges, Mentors, Speakers