



Pantas and Ting

**Sutardja Center**  
for Entrepreneurship & Technology

Berkeley Engineering

## Berkeley Method of Entrepreneurship (BMoE) Bootcamp Program January 9 – 13, 2023

[BMoE Bootcamp Spring 2023 Website](#)

Bootcamp [iCal calendar](#) – Add to Personal Calendars on Mobile Devices

**DAY ONE** in [SIBLEY AUDITORIUM](#) on UC Berkeley Campus

Overview: Introduction, speaking publicly, venture fundamentals, building a successful team, and team formation.

Monday, January 9, 2023	TOPIC	SPEAKER
8:00 – 8:30 am	<i>Registration</i>	
8:30 – 9:00 am Sibley Auditorium	<b>Welcome, Introductions &amp; BMoE Bootcamp Overview</b>	<a href="#">Gigi Wang</a> , SCET Industry Fellow, BMoE Program Chair  <a href="#">Nick Wong</a> , <a href="#">Riya Kumar</a> & <a href="#">Tanmay Vijaywargiya</a> , Course Coordinators
9:00 – 9:45 am	<b>Getting to Entrepreneurship and Entrepreneurship Mindset &amp; Culture</b>	<b>Gigi Wang</b>
9:45 – 10:15 am	<b>Game #1: Trust &amp; Taking Risks</b>	Led by <a href="#">Tanmay Vijaywargiya</a> , Student Course Coordinator
10:15 – 10:30 am	<i>Break</i>	
10:30 – 11:15 am	<b>Speaking Like Steve Jobs</b>	<a href="#">Buddy Burke</a> , Speaker Coach
11:15 – 12:15 pm	<b>Students Pitch their Start-up Ideas –</b> (1 minute for those who have an idea/project)	<b>BMoE Participants</b> Managed by <a href="#">Nick Wong</a> & <a href="#">Tanmay Vijaywargiya</a> , Course Coordinators
12:15 – 1:00 pm	<i>Lunch (will be served)</i>	

**Berkeley**  
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[scet.berkeley.edu](http://scet.berkeley.edu)

1:15 – 2:00 pm	<b>From Berkeley Startup to #1 in Market Segment</b>	<a href="#">Andrew Laffoon</a> , CEO/Founder of MixBook, Berkeley SCET Alum
2:00 – 3:00 pm	<b>Venture Fundamentals</b>	<a href="#">Gigi Wang</a> , SCET Industry Fellow, BMoE Program Chair
3:00 – 3:15 pm	<i>Break</i>	
3:15 – 4:00 pm	<b>Building a Winning Team</b>	<a href="#">Stephen Torres</a> , Co-CEO LENUSA, SCET Faculty
4:00 – 5:30 pm	<b>Team Formation – students &amp; entrepreneurs pitch ideas and choose teams to join</b> <ol style="list-style-type: none"> <li>1. Project leaders recruit people to their teams</li> <li>2. Join a team if not a part of one yet</li> <li>3. First 21 diverse teams of 4 – 5 people formed continue</li> <li>4. Get to know new team members</li> <li>5. Assignment for end-of-week demo/presentations</li> </ol>	<b>BMoE Participants</b> by <a href="#">Riya Kumar</a> & <a href="#">Tanmay Vijaywargiya</a> , Course Coordinators
5:30 – 6:15 pm	<b>Game #2: Team Collaboration Challenge</b>	Led by <a href="#">Nick Wong</a> & <a href="#">Tanmay Vijaywargiya</a> , Course Coordinators
6:15 pm onwards	Teams go out for dinner and get to know each other, discuss roles, and start defining Venture Fundamentals	<b>BMoE Participants –</b> 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, January 10, 2023	TOPIC	SPEAKER
8:30 – 9:00am	<i>Check-in</i>	
9:00 – 10:00 am	<b>Customer-Centric Product Design</b>	<a href="#">Gigi Wang</a> , SCET Industry Fellow, BMoE Program Chair
10:00 – 11:00 am	<b>Teamwork on Startup Solution</b> Work on identifying the customer and developing a solution targeting their needs	
11:00 – 11:15 am	<i>Break</i>	
11:15 am – 12 noon	<b>Introduction to Getting to Market</b>	<a href="#">Gigi Wang</a>

12 noon – 2:30 pm	<b>Game #3: Value Exchange &amp; Rejection Challenge</b>	Led by <a href="#">Tanmay Vijaywargiya</a>
12 noon - 1 pm	<i>Lunch (will be served) with Value Exchange Challenge (outside on campus)</i>	
2:30 – 3:00 pm	<b>Game #3 Conclusion: What Value was Extracted?</b>	Led by <a href="#">Tanmay Vijaywargiya</a>
3:00 – 4:00 pm	<b>Innovation in Value Extraction (for Business Models)</b>	<a href="#">Gigi Wang</a> , SCET Industry Faculty
4:00 – 4:30 pm	Break	
4:30 – 5:30 pm	<b>No to JP Morgan, Yes to Bobapreneur</b>	<a href="#">Kashish Juneja</a> , CEO & Founder of Aura Tea, BMOE Bootcamp Alum
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	<b>Industry Mentors</b>
6:00 – 9:00 pm Sibley Auditorium Lobby	<b>Teamwork on startup venture w/mentors</b> Project teams to work on product and business model, and meet with mentors. (dinner will be served)	<b>BMoE Participants</b>

**DAY THREE in [SIBLEY AUDITORIUM](#) & Lobby on UC Berkeley Campus**

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

Wednesday, January 11, 2023	TOPIC	SPEAKER
8:30am – 9:00 am	<i>Check-in</i>	
9:00 – 9:45 am	<b>Pitching Anything to Anybody</b>	<a href="#">Gigi Wang</a>
9:45 – 10:30 am	<b>GAME #4: Networking &amp; Pitching Exchange</b>	
10:30 – 11:15 am	<b>Venture Finance</b>	<a href="#">Gigi Wang</a>
11:15 – 11:30 am	<i>Break</i>	
11:30 am – 12:30 pm	<b>From Entrepreneur to Investor</b>	<a href="#">Shomit Ghose</a> , Investor, Startup Board Member, SCET Faculty

12:30 – 1:15 pm	<i>Lunch (will be served)</i>	
1:15 – 2:15 pm	<b>Go To Market Strategies</b>	<a href="#">Cheryl Edison</a> , Business Growth Strategist, US Dept of State
2:15 – 2:45 pm	<b>About Getting into that Elevator</b>	<a href="#">Bob Upham</a> & <a href="#">Buddy Burke</a> , <a href="#">Cheryl Edison</a>
2:45 – 4:45 pm Sibley Auditorium Stage	<b>GAME #5: Elevator Pitch</b> <b>One-by-one, each team, 5 minutes per team</b> (2 min pitch PLUS 3 min feedback)	Pitching to: <a href="#">Bob Upham</a> & <a href="#">Buddy Burke</a> & <a href="#">Cheryl Edison</a> ("investors" to impress)
2:45 – 4:45 pm Sibley Auditorium Lobby	<b>Teamwork on startup venture</b> When your team is not doing the elevator pitch	
4:45 – 5:00 pm	<i>Break</i>	
5:00 – 5:45 pm	<b>BMOE Bootcamp to \$30 Million Funding</b>	<a href="#">Kyle Giffin</a> , COO/Co-Founder of Latch.Bio, BMOE Bootcamp Alum
5:45 – 6:15 pm	<b>Words of Wisdom from Serial Entrepreneur</b> – from founding and exiting 2 companies	<a href="#">Tom Hui</a> , Serial Entrepreneur
6:15 pm – 9:00 pm Sibley Auditorium Lobby	<b>Teamwork on startup venture w/mentors</b> Project teams continue to work on their Final Investor Pitches. (Dinner will be served.)  <b>Dinner sponsored by BMOE Mentor –</b> <a href="#">Tom Hui</a> , Serial Entrepreneur	<b>BMoE Participants</b>

#### DAY FOUR in [SIBLEY AUDITORIUM](#) & Lobby on UC Berkeley Campus

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

Thursday, January 12, 2023	TOPIC	SPEAKER
9:00 – 9:30 am	<i>Check-in</i>	
9:30 – 10:30 am	<b>Legal Must-Knows for a Startup</b>	<a href="#">Lonnie Finkel</a> , Founder, Finkel Law Group <a href="#">Constance Ramos</a> , Akira Law, Berkeley PhD
10:30 – 10:45 am	<i>Break</i>	

10:45 – 11:30 am	<b>What Now? How to Keep Going...</b>	<b>Moderator: <a href="#">Riya Kumar</a></b> <ul style="list-style-type: none"> <li>• <a href="#">Danielle Vivo</a>, Alchemist Accelerator</li> <li>• <a href="#">Po Chi Wu</a>, SkyDeck</li> </ul>
11:30 am – 12 noon	<b>Logistics for Practice Presentations (Thur) &amp; Final Presentations (Fri)</b>	<b><a href="#">Gigi Wang</a> &amp; <a href="#">Riya Kumar</a></b>
12 noon – 1:45 pm	<i>Lunch (will be served)</i>	<i>Extra time to also prep for practice presentations</i>
1:45 – 2:00 pm	<b>Group Room Assignments</b>	<b><a href="#">Tanmay Vijaywargiya</a></b>
2:00 – 4:30 pm	<b>Practice Startup Presentations</b> 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.	<b>BMoE Startup Teams</b>  <b>Group 1 Lead Mentor:</b> <a href="#">Gigi Wang</a> (Tanmay Vijay) Sibley Auditorium <b>Group 2 Lead Mentor:</b> <a href="#">Rick Rasmussen</a> (Riya Kumar) In Evans 60 <b>Group 3 Lead Mentor:</b> <a href="#">Cheryl Edison</a> (Nick Wong) In Evans 10
4:30 – 6:30 pm	<i>Break for Dinner (on your own)</i>	
6:30 pm – 9:00 pm Sibley Auditorium Lobby	Startup teams work on their 1) Final Startup Venture Pitch 2) Team Reflections slide  Teams will be assigned do a practice pitch to another team (either in person or online)	<b>BMoE Startup Teams</b>

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**DAY FIVE in [SIBLEY AUDITORIUM](#) & Lobby on UC Berkeley Campus**

Overview: Final Presentations, Team Reflections, and Keynote Speaker

Friday, January 13, 2023	TOPIC	SPEAKER
8:45 – 9:00 am	<i>Check-in</i>	
9:00 – 9:15 am	<b>Opening of Final Day</b>	<a href="#">Gigi Wang</a> & <a href="#">Riya Kumar</a>
<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><b>Final Startup Presentations</b></p> <p><b>Track A:</b> (moderator – Tanmay Vijay) In Sibley Auditorium</p> <ul style="list-style-type: none"> <li>• <a href="#">Alexandra Burbey</a> – <i>G-Squared Ventures</i></li> <li>• <a href="#">Kal Deutsch</a> – <i>DealEngine, Serial Entrepreneur/Investor</i></li> </ul> <p><b>Track B:</b> (moderator – Riya Kumar) In Evans 60</p> <ul style="list-style-type: none"> <li>• <a href="#">Po Chi Wu</a> – <i>Skydeck Accelerator, Venture Advisor/Investor</i></li> <li>• <a href="#">Dan Lynch</a>, <i>Angel Investor</i></li> </ul> <p><b>Track C:</b> (moderator – Nick Wong) In Evans 10</p> <ul style="list-style-type: none"> <li>• <a href="#">Cathy Farmer</a> – <i>Berkeley Angel Network</i></li> <li>• <a href="#">Bob Upham</a> – <i>Venture Advisor/Investor</i></li> </ul>	<p><b>BMoE Project Teams present to Industry Judges</b></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	<b>BMoE Bootcamp</b> <b>3 Winners Announced, 1 per track</b>	<b>Announced by Judges</b>
11:15 – 11:40 am	<b>3 Winners Present to Class, 1 per track</b>	
11:40 am – 12:20 noon	<b>Reflections Going into Final Day</b> Sharing the Team Reflections Slides	<b>Each of the BMoE Teams</b>
12:20 – 12:50 pm	<b>CLOSING KEYNOTE:</b> <b>Journey to Forbes 30 Under 30</b>	<a href="#">Bailey Farren</a> , CEO/Founder of Perimeter, SCET alum
12:50 – 1:00 pm	<b>Closing</b>	<b>Gigi Wang, Bootcamp Chair</b>
1:00 – 2:00 pm	<i>Closing Reception and Networking in Atrium (food will be served)</i>	<b>BMoE Participants, Judges, Mentors, Speakers</b>