BMOE "Berkeley Method of Entrepreneurship" Bootcamp Agenda
Spring 2016, January 11 – 14, 2016

DAY ONE in Banatao Auditorium, Atrium, and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus

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

FRAMEWORK	Monday, January 11th 2016	TOPIC	SPEAKER	LOCATION
	8:00am – 8:30am	***Registration and Light Breakfast***		Atrium
	8:30 am – 9:00 am	Welcome, Introductions & BMoE Bootcamp Overview	**Gigi Wang,** SCET Industry Fellow, BMOE Program Chair	Banantao Auditorium
Theory & Mindset	9:00 am – 10:00 am	Opportunity Recognition & Market Validation	**Ikhlaq Sidhu,** SCET Founding Director and Chief Scientist	Banantao Auditorium
Mindset	10:00 am – 10:45 am	Cultural Lessons Learned by a Silicon Valley Entrepreneur	**Ken Singer,** SCET Managing Director	Banantao Auditorium
Mindset & Networking	10:45 am – 11:15 am	Game #1: Trust & Taking Risks	**Gigi Wang,** SCET Industry Fellow, BMOE Program Chair	Banantao Auditorium
	11:15 am – 11:30 am	*Break*		Atrium
Theory	11:30 am – 12:30 pm	Getting to Entrepreneurship & Venture Fundamentals	**Gigi Wang,** SCET Industry Fellow, BMOE Program Chair	Banantao Auditorium

	12:30 pm – 1:00 pm	*Lunch*		Atrium
Mindset	1:00 pm – 1:45 pm	Coming up with Ideas for Compelling Products/Services	Sophie-Charlotte Moatti, Founder of "Products That Count"	Banantao Auditorium
Theory	1:45 pm – 2:30 pm	How To Captivate Any Audience	Nathan Gold, founder of DemoCoach	Banantao Auditorium
	2:30 -3:00 pm	*Break*		Atrium
TRACK 1*: Working on an idea or venture Networking & Theory	3:00 pm – 5:00 pm *(includes small break/snacks)*	Those who want to work on building a venture (theirs or someone else's) will join this group. 1. Share their concepts or ventures (1 minute for those who have an idea/project) 2. Get feedback from CET instructors 3. Assignment for end-of-week demo/presentation 4. Join a team if not already a part of one 5. Identify relevant mentors	SCET Staff and Anoesjka Timmermans, Amsterdam Ctr for Entrepreneurship	Banantao Auditorium
TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups Networking & Theory	3:00 pm – 5:00 pm *(includes small break/snacks)*	Learning strategies and techniques to instill entrepreneurship mindset and to nurture entrepreneurs 1. Share objectives and goals for coming to BMoE boot-camp (1 minute from each attendee) 2. In-depth group discussions about challenges faced & and about culture 3. Assignment for end-of-week report based on objectives and goals	Ken Singer, Iklahq, and Gigi Wang will lead	Room 630, Sutardja Dai Hall

,Mindset	5:00 pm – 6:00 pm (note: game to be continued into evening)	Game #2: Team-Building Exercise	SCET Staff leads Everyone participates	Atrium

**Track 1 is for students and entrepreneurs working on a project or venture. There is a separate Track 2 for educators and incubators working on programs for supporting startups.*

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	TUES JANUARY 12th 2016	TOPIC	SPEAKER	LOCATION
	8:30am – 9:00am	*Check-in & light breakfast*		Atrium
Theory	9:00am –10:00am	Beyond Concepts, How To Execute	Ikhlaq Sidhu	Banantao Auditorium
Theory & Mindset	10:00am – 10:15 am	Review of Game #2 and Innovative Team Behavior and Building	Gigi Wang	Banantao Auditorium
Theory & Mindset	10:15 am – 11:00 am	Building a Winning Team	Ken Singer	Banantao Auditorium
	11:00am – 11:15 am	Break		Atrium

Theory & Mindset & Networking	11:15 am – 12:45 pm	Customer-Focused Product & Services Game #3: Giving the Customer What They Want	Anne Fletcher, Design Thinking Consultant	Banantao Auditorium
	12:45 – 1:15 pm	*Pizza lunch*		
Theory & Mindset	1:15 – 1:30 pm	Results of Game #3: Whose Customers were Delighted with Your Product or Service (prizes)	Anne Fletcher & Gigi Wang	Banantao Auditorium
Theory	1:30 – 2:15 pm	Beyond Value Proposition: Innovation in Value Extraction (aka Business Models)	• Gigi Wang	Banantao Auditorium
Theory	2:15 – 3:00 pm	Promoting Your Product and Services	• Tony Wessling, Managing Principal, Chromium Group • Carmen Hughes, Founder, IgnitePR	Banantao Auditorium
	3:00 – 3:15 pm	*Break and walk to Jacobs Hall*		Atrium
Networking *(includes break/snacks)*	3:15 pm – 5:00 pm	Networking Event UC Berkeley SCET Team & Resources introduced	SCET Team & Community	Jacobs Hall (different building)
TRACK 1: Working on an idea or venture Networking & Theory	5:30 – 9:00 pm	Project teams to polish ideas and opportunity to go out and talk to customer, mentors working with assigned project teams – Breakout Rooms	BMoE Participants & Industry Mentors (participants need to connect with mentors and customers themselves)	Sutardja Dai Hall Break-out Rooms (Rooms 240, 242, 254)
TRACK 2:	5:30 – 9:00 pm	Group activities		Sutardja Dai Hall,

Instilling Entrepreneurial Mindset & Nurturing Start-ups Networking & Theory		1. Exercise on team culture 2. Creating a collaborative culture 3. Drivers for developing entrepreneurial mindset Followed by observing Track 1 activities	Gigi Wang will lead	Room 630

DAY THREE in Banatao Auditorium, Atrium, and Breakout Rooms, Sutardja Dai 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	WED JANUARY 13th, 2016	TOPIC	SPEAKER	LOCATION
	8:30am – 9:00am	***Check-in and Light Breakfast***		Atrium
Theory	9:00 am – 9:45 am	Business Design & Models	Ikhlaq Sidhu	Banantao Auditorium
Theory	9:45 am – 10:30 am	Getting-to-Market	Gigi Wang	Banantao Auditorium
Theory & Mindset	10:30 am – 11:00 am	Case Study: Yani – Global Marketing, Sales, and Operations	Anoesjka Timmermans, Amsterdam Ctr for Entrepreneurship	Banantao Auditorium
	11:00 - 11:15 am	Break		Atrium
Theory & Mindset	11:15 am – 12 noon	Overcoming Failure to Get to Success	Entrepreneur Guest Speakers • Steve Pieraldi, FailPro • Others TBD	Banantao Auditorium
	12 noon - 12:45 pm	*Box Lunch*		

Theory	12:45 pm – 1:30 pm	Incubator and Accelerators	Incubators/Accelerators Panel: • **Caroline Winnett,** Exec Dir, SkyDeck @ Berkeley • **Matt Walters,** GM, Runway Incubator • **Stanislav Richter,** Dep Director, xPORT (Czech)	Banantao Auditorium
Theory & Mindset	1:30 pm – 2:15 pm	Investor Panel on Fundi	Investor Panel: • **Richard Chan,** Ironfire Capital • **Joanne Chen,** Foundation Capital • **Olivier Younès,** Professor, HEC (France)	Banantao Auditorium
TRACK 1: Working on an idea or venture Networking & Theory	2:15 – 3:30 pm	Working Time for Track 1 project teams to talk to investors from panel and mentors, and customers (need to schedule)	Investor speakers and Track 1 participants	Banantao Auditorium

TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups Networking & Theory	2:15 – 3:30 pm	Networking Time for Track 2 participants to meet with incubator panelists to discuss their programs to support start-ups	Incubator Panelists and Track 2 participants	Atrium
	3:30 pm - 4:00pm	*Break with snacks*		Atrium
Mindset	4:00 pm	Elevator Pitch Setup	Nathan Gold, Demo Coach	Banantao Auditorium
Mindset	4:30 pm – 6:30 pm	Elevator Pitching Game #4 10 minutes per Track 1 Team (2 minute pitches PLUS feedback)	Nathan Gold, Demo Coach	Sutardja Dai Hall Freight Elevator
TRACK 1: Working on an idea or venture Networking & Theory	6:00 pm – 9:00 pm	Track 1 participants work on project in the break-out rooms. Group of industry mentors available to give input and feedback to help project progress.	BMoE Participants & Industry Mentors (participants need to connect with customers and mentors themselves)	Sutardja Dai Hall Break-out Rooms (Rooms 240, 242, and 252)
TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups Theory & Mindset	6:00 – 9:00 pm	Track 2 participants work on their final presentations on their plan to further promote and implement entrepreneurship in their organizations	Gigi Wang & Ken Singer	Sutardja Dai Hall, Room 630

DAY FOUR in Banatao Auditorium, Atrium, and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus

Overview: Final Presentations and Networking

FRAMEWORK	THURS JANUARY 14th, 2016	TOPIC	SPEAKER	
	8:00 am – 8:30 am	Check-in and light breakfast		Atrium
Theory	8:30 am – 8:45 am	Reflections going into Final Day	Gigi Wang	Banantao Auditorium
Theory	8:45 am – 9:30 am	BMoE Mindset Concepts	Ikhlaq Sidhu	Banantao Auditorium
	9:30 am – 9:45 am	Break (Project teams move to breakout rooms)		
TRACK 1: Working on an idea or venture Networking & Theory	9:45 am – 12:00 noon	Practice Final Presentations of Demos/Projects (Breakout Rooms)	Mentors & Tamra Teig, Director of Berkeley Start-up Network	Banantao Auditorium + Breakout Rooms (240 and 242)
TRACK 2: Instilling Entrepreneurial Mindset & Nurturing Start-ups Networking & Theory	9:45 am – 12:00 noon	Track 2 participants present their Final Learnings and Recommendations for Instilling Entrepreneurial Mindset & Supporting Entrepreneurship (based on Day 1 goals) Presentation by Orange Fab Incubator located in San Francisco	Participants present to Ikhlaq Sidhu, Ken Singer, Gigi Wang Pascale Diane, Orange Fab Incubator	Sutardja Dai Hall, Room 630
	12noon - 12:45 pm	*Warm lunch*		

Theory & Mindset & Networking	12:45 pm – 2:45 pm	Final Round Demos/Presentations of Venture Projects with Feedback (Banantao Auditorium)	Present to Ikhlaq Sidhu, Ken Singer, Gigi Wang, and Anis Uzzaman, Fenox Venture Capital (guest judge)	Banantao Auditorium
Theory & Mindset	2:45 pm – 3:10pm	Inspirational Keynote	Charles Huang, CEO, Indigo7, Founder, Guitar Hero, UC Berkeley Alum	Banantao Auditorium
Theory & Mindset	3:10 pm – 3:30 pm	Closing Comments	Iklahq Sidhu, Ken Singer, Gigi Wang	Banantao Auditorium
Networking	*3:30 pm – 5:00 pm*	***Reception and Networking with Food & Drink***	Everybody	Atrium