



Pantas and Ting

Sutardja Center

for Entrepreneurship & Technology

Berkeley Engineering

Berkeley Method of Entrepreneurship (BMOE) Bootcamp Program

Autumn 2016, August 15 – 19, 2016

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	<i>Registration and Light Breakfast</i>	
	8:30 am – 9:00 am	Welcome, Introductions & BMOE Bootcamp Overview	Gigi Wang , SCET Industry Fellow, BMOE Program Chair
Theory & Mindset	9:00 am – 10:00 am	Opportunity Recognition & Market Validation	Ikhlaq Sidhu , SCET Founding Director and Chief Scientist
Mindset	10:00 am – 10:45 am	Cultural Lessons Learned by a Silicon Valley Entrepreneur	Ken Singer , SCET Managing Director
Mindset & Networking	10:45 am – 11:15 am	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	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	Compelling Ideas for Products/Services	(TBD)

Theory	1:45 pm – 2:30 pm	How To Captivate Any Audience	Nathan Gold , founder of DemoCoach
	<i>2:30 -3:00 pm</i>	<i>Break</i>	
Track 1: Launch Projects Networking & Theory	3:00 pm – 5:00 pm <i>(includes small break/snacks)</i>	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
Track 2: Academia/ Research to Entrepre- neurship & Commercial- ization	3:00 pm – 5:00 pm <i>(includes small break/snacks)</i>	ACTIVITIES TO BE DEVELOPED BY KEN SINGER – Room 603 in Sutardja Dai Hall	Ken Singer
Mindset	5:00 pm – 6:00 pm (note: game to be continued into evening)	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 & light breakfast</i>	
Theory	9:00 – 9:45 am	Beyond Concepts, How To Execute	Ikhlaq Sidhu
Theory & Mindset	10:00 – 10:45 am	Building a Winning Team	Ken Singer
	10:45 – 11:00 am	Break	
Theory & Mindset & Networking	11:00 am – 12:30 pm	Customer-Focused Product & Services: Giving the Customer What They Want	Anne Fletcher, Design Thinking Consultant
	12:30 – 1:30 pm	Lunch	
Theory & Mindset	1:30 – 2:15 pm	Review of Game #2 and Leadership	Gigi Wang
Theory	2:15 – 3:00 pm	Selling Your Product or Service	Janet Gregory, KickstartAll Alliance
	3:00 – 3:15 pm	Break and walk to Jacobs Hall	
Networking (includes break/snacks)	3:15 pm – 5:00 pm	Networking Event: Introducing SCET Team At Jacobs Hall	SCET Team & Community

INTRO TO MENTORS Networking & Theory	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 – Banantao Auditorium	Industry Mentors
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	6:00 – 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
Track 2: Academia/ Research to Entrepreneurship & Commercialization	6:00 – 9:00 pm	ACTIVITIES TO BE DEVELOPED BY KEN SINGER – Breakout Room TBD	Ken Singer

DAY THREE in [Banatao Auditorium](#), 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	Wednesday, August 17, 2016	TOPIC	SPEAKER
	8:30am – 9:00am	<i>Check-in and Light Breakfast</i>	
Theory & Mindset	9:00 am – 9:45 am	Beyond Value Proposition: Innovation in Value Extraction	Gigi Wang
Theory	9:45 am – 10:30 am	Business Design & Models	Ikhlaq Sidhu
Mindset	10:30 – 11:00 am	The Life of an Entrepreneur	Charles Huang, CEO, Indigo 7, founder of Guitar Hero
	11:00 – 11:15 am	Break	
Theory	11:15 am – 12 noon	Promoting Your Product	Brian Kress, Strategy Director, Swirl
INTRO TO MENTORS Networking & Theory	12 noon – 12:30 pm	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 – Banatao Auditorium	Industry Mentors
	12:30 – 1:30 pm	<i>Lunch</i>	Working Lunch
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	1:30 – 3:30 pm	Project teams to continue work on their Venture Plan after lunch, especially the Venture Fundamentals – Breakout Rooms	BMoE Participants
Track 2: Academia/ Research to Entrepreneurship & Commercialization	1:30 – 3:30 pm	ACTIVITIES TO BE DEVELOPED BY KEN SINGER – Breakout Room TBD	Ken Singer
	3:30 – 3:45 pm	<i>Break with snacks</i>	

Theory & Mindset	3:45 – 4:30 pm	Incubators and Accelerators Panel Moderator: Tamra Teig , Founder & Director, Berkeley Startup Network	• Kal Deutsch, The Batchery • Chris Burry, US Market Access • SkyDeck, Caroline Winnett
Mindset	4:30 – 5:00 pm	<i>Elevator Pitch Setup</i>	Nathan Gold , Demo Coach
Theory & Mindset	5:00 – 6:00 pm	Investor Panel on Funding Moderator: Thomas Jacobson , Haas MBA, Ironfire Ventures, BMOE Bootcamp Alumnus	• Tracy Isaake – Silicon Valley Bank • Deepak Gupta, Angel Investor, Haas Advisor • Josh Elman, Greylock Partners
Mindset	6:00 – 8:30 pm	Elevator Pitching Game #3 7 minutes per Track 1 Team (2 minute pitches PLUS 5 minutes feedback)	Nathan Gold , Demo Coach
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	6:00 – 9:00 pm	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

DAY FOUR in [Banatao Auditorium](#), Atrium, and Breakout Rooms, Sutardja Dai Hall 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	Check-in	
Theory	8:30 – 9:30 am	Global Panel	- Gabi Herzog, Executive Coach, SAP (Germany) - Andrew Maxwell, York University (Canada) - Speaker from Asia / S. America
Theory	9:30 – 10:15 am	Overcoming Failure to Get to Success	Megan Mokri, CEO/Founder, Byte (TBC)
	10:15 – 10:30 am	Break	
Track 1: Practice Presentations Networking & Theory	10:30 am – 12:30 pm	Practice Presentations Practice runs for all teams to deliver final presentation on stage and get feedback from mentors (2 parallel tracks) – Banantao Auditorium + Room ??? (Non-presenting teams can work on their pitches)	BMoE Participants - Lead mentor in Banantao: Gabi Herzog, Executive Presentation Coach, SAP - Lead mentor in Room #??: TBD
Track 2: Academia/ Research	10:15 am – 12:30 pm	ACTIVITIES TO BE DEVELOPED BY KEN SINGER – Breakout Room TBD	Ken Singer
	12:30 – 1:30 pm	Box Lunch	
Theory & Mindset	1:30 pm – 3:15 pm	Round 1 of Venture Presentations - Feedback from Industry Judges, 3 finalists chosen (3 parallel sessions with 3 sets of judges – Banantao Auditorium & 2 other rooms in Sutardja Dai Hall)	BMoE Project Teams present to Industry Judges
	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	Gigi Wang & Ken Singer
Networking	<i>4:30 – 6:00 pm</i>	<i>Reception and Networking in Atrium</i>	

DAY FIVE in [Banatao Auditorium](#) and Atrium, Sutardja Dai Hall on UC Berkeley Campus

Overview: Final Presentations and Networking

FRAMEWORK	Friday, August 19, 2016	TOPIC	SPEAKER
	8:30 – 9:00 am	Check-in	
Theory	9:00 – 9:30 am	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 am – 11:45 am	Round 2 of Final Venture Presentations – 3 finalists present to industry panel of judges, with one top winner to be chosen – Banatao Auditorium	BMoE Finalists present to Industry Judges
Theory & Mindset	11:45 am – 12:15 pm	Closing Comments	Ikhlaq Sidhu, Ken Singer, Gigi Wang
Theory & Mindset	12:15 – 12:30 pm	BMoE Boot-camp Top Winner Announced	Gigi Wang & Ken Singer
Theory & Mindset	12:30 – 1:00 pm	Special Closing Keynote Speaker	Scott Adams, Blogger, Creator of Dilbert cartoon
	<i>1:00 – 2:30 pm</i>	<i>Lunch & Networking</i>	
	2:30 pm	Adjourn	