



Berkeley Method of Entrepreneurship (BMOE) Bootcamp Program

January 9 – 13, 2017 (Spring 2017 Semester)

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, January 9, 2017	TOPIC	SPEAKER
	8:00am – 8:30am	Registration	
	8:30 am – 9:00 am Banatao Auditorium, Sutardja Dai Hall	Welcome, Introductions & BMOE Bootcamp Overview	Gigi Wang , SCET Industry Fellow, BMOE Program Chair & Yeri Caesar-Kaptoech , Director of Academic Services
Theory & Mindset	9:00 – 9:45 am Banatao Auditorium	Opportunity Recognition & Market Validation	Ikhtlaq Sidhu , SCET Founding Director and Chief Scientist
Mindset	9:45 – 10:30 am Banatao Auditorium	Cultural Lessons Learned by a Silicon Valley Entrepreneur	Ken Singer , SCET Managing Director
Mindset & Networking	10:30 – 11:00 am Banatao Auditorium	Game #1: Trust & Taking Risks	Led by Danielle Vivo , SCET Program Manager
	11:00 – 11:15 am	<i>Break</i>	
Theory	11:15 am – 12 noon Banatao Auditorium	Getting to Entrepreneurship & Venture Fundamentals	Gigi Wang , SCET Industry Fellow, BMOE Program Chair
	12 noon – 1:00 pm	<i>Lunch</i>	



Mindset	1:00 pm – 1:30 pm Banatao Auditorium	Coming Up with a Compelling Idea	Connor Landgraf , Founder/CEO, EKO System
Networking	1:30 – 1:45 pm	International Entrepreneurship	Minister of Economics, Netherlands (w Prince Constantijn)
Theory & Mindset	1:45 – 2:30 pm Banatao Auditorium	Leadership & Building a Winning Team	Stephen Torres , Serial Entrepreneur & SCET Lecturer
	<i>2:30 -3:00 pm</i>	<i>Break</i>	
Track 1: Launch Projects Networking & Theory	3:00 pm – 5:00 pm Banatao Auditorium	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. Join a team if not already a part of one (MAX of 6 per team) 3. Maximum of 21 teams will move forward 4. Get to know new team members 5. Assignment for end-of-week demo/presentation	BMoE Participants Managed by Danielle Vivo , SCET Program Manager
Track 2: Entrepreneurial Mindset & Nurturing Start-ups	3:00 pm – 5:00 pm Sutardja Dai Hall Room 630	Strategies and techniques to instill entrepreneurship mindset and to nurture entrepreneurs 1. Share objectives and goals for coming to BMoE boot-camp 2. Insights on different stages of ventures (Ikhlaq Sidhu) 3. In-depth group discussions about challenges faced & and about culture	Ikhlaq Sidhu
Networking	5:00 pm – onwards Banatao Atrium	Team Building – teams get to know each other. Suggestion is to go out for dinner together.	

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, January 10, 2017	TOPIC	SPEAKER
	8:30 – 9:00am	<i>Check-in</i>	
Theory	9:00 – 9:45 am Banatao Auditorium	Beyond Concepts, How To Execute	Ikhlaq Sidhu
Theory & Mindset	9:45 – 10:30 am Banatao Auditorium	Developing a Winning Product	Mike Lee, Entrepreneurship Professor, USC
	10:30 – 10:45 am	Break	
Theory & Mindset & Networking	10:45 – 12:15 pm Banatao Auditorium	Customer-Focused Product & Services: Giving the Customer What They Want	Anne Fletcher, Design Thinking Consultant
Theory & Mindset & Networking	12:15 – 12:30 pm Banatao Auditorium	Game #2 Introduction: Value Exchange & Rejection	Led by Danielle Vivo, SCET Program Manager
	12:30 – 2:15 pm	<i>Go Out for Lunch & Play Game #2</i>	
Mindset	2:15 – 3:00 pm Banatao Auditorium	Game #2 Conclusion: What Value was Extracted?	Led by Danielle Vivo, SCET Program Manager
Theory & Mindset	3:00 – 3:45 pm Banatao Auditorium	Innovation in Value Extraction	Gigi Wang
	3:45 – 4:00 pm	<i>Break and walk to Jacobs Hall</i>	
Networking <i>(includes break/snacks)</i>	4:00 – 5:30 pm 310 Jacobs Hall	Networking Event: At Jacobs Instiute Intros of the Sutardja Center of Entrepreneurship & Technology Team	SCET Team & Community
Mindset & Networking	4:15 – 5:00 pm Banatao Auditorium	Keynote Talk: From Entrepreneur to Investor	Shomit Ghose, <i>General Partner,</i> <i>ONSET Ventures</i>
	5:45 – 6:00 pm	Walk to Banatao Auditorium	

INTRO TO MENTORS Networking	6:00 – 6:15 pm Banatao Auditorium	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
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	6:15 – 9:00 pm Sutardja Dai Hall Breakout Rooms 240, 242 250 available after 7:30 pm	Project teams to polish ideas and meet with mentors – Breakout Rooms	BMoE Participants & Industry Mentors
Optional Master-class	6:30 – 7:30 pm Sutardja Dai Hall, Room 250	“Inside Venture Capital” How VC works - France / Europe versus Silicon Valley	Olivier Younes, Professor, HEC (Paris) & CEO, Expen
Track 2: Entrepreneurial Mindset & Nurturing Start-ups	6:15 – 9:00 pm Sutardja Dai Hall	Attend Optional Master-class and Observe Track 1	

DAY THREE in [Banatao Auditorium](#), and Breakout Rooms, Sutardja Dai Hall & Soda 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, January 11, 2017	TOPIC	SPEAKER
	8:30am – 9:00am	<i>Check-in</i>	
Theory	9:00 am – 9:45 am Banatao Auditorium	Business Design & Models	Ikhlaq Sidhu
Theory & Mindset	9:45 am – 10:15 am Banatao Auditorium	Getting to Market	Gigi Wang
Theory	10:15 – 11:00 am Banatao Auditorium	Promoting Your Product	Brian Kress, Strategy Director, Swirl
	11:00 – 11:15 am	Break	
Theory & Mindset	11:15 am – 12 noon Banatao Auditorium	How to Pitch Anything to Anybody	Buddy Burke, Speaker Coach, Apple
	12:00 – 1:00 pm	<i>Lunch</i>	Lunch
INTRO TO MENTORS Networking	1:00 – 1:15 pm Banatao Auditorium	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	Industry Mentors
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	1:15 – 3:30 pm Sutardja Dai Hall Breakout Rooms, Room 240, 242, 250	Project teams work on their Pitches & Venture Plan after lunch, focusing on the Venture Fundamentals – Breakout Rooms	BMoE Participants
Track 2: Entrepreneurial Mindset & Nurturing Start-ups	1:30 – 3:30 pm Sutardja Dai Hall Room 630	Culture & Mindset 1. Exercise on team culture 2. Creating a collaborative culture 3. Drivers for developing entrepreneurial mindset	Gigi Wang & Ikhlaq Sidhu
	3:30 – 3:45 pm	<i>Break</i>	

Theory & Mindset	3:45 – 4:30 pm Banatao Auditorium	Two Lessons I Learned from Spending \$64M in Crazy Experiments	Alex Mehr, founder, Zoosk
Mindset	4:30 – 5:00 pm Banatao Auditorium	<i>Elevator Pitch Instructions</i>	Saad Hirani
Mindset	5:00 – 7:00 pm Sutardja Dai Hall Freight Elevator	GAME #3: Elevator Pitch One-by-one, each team, 5 minutes per team (2 min pitch PLUS 3 min feedback)	Buddy Burke , Speaker Coach (Apple) + George Maroulis
Track 1: PROJECT TIME - Work on venture Networking & Theory	5:00 pm – 9:00 pm Sutardja Dai Hall Breakout Rooms, Room 240, 242, 250	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
Track 2: Entrepreneurial Mindset & Nurturing Start-ups		Free Evening Network or Observe Track 1	

DAY FOUR in [Banatao Auditorium](#), Atrium, Sutardja Dai Hall, [Sutardja Center](#), Room 122 at Memorial Stadium, and Room TBD on UC Berkeley Campus

Overview: Pearls of Wisdom Panel, Practice Presentations & Round 1 of Final Presentations

FRAMEWORK	Thursday, January 12, 2017	TOPIC	SPEAKER
	9:00 – 9:30 am	<i>Check-in</i>	
	9:30 – 10:00 am	Practice & Final Presentation Logistics	Danielle Vivo
Track 1: Practice Presentations Networking & Theory	10:00 am – 12:30 pm Group 1: Banatao Auditorium Group 2: Sutardja Dai Hall, Room 250	Practice Presentations Practice runs for all teams to deliver final presentation (4 minutes) on stage and get feedback from mentors. (2 parallel groups practicing.) Non-presenting teams can work on their presentation in Room 240 & 242.	BMoE Participants <ul style="list-style-type: none"> Group 1 Lead Mentor: Buddy Burke Group 2 Lead Mentor: Gigi Wang (Danielle Vivo – does assignments of teams to groups)

Track 2: Academia/ Research	10:00 – 12:15 pm Room 630	Discussion Session: Presentations on Learnings &Takeaways	Ikhlaq Sidhu
	12:00 – 1:30 pm	Lunch	
Theory & Mindset	1:30 pm – 3:15 pm Session A: Banatao Auditorium Session B: Sutardja Dai Hall, Room 250 Session C: Sutardja Dai Room, Room 240	Round 1 of Venture Presentations – 4-minute presentation with 5 minutes feedback per team 3 finalists chosen to present on Friday (1 winner per session) Judges: <u>Session A:</u> Kal Deutsch (The Batchery Incubator), Pamela Day (Entrepreneur, Investor) <u>Session B:</u> Anastasia Ashman (Topaz Ventures), Rick Rasmussen (Concordia Ventures) <u>Session C:</u> Bob Upham (VISA), George Maroulis (CB Bank)	BMoE Project Teams present to Industry Judges (Danielle Vivo – assignments of teams to Sessions)
	3:15 – 3:30 pm	Break	
Theory & Mindset	3:30 – 4:15 pm Banatao Auditorium	Pearls of Wisdom Panel <ul style="list-style-type: none"> • Bob Upham (<i>entrepreneur, Yahoo!, Visa</i>) • Kal Deutsch (<i>Berkeley grad, entrepreneur, incubator founder, investor</i>) • Adam Sterling (<i>Berkeley Law, start-up lawyer, NGO</i>) 	Gigi Wang, moderator
Theory & Mindset	4:15 – 4:30 pm Banatao Auditorium	Winners of Round 1 Announced – 3 finalists	Yeri Caesar-Kaptoech & Danielle Vivo
Networking	4:30 – 6:00 pm Banatao Atrium	Reception and Networking in Atrium	All

DAY FIVE in Stanley Hall 106 on UC Berkeley Campus

Overview: Final Presentations, Keynote Speech and Networking

FRAMEWORK	Friday, January 13, 2017	TOPIC	SPEAKER
	8:30 – 9:00 am Banatao Atrium	<i>Check-in</i>	
Theory	9:00 – 9:30 am Banatao Auditorium	Reflections Going into Final Day	Gigi Wang
Theory	9:30 – 10:15 am Banatao Auditorium	BMoE Mindset Concepts	Ikhlaq Sidhu
	10:15 – 10:30 am	Break	
Theory & Mindset & Networking	10:30 – 11:30 am Banatao Auditorium	Final Round of Venture Presentations – 5-minute presentation with 8 minutes feedback. 3 finalists present to industry panel of judges, with one grand winner to be chosen. Judges: Ikhlaq Sidhu , Founding Director, Sutardja Center for Entrepreneurship & Technology Abhas Gupta , Former Partner, Mohr Davidow Ventures Jeremy Fiance , House Fund at Berkeley	BMoE Finalists present to Judging Panel
Theory & Mindset	11:30 am – 12 noon Banatao Auditorium	Closing Comments <i>(judges convene to decide winner)</i>	BMOE Team
Theory & Mindset	12:00 – 12:30 pm Banatao Auditorium	Special Closing Keynote Speaker	Vivienne Ming , Scientist & Entrepreneur
Theory & Mindset	12:30 – 12:45 pm Banatao Auditorium	BMoE Boot-camp Top Winner Announced	Erik Pena, SVB & Yeri Caesar- Kaptotech
	1:00 pm	Adjourn	