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	***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
Theory & Mindset	9:00 – 10:00 am Banatao Auditorium	**Opportunity Recognition & Market Validation**	**Ikhlaq Sidhu,** SCET Founding Director and Chief Scientist
Mindset	10:00 – 10:45 am Banatao Auditorium	**Cultural Lessons Learned by a Silicon Valley Entrepreneur**	**Ken Singer,** SCET Managing Director
Mindset & Networking	10:45 – 11:15 am Banatao Auditorium	**Game #1: Trust & Taking Risks**	**Gigi Wang,** SCET Industry Fellow, BMOE Program Chair
	11:15 – 11:30 am	*Break*	
Theory	11:30 am – 12:30 pm Banatao Auditorium	**Getting to Entrepreneurship & Venture Fundamentals**	**Gigi Wang,** SCET Industry Fellow, BMOE Program Chair
	12:30 pm – 1:00 pm	*Lunch*	

Mindset	1:00 pm – 1:45 pm Banatao Auditorium	**Compelling Ideas for Products/Services**	**Conor Landgraf,** CEO/Co-founder, Eko Devices
Theory	1:45 pm – 2:30 pm Banatao Auditorium	**How To Captivate Any Audience**	**Nathan Gold,** founder of DemoCoach
	2:30 -3:00 pm	*Break*	
Track 1: Launch Projects **Networking & Theory**	3:00 pm – 5:00 pm *(includes small break/snacks)* 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. 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 *(includes small break/snacks)* Room 254, Sutardja Dai Hall	**Review New Business Thesis for each team (Master class)** **Assessing where you are and where you want to go.** **Understanding your "Operative Insight"**	**Ken Singer**
Mindset	5:00 pm – 6:00 pm Banatao Atrium	**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	***Check-in***	
Theory	9:00 – 9:45 am Banatao Auditorium	**Beyond Concepts, How To Execute**	**Ikhlaq Sidhu**
Theory & Mindset	9:45 – 10:30 am Banatao Auditorium	**Building a Winning Team**	**Ken Singer**
	10:30 – 11:00 am	Break	
Theory & Mindset & Networking	10:45 am – 12:15 pm Banatao Auditorium	**Customer-Focused Product & Services: Giving the Customer What They Want**	**Anne Fletcher,** Design Thinking Consultant
	12:15 – 1:15 pm	*Lunch*	
Theory & Mindset	1:15 – 2:15 pm Banatao Auditorium	***Review Team Exercise &*** **Value Proposition: Innovation in Value Extraction**	**Gigi Wang**
Theory	2:15 – 3:00 pm Banatao Auditorium	**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 310 Jacobs Hall	**Networking Event:** **Welcome by Eric Paulos,** Chief Learning Officer, Jacobs Institute **Introductions of the Sutardja Center of Entrepreneurship & Technology team**	**SCET Team & Community**

INTRO TO MENTORS **Networking**	5:30 – 6:00 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**	6:00 – 9:00 pm Sutardja Dai Hall 242, 250, 240	Project teams to polish ideas and meet with mentors **– Breakout Rooms**	**BMoE Participants & Industry Mentors**
Track 2: Academia/ Research to Entrepre-Neurship & Commercial-ization	6:00 – 9:00 pm Room 254, Sutardja Dai Hall	**Teams work on their new elevator pitch and presentations** **Developing a project plan to validate your business thesis (Workshop)**	**Ken Singer**

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, August 17, 2016	TOPIC	SPEAKER
	8:30am – 9:00am	***Check-in***	
Theory	9:00 am – 9:45 am Banatao Auditorium	**Business Design & Models**	**Ikhlaq Sidhu**
Theory & Mindset	9:45 am – 10:30 am Banatao Auditorium	**Leadership &** **Intro to Marketing**	**Gigi Wang**
Mindset	10:30 – 11:00 am Banatao Auditorium	**Overcoming Failures to Success**	**Charles Huang,** CEO, Indigo 7, founder of Guitar Hero
	11:00 – 11:15 am	Break	

Theory	11:15 am – 12 noon Banatao Auditorium	**Promoting Your Product**	**Brian Kress,** Strategy Director, Swirl
INTRO TO MENTORS **Networking**	12 noon – 12:30 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**
	12:30 – 1:30 pm	*Lunch*	**Working Lunch for Teams & Mentors**
Track 1: PROJECT TIME - Work on idea or venture **Networking & Theory**	1:30 – 3:30 pm Soda Hall 310, 320, 380 (Bldg right across Hearst St from Sutardja Dai Hall)	Project teams to continue work on their Venture Plan after lunch, especially the Venture Fundamentals **– Breakout Rooms**	**BMoE Participants**
Track 2: Academia/ Research to Entrepre-neurship & Commercial-ization	1:30 – 3:30 pm Room 254, Sutardja Dai Hall	**Transitioning from Research team to Entrepreneurial team: New forms of leadership (Lecture and Discussion)** **Addressing current team dynamic and future team needs (Workshop)**	**Ken Singer**
	3:30 – 3:45 pm	*Break with snacks*	
Theory & Mindset	3:45 – 4:30 pm Banatao Auditorium	**Incubators and Accelerators Panel** **Moderator: Tamra Teig,** Founder & Director, Berkeley Startup Network	• **Caroline Winnett,** Skydeck • **Kal Deutsch,** Batchery • **Peter Minor,** CITRIS Foundry • **Chris Burry,** US Market Access
Mindset	4:30 – 5:00 pm Banatao Auditorium	***Elevator Pitch Setup***	**Nathan Gold,** Demo Coach
Theory & Mindset	5:00 – 6:00 pm Banatao Auditorium	**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 Sutardja Dai Hall Freight Elevator	**Elevator Pitching Game #3** **One-by-one, 6 minutes per Track 1 Team** (2 min pitch PLUS 4 min feedback)	**Nathan Gold,** Demo Coach
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	6:00 – 9:00 pm Sutardja Dai Hall 242, 250, 240	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, Sutardja Dai Hall, Sutardja Center, Room 122 at Memorial Stadium, and Room TBD 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 – 9:15 am Banatao Auditorium	**Global Panel** **Moderator: Saad Hirani,** Sutardja Center student, BMOE Bootcamp Alumnus	• **Gabi Herzog,** Executive Coach, SAP (Germany) • **Andrew Maxwell,** York University (Canada) • **Betty Lin,** Hong Kong University of Science & Technology
Theory	9:15 – 9:45 am Banatao Auditorium	**Getting a Start-up Off the Ground**	**Anastasia Nedderson,** Co-Founder, Artveoli
	9:45 – 10:00 am	**Practice & Final Presentation Logistics**	**Gigi Wang**
	10:00 – 10:30 am	Break	

Track 1: Practice Presentations Networking & Theory	10:30 am – 12:30 pm **Group 1:** Banatao Auditorium **Group 2:** Sutardja Center, Room 122, in Memorial Stadium (go thru Gate 2)	**Practice Presentations** Practice runs for all teams to deliver final presentation on stage and get feedback from mentors (2 parallel tracks) – **Banantao Auditorium + Sutardja Center** Non-presenting teams can work on their presentation	**BMoE Participants** • **Group 1 Lead Mentors:** Gabi Herzog, Scottie Spurzem • **Group 2 Lead Mentors:** Tamra Teig, Pamela Day **(Danielle Vivo – assignments of teams to groups)**
Track 2: Academia/ Research	10:15 am – 12:30 pm. *Room 254, Sutardja Dai Hall*	**Pitch practice** **Q&A training,** **Project plan stress testing – Breakout Room**	**Ken Singer**
	12:30 – 1:30 pm	Lunch	
Theory & Mindset	1:30 pm – 3:15 pm **Session A:** Banatao Auditorium **Session B:** Sutardja Center, Room 122, in Memorial Stadium (go thru Gate 2) **Session C:** Location TBD	**Round 1 of Venture Presentations** – 4-minute presentation with 5 minutes feedback per team, 3 finalists chosen to present on Friday (1 per session) **Judges:** **Session A:** Kal Deutsch, Batchery; David Shantz, WildOutWest; **Session B:** Anastasia Ashman, Topaz Ventures; George Kopas, EOS Media **Session C:** Deepak Gupta, Angel Investor; 2nd Judge TBD	**BMoE Project Teams present to Industry Judges** **(Danielle Vivo – assignments of teams to groups)**
	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	**Yeri Caesar-Kaptoech**
Networking	4:30 – 6:00 pm	***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, August 19, 2016	TOPIC	SPEAKER
	8:30 – 9:00 am Stanley Hall Atrium	***Check-in***	
Theory	9:00 – 9:30 am Stanley Hall Room 106	**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 – 11:30 am Stanley Hall Room 106	**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 **Scott Adams**, creator of Dilbert cartoon, serial entrepreneur **3rd Judge, TBD**	**BMoE Finalists present to Judging Panel**
Theory & Mindset	11:30 am – 12:00 pm Stanley Hall Room 106	**Closing Comments**	**Ken Singer, Gigi Wang**
Theory & Mindset	12 noon – 12:30pm Stanley Hall Room 106	**Special Closing Keynote Speaker**	**Scott Adams,** Blogger, Creator of Dilbert cartoon
Theory & Mindset	12:30 – 12:45 pm Stanley Hall Room 106	**BMoE Boot-camp Top Winner Announced**	**Yeri Caesar-Kaptoech**
	12:45 – 2:30 pm Stanley Hall Atrium	**Lunch & Networking**	
	2:30 pm	**Adjourn**	