



CET

Berkeley



Launch Your Start-up in Silicon Valley

The Berkeley Method of Entrepreneurship

BMoE Bootcamp

January 12th – 15th, 2015

9-5

UC Berkeley Campus



Prof. Ikhlaz Sidhu, Founding Director,
CET, Emerging Industry IEOR Professor



Ken Singer, CET Managing Director
Cofounder and CEO AppCentral

Entrepreneurship begins here...

The Berkeley Method of Entrepreneurship is a holistic approach to teaching that combines :

- **Theory & Cases**
- **Mindset and Entrepreneurial Culture (E-Culture)**
- **And an Accompanying Mentoring Network & Environment**

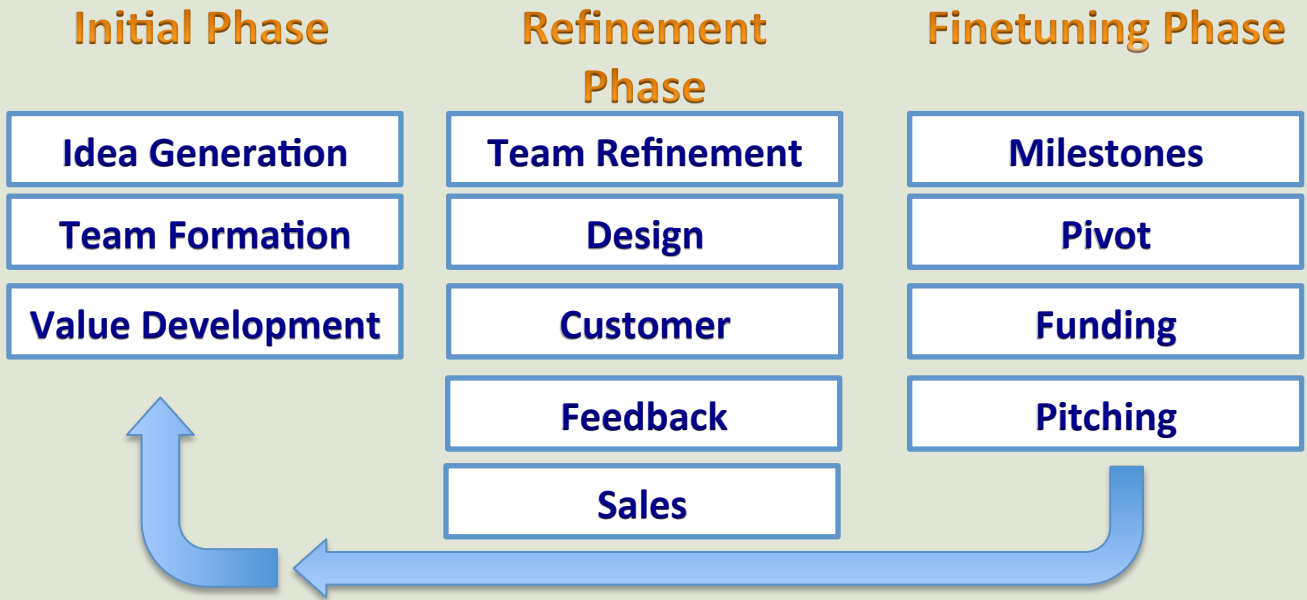
The Bootcamp facilitates extensive learning, successful new venture creation and a one-of-a-kind experience here in the heart of Silicon Valley by weaving together interactive exercises & games, real-life advice/experiences from top speakers and a competition-based journey.

“This boot camp is different than others, especially because of the speakers. Their presentations are definitely not “canned” and this creates a much more intimate environment .”

For more information log onto cet.berkeley.edu/bmoe-bootcamp/



The 4-day intensive bootcamp works with whatever phase of entrepreneurship you are ready to pursue, based on modular learning and a final challenge, segmented by your development stage.



Whether you are a participant, speaker, mentor or observer, the BMoE Bootcamp distinguishes itself from other bootcamps. It could be the passionate speakers who donate their time, the insightful mentors, the intimate environment created among speakers, mentors and participants or just the willingness to “pay it forward” of all involved. Here are some things participants have said they gained from the program :

“Exposure to international attitudes towards entrepreneurship -Entrepreneur speakers and their stories -Seeing multiple sides to entrepreneurship. For ex: founders, VCs, angel investors, etc. and their perspectives.”

“Networking with like-minded entrepreneurs from around the world, opportunities to talk to and learn directly from change leaders in different industries, opportunity to pitch and practice hands-on VC presentation skills.”

“By the end of Day 4 I felt like Neo from the Matrix after getting entrepreneurship software downloaded to his brain.”

For more information visit <http://cet.berkeley.edu/bmoe-bootcamp/>