

A. Richard Newton Distinguished Innovator Lecture Series

Course Syllabus Fall 2018 INDENG 95/195/295 (1 Credit – Class # 27772/27773/27680)

The Pantas and Ting Sutardja Center for Entrepreneurship & Technology (SCET)

The Pantas and Ting Sutardja Center for Entrepreneurship & Technology hosts the A. Richard Newton Distinguished Innovator Lecture Series and is the premiere institution on the UC Berkeley campus for the study and practice of “technology- centric” entrepreneurship and innovation. Since 2005, SCET has been central to Berkeley’s entrepreneurship ecosystem.

SCET is also known for developing the Berkeley Method of Entrepreneurship, an internationally recognized approach to teaching technology entrepreneurship for undergraduates, innovation for Ph.D. students, and technology firm leadership for professionals and executives. As part of the Berkeley innovation ecosystem, SCET also collaborates closely with the Jacob’s Institute for Design, the Haas Business School, and CITRIS Foundry.

If you are interested in new Ventures or innovation on the Berkeley campus or anywhere in the world, the Sutardja Center is the place to be. The Center is located within the College of Engineering of UC Berkeley (at the Stadium) and its academic home is within the Department Industrial Engineering & Operations Research. For more information, visit our website at scet.berkeley.edu.

Program Description

This lecture series serves as an entry point for undergraduate and graduate curriculum sequences in entrepreneurship and innovation. The series, established in 2005 is named in honor of A. Richard Newton, former Dean, UC Berkeley College of Engineering. In addition to his academic role, Newton played an active role in industry, helping to found a number of design technology companies including SDA Systems (now Cadence Design Systems), Synopsys, PIE Design Systems (now part of Cadence), Simplex Solutions and Crossbow.

The course features a selection of high-level speakers, from industry, academia and media, who share their insights on industry developments, leadership and innovation based on their careers. Classes are held in a variety of learning formats, from lecture to fireside chat to panel discussion and, on occasion film-screening. Our objective is to expose students to multiple elements key to innovation and entrepreneurship through the unique opportunity of seeing and hearing insights and viewpoints, from diverse speakers, from varying industries and with different expertise.

Grading for Pass/Fail (no letter grades)

We meet once a week (with few exceptions) in Li Ka Shing Auditorium, on Tuesdays 6:30pm - 8:00pm. Any exceptions will be emailed and included as part of B-course announcements. For a passing grade and 1-credit, **attendance is mandatory**, as are weekly post-class feedback forms. Also, each student will participate in a group project, submitting a written report or presentation. Attendance, completed feedback forms and project submissions are the three elements needed to pass and receive 1 credit this pass/fail course. There are a limited number (2) of allowable excused absences, but to be considered, on a case by case basis, you must email the instructor or GSI prior to class.

In addition to this mandatory portion, there is opportunity to provide questions to speakers, live during our class Q&A; and depending on speaker availability, a chance to interact one-on-one after class. Students are offered the chance to introduce select speakers. Finally, based on your group report submission, you may be asked/chosen to present your findings to the class toward the end of the semester.







Lead TA: Travis Brashears - Ask him questions related to grading, attendance, speaking opportunities, and anything logistical about the class. trbrashears@berkeley.edu











Instructor: Victoria Howell, vhowell@berkeley.edu



SCHEDULE – FALL 2018 SPEAKERS

	PREVIEW ORIENTATION , Victoria Howell, Associate Instructor CANCELLED	08.21.18 @6:30pm in Li Ka Shing Auditorium
	NEWTON KICKOFF KEYNOTE Tony Xu , Cal alum and cofounder and CEO, DoorDash. DoorDash is focused on being the restaurant industry's "last-mile" solution and has grown into a \$700 million leader in the on-demand space. Today, the company is also focusing efforts on an issue particularly important to Xu, using that same logistical expertise to reduce food waste with the recent launch of Project DASH	08.28.18 @6:30pm in Li Ka Shing Auditorium
	ORIENTATION , Victoria Howell, Associate Instructor	09.04.18 @6:30pm in Li Ka Shing Auditorium
	Jini Kim , Cal alum and CEO, Nuna - Healthcare, MIT Innovators under 35, Marie Claire Female Visionaries. Nuna builds data solutions for healthcare payers and providers to measure and improve their cost and quality outcomes	09.11.18 @6:30pm in Li Ka Shing Auditorium
	Alder Yarrow , Chief Customer Experience Officer, CIBO and founder, Vinography. CIBO is a brand and customer experience agency dedicated to creating winning brands by applying design thinking to business	09.18.18 @6:30pm in Li Ka Shing Auditorium

 	<p><i>Survival to Thrival</i> coauthors, Tae Hea Nahm, managing director Storm Ventures and founder, Airspace (exit to Cisco for \$450million) and Bob Tinker, cofounder and former CEO, MobileIron</p>	<p>09.25.18 @6:30pm in Li Ka Shing Auditorium</p>
	<p>Tanya Holland, author, chef and founder, Brown Sugar Kitchen. Under the umbrella of her new company, she'll expand Brown Sugar to the Ferry Building Marketplace in San Francisco by the end of summer, and to the former Picán space in Uptown Oakland soon after</p>	<p>10.02.18 @6:30pm in Li Ka Shing Auditorium</p>
 	<p>Steven Lam, Cal alum and cofounder, GoGoVan, potentially HK's 1st unicorn in conversation with Ken Singer, Managing Director, SCET</p>	<p>NEW DATE 10.05.18 @6:30pm in Li Ka Shing Auditorium</p>

	NO CLASS unless otherwise notified	10.09.18 @6:30pm in Li Ka Shing Auditorium
	PROJECT & PAPER ORIENTATION	10.16.18 @6:30pm in Li Ka Shing Auditorium
	Adam Cheyer , cofounder and VP Engineering, Viv Labs (acquired by Samsung) and Siri Inc. (acquired by Apple) in conversation with Haas Assoc. Professor Ming Hsu	10.23.18 @6:30pm in Li Ka Shing Auditorium
	Naomi Davidson , Cal alum and founder, Trybe.ai. Trybe is using data to make teams more productive and happier – now hiring!	10.30.18 @6:30pm in Li Ka Shing Auditorium
	NO CLASS unless otherwise notified – VOTE!	11.06.18 @6:30pm in Li Ka Shing Auditorium

	<p>Joey Zwillinger, Cal alum and cofounder, Allbirds, making sustainable and footwear. <i>Time</i> magazine called Allbirds “the world’s most comfortable shoes”</p>	<p>11.13.18 @6:30pm in Li Ka Shing Auditorium</p>
	<p>NO CLASS. THANKSGIVING BREAK</p>	<p>11.20.18</p>
  	<p><i>Angels to Investors and Things In-Between</i></p> <p>Conversation with Nicole Patrice De Member, entrepreneur, investor and partner, Peter Thiel’s Founders Fund</p> <p>AND</p> <p>Ryan Panchadsaram, Cal grad, entrepreneur, former US Deputy Director of Technology and partner, Kleiner</p> <p>as moderated by Cal student, Russell Ude</p>	<p>11.27.18 @6:30pm in Li Ka Shing Auditorium</p>

 	<p>Bruce Aidells, Cal alum and author, chef and founder, Aidells Sausage Company</p> <p>AND</p> <p>Joanna Rees, former SF mayoral candidate and Managing Partner, West</p> <p>In conversation on the path and future of purpose-driven companies</p> <p>Group Papers/Presentations due by end of week</p>	<p>12.04.18 @6:30pm in Li Ka Shing Auditorium</p>
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CONTACT INFORMATION

Instructors:	Victoria Howell	vhowell@berkeley.edu
GSI (Questions on Attendance, Grading, Reports, Absences):	Travis Brashears	(trbrashears@berkeley.edu)

OFFICE HOURS & COMMUNICATIONS

Contact Travis Brashears (trbrashears@berkeley.edu) for class-related questions, to schedule an office appointment. All communications available via B-course.

FORMAT

The course is a series of in-person lectures from leading innovators and entrepreneurs. Unless otherwise noted (via email and on b-course), classes take place each Tuesday, in Li Ka Shing Auditorium from

6:30pm – 8:00pm. There are three mandatory elements to this class and needed for a passing grade:

1. Attendance is mandatory (Please note that it is not acceptable to arrive past 6:45pm, nor to leave early unless you have offered a written excuse prior to class. See policy for any absences below.
2. Post class feedback forms (electronic) are mandatory.
3. Group project due at the end of the semester (December 7, 2018). Details to be provided midway through the course, with one class dedicated to creating project teams. If you are not in class that day, please follow-up with the GSI for your class project assignment and check for updates on b-course. Select projects will be chosen for in-class presentation, before the end of the semester.

There are also optional elements to the class as follows:

1. You may be eligible to introduce one of our speakers
2. You are encouraged to ask questions, during the Q&A period after the lecture, chat or panel.
3. You may approach the stage, depending on speaker availability for a one-on-one interaction with the speaker/speakers

TOPICS COVERED

Leading entrepreneurs and innovators provide career insights, life lessons and their perspective on innovation in their field. Speakers are invited based on their contributions, diverse backgrounds and various perspectives on innovation and entrepreneurship.

CREDIT

This is a one-credit course, offered either for a grade or pass/fail. Passing marks and grades are based on mandatory in-person lecture attendance, completion of lecture feedback forms and report or project **due at the end of the semester.**

TEXTS AND REQUIRED SUPPLIES

In addition to in-person lectures, it's recommended that students familiarize themselves with each week's speaker and his/her business topic area prior to the speaking date.

GRADING & ATTENDANCE

- 65% - Attendance is **mandatory** and will be measured either via ID scan, "sign-in" sheets, , electronic survey submissions due after each lecture or a combination
- 35% - **Mandatory** group report/project. To be clarified during the semester.

ATTENDANCE POLICY

Attendance is **mandatory** for a passing grade. Please note: Excused absences must be submitted to our GSI in writing prior to or within 24 hours of the lecture. Each absence will be judged on a case-by-case

basis, and you will receive instructions. If you cannot attend, submit a written excuse, prior to the lecture, or within 24 hours to:

Travis Brashears (trbrashears@berkeley.edu)

Each unexcused absence will drop you one grade, for example from A to B, B to C. If you have a C for attendance you will not pass the class.

DATES & LOCATION

Students are to reserve Tuesday evenings, 6:30pm – 8:00pm. For the Fall semester our lectures will take place on campus at Li Ka Shing Auditorium, at University Crescent/Oxford. Please see b-course for updates.