

ENGINEERING **INNOVATION** PROFESSIONAL PROGRAMS



Berkeley

Sutardja Center for
Entrepreneurship & Technology
COLLEGE OF ENGINEERING

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Welcome to the Silicon Valley Innovation & Investment Leadership Professional Program (SVIIL)

Launched in 2012 this 5 day in person program on the UC Berkeley campus brings together candidates from across the globe with renowned faculty from UC Berkeley and beyond. Executives learn leading edge strategies to drive and invest in the future of innovation. The program features interactive modules from leaders in AI to Energy and DeFi to BioTech. Originally part of an exclusive joint effort by UC Berkeley Engineering's Sutardja Center for Entrepreneurship and Technology (SCET) and the Technical University of Denmark (DTU) Executive MBA program, this week is now open to global partner participants and select applicants from Silicon Valley and around the globe.

New this year and based on great demand, we introduce two tracks that alternate between plenary and breakout sessions. When applying for the program, participants choose either:

- **BLUE Track - Innovation Leadership - Plenary Sessions for Days 1, 2 and 5, Track Breakouts for Days 3 & 4**
- **GOLD Track - Innovation Investment - Plenary Sessions for Days 1, 2 and 5, Track Breakouts for Days 3 & 4**

Over the week participants will experience the Berkeley Method of teaching, developed at the Sutardja Center. We uniquely blend case study, interactive exercises and new perspectives enabling you to build your ecosystem, develop a growth mindset and utilize frameworks for decision making. Our instructors includes award winning professors, industry mentors and iconic leaders sharing their real world experience and insights.

We look forward to working with you to identify what's next in sustainable innovation and emerging technology.

Victoria Howell

Victoria C. Howell

Director, Professional Programs

Sutardja Center for Entrepreneurship & Technology (SCET)



“The course was excellent; it was perfect to share our experiences and knowledge from different backgrounds and realities.”
— General Manager, Sodimac Chile

UNLOCK YOUR Innovation Potential

This intensive 5-day program explores key management and leadership concepts relevant to innovation in public companies and private organizations whether focused on spearheading new ideas or investing in the future. The concepts taught are meant to convey judgement, insight on emerging technologies and inspire new thought processes about innovation.

BUILD MORE INNOVATIVE ORGANIZATIONS AND LEARN HOW TO INVEST IN WHAT'S NEXT

UC Berkeley's Sutardja Center curates instructors and keynoter speakers that provide the best of innovation, academic insight and real-life experience. Participants learn, practice and internalize Silicon Valley secrets to breakthrough or invest in sustainable innovation.

WHO SHOULD ATTEND

- Innovation-focused Business Professionals
- Technology Executives, Directors + Managers
- Venture Capital and Private Equity Executives, Directors + Managers

OUTCOMES

INNOVATION LEADERSHIP CERTIFICATE FROM UC BERKELEY

Innovation Leadership
Certificate



Toolkit for leading innovation within corporations and developing investment hypotheses

Leading edge insights into emerging technologies

Opportunity for experimentation putting best-in-class advice into action with real-time new venture pitch and investment thesis development

Online access to synchronous and asynchronous videos and presentations

Lifelong ecosystem of instructors, industry mentors and peers from Silicon Valley's top tech, VC and private equity companies



**SVIIL is offered 100% in person,
with supplemental materials
available online.
Plan your week.**

WHY SVIIL?

Hosted by UC Berkeley's internationally renowned Sutardja Center for Entrepreneurship and Technology, this one-of-a-kind program guides leaders to transform their organization with innovation leadership strategy and practical tools for creating more innovative cultures and capitalizing on emerging industry developments. You will hear insights on what's happening now and what's next from academic and industry leaders in AI, Machine Learning, Climate, Energy, Sustainability, BlockChain, DeFi and more. Catapult yourself to the forefront with the Berkeley Method, taking course participants on a journey, using an inductive learning approach. Develop your growth mindset; learn new innovation frameworks; and expand your ecosystem through industry mentors, iconic academic and industry speakers and peer-students from around the globe. Join us for 5 days, 7 topics and 12+ industry experts.

SVIIL PROGRAM SNAPSHOT

PROGRAM	COST	WHERE	WHEN	
SVIIL	\$9,800	UC Berkeley Campus with optional travel to Silicon Valley and San Francisco	Monday October 31, 2022 - Friday November 4, 2022 Daily 8am - 6pmPT and Friday until 9pm PT	APPLY TODAY

THE BERKELEY METHOD

Since 2005, the Sutardja Center for Entrepreneurship & Technology, at UC Berkeley, has inspired entrepreneurs and innovators to positively change the world. Its acclaimed Berkeley Method of instruction takes students on a journey to leverage proven frameworks, build their networks and ecosystem, and shift toward a growth mindset.





“This program is about technology, innovation and leadership and how to implement in your own company”.

— Director, DTU

SVIIL CURRICULUM

The SVIIL curriculum leverages the Berkeley Method, offering plenary session modules (Mon & Tues) as well as modules tailored to either the Innovation Leadership (BLUE) Track or Innovation Investment (GOLD) tracks (Wed and Thurs). Both tracks culminate on (Friday) afternoon with a mentor supported group capstone project and closing certificate ceremony.

SVIIL PLENARY SESSIONS

SVIIL DETAILS



Innovator's Journey

Approach
Mindset
Milestones



Emerging Technologies

DeFi, BioTech,
Energy,
AI/ML and more



Iconic Leader Speaker Series



Group Project & Pitch

Focused on either New
Venture or Investment
Hypothesis

BLUE TRACK INNOVATION LEADERSHIP

*In partnership
with Technical
University of
Denmark (DTU)*



Innovation Leadership Frameworks



New Venture Fundamentals



Group Project

Development,
Mentoring & Pitch
Practice



What is Next?

SV Ecosystem
Site Visits

GOLD TRACK INNOVATION INVESTMENT



Innovation Investment Frameworks



Advanced Investment Strategy



Group Project

Mentoring & Investment
Hypothesis Pitch
Practice



Trends in Finance



What is Next?

UCB Lab Visits
Responsible
Decentralized
Intelligence (RDI)
Event



Award Winning Faculty & Industry Experts

Instructors are experts in their fields and industry icons with practical advice.



Gigi Wang
UC Berkeley CoE
Instructor and
Industry Fellow,
Entrepreneurship



Shuonan Chen
UC Berkeley CoE
Instructor,
Innovation GP,
IOVC



Ken Singer
Managing Director,
UC Berkeley
Sutardja Center for
Entrepreneurship
& Technology



Anne Fletcher
UC Berkeley CoE
Instructor, Need
Finding & Design
Thinking



Buddy Burke
Fast Track to
Successful Pitch &
Public Speaking



Shomit Ghose
UC Berkeley CoE
Instructor, Data-
Driven Business and
former GP, ONSET
Ventures



IKHLAZ SIDHU
Dean, Science &
Technology, IE Madrid and
Founding Director, UC
Berkeley Sutardja Center
for Entrepreneurship &
Technology

Ikhlaz is the recipient of the 2021 Extraordinary Teaching in Extraordinary Times Award; 2018 IEEE Major Innovation Award; 2009 IndEng Emerging Area Professor Recognition; 1999 3Com Inventor of the Year. He is the author of *Innovation Engineering: A Practical Guide to Creating Anything New* and holds over 61 US Patents.

SILICON VALLEY ICONS

Marc Tarpenning

Cofounder, Tesla and Partner, Spero Ventures

Pieter Abbeel

Award winning UC Berkeley Professor and Founder, Covariant

Fyodor Urnov

Scientific Director, Innovative Genomics Institute (home of CRISPR technology)

Chris Larson

CoFounder & Executive Chair, Ripple

Anca Dragan

Award winning UC Berkeley Professor and Director, InterACT Lab

Dawn Song

Award winning UC Berkeley Professor and Director, Center for Responsible Decentralized Intelligence

Danny Lang

SVP, Artificial Intelligence, Unity

Charles Fan

Cofounder and CEO, MemVerge, inventor of the world's first Big Memory Software

Hany Farid

Award winning UC Berkeley Professor and author, *Photo Forensics* a guide to digital image analysis

and more....

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The Berkeley Advantage

The University of California at Berkeley (est. 1868), **the world's premier public university and a wellspring of innovation** is located in the San Francisco Bay Area and neighbors the Silicon Valley epicenter. The university is home to over 35,000 students and is consistently ranked as one of the top universities worldwide. According to a National Research Council analysis, UC Berkeley has the largest number of highly ranked graduate programs in the country. Since 2000, the National Science Foundation has awarded more Graduate Research Fellowships to UC Berkeley students than to those of any other university (including MIT, Stanford and Harvard).

UC BERKELEY ECOSYSTEM

#1
PUBLIC UNIVERSITY

#1
FORBES RANKINGS
BERKELEY TOPPED
FORBES' ANNUAL LIST
OF AMERICA'S TOP
COLLEGES.

#2
**UNIVERSITY IN
THE WORLD FOR
ENTREPRENEURSHIP**
(PITCHBOOK 2020
RANKINGS)

#2
ENGINEERING SCHOOL
(US NEWS AND WORLD
REPORT)



25
**AM TURING
AWARD
WINNERS**



144
**NATIONAL ACADEMY
OF SCIENCES
MEMBERS**



25
**NOBEL
LAUREATES**



15
**NATIONAL MEDAL
OF SCIENCE**



90
**NATIONAL
ACADEMY OF
ENGINEERING
MEMBERS**



8
**SILICON VALLEY
ENGINEER HALL OF
FAME MEMBERS**

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“By the end of the week, I had a totally different idea of how to change and disrupt in my industry.”

—Director, Sponsored by BWCon

The SCET Difference

INQUIRE TODAY



LEADING EDGE METHODOLOGY

The Sutardja Center is also known for developing the Berkeley Method of Entrepreneurship (BMoE) & Berkeley Method of Innovation Leadership (BMIL) and the highly acclaimed Engineering Leadership Professional Program. Our founding director, Ikhlāq Sidhu, has written extensively on Engineering Innovation. We are internationally recognized for our approach.



REPUTATION

The University of California at Berkeley (est. 1868), the world's premier public university and a wellspring of innovation, is located in the San Francisco Bay Area and neighbors the Silicon Valley epicenter.



AWARD WINNING FACULTY AND INDUSTRY EXPERTS

Instructors are not only experts in their fields but industry icons with practical advice. We access speakers from a wide ecosystem, inside and outside the University, to ensure your experience blends the best of thought leadership and implementation.



ENGAGEMENT & NETWORKING

Program structure around limited size-group learning that allows for direct interaction with both instructors and peers. The Center offers a variety of opportunities to engage based on alumni events, industry roundtables and University/industry collaborations.

CUSTOMIZED PROGRAMS

Merging the best of academic instruction, interactive exchange and practical application to impact leadership and innovation, UC Berkeley's Sutardja Center for Entrepreneurship and TEchnology is the ideal partner to take your technical professionals to the next level and deliver tangible results. Partner with us to customize material to your unique needs around engineering leadership and innovation.

Contact us at: vhowell@berkeley.edu to get started.

Victoria C. Howell

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