



Pantas and Ting

Sutardja Center
for Entrepreneurship & Technology

Berkeley Engineering

Berkeley Method of Entrepreneurship (BMOE) Bootcamp Program January 8 – 12, 2018

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 8, 2018	TOPIC	SPEAKER
	8:00am – 8:30am	<i>Registration (light refreshments)</i>	
	8:30 am – 9:00 am Banatao Auditorium, Sutardja Dai Hall	Welcome, Introductions & BMOE Bootcamp Overview	Gigi Wang , SCET Industry Fellow, BMOE Program Chair & Mudit Goyal , Boot-camp Program Manager
Mindset	9:00 – 10:00 am Banatao Auditorium	Getting to Entrepreneurship and Innovation/Entrepreneurship Culture	Gigi Wang
Mindset & Networking	10:00 – 10:30 am Banatao Auditorium	Game #1: Trust & Taking Risks	Led by Danielle Vivo , SCET Program Manager
	10:30 – 10:45 am	<i>Break</i>	
Theory & Mindset	10:45 – 11:30 am Banatao Auditorium	Opportunity Recognition & Market Validation	Ikhlaq Sidhu , SCET Founding Director and Chief Scientist
Theory	11:30 – 12:15 pm Banatao Auditorium	Creating a Company of Your Own	Andrew Laffoon , Founder & CEO, MixBooks, Berkeley grad
	12:15 – 1:15 pm	<i>Lunch</i>	

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Sutardja Center for Entrepreneurship & Technology
1923 Gridiron Way, Rm 122, Berkeley, CA 94720
scet.berkeley.edu

Theory	1:15 – 2:00 pm Banatao Auditorium	Venture Fundamentals	Gigi Wang , SCET Industry Fellow, BMOE Program Chair
Theory & Mindset	2:00 – 2:45 pm Banatao Auditorium	How to Captivate Any Audience	Nathan Gold , CEO, DemoCoach
	<i>2:45 -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. 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 Managed by Danielle Vivo , SCET Program Manager
Track 2: Entrepreneurship Educator's Journey	3:00 pm – 5:00 pm <i>(includes small break/snacks)</i> Sutardja Dai Hall Room 630	Introductions, Mindset and SCET 1. Share objectives and goals for coming to BMOE boot-camp (2 minute from each attendee) 2. Innovation mindset & behaviors (Gigi Wang) 3. SCET Intro & History (Ikhlaq Sidhu)	Gigi Wang & Ikhlaq Sidhu
Mindset	5:00 pm – 6:00 pm Banatao Atrium	Game #2: Team Collaboration Exercise	Led by Danielle Vivo

DAY TWO in [Banatao Auditorium](#), Atrium, and Breakout Rooms, Sutardja Dai 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 9, 2018	TOPIC	SPEAKER
	8:30 – 9:00am	<i>Check-in (light refreshments)</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	Leadership & Team	Vicky Howell , SCET Instructor, Newton Series, Program Director, Watermark Women's Leadership Conference
	10:30 – 10:45 am	Break	
Theory & Mindset	10:45 – 11:30 pm Banatao Auditorium	Innovation in Value Extraction	Gigi Wang
Theory & Mindset & Networking	11:30 – 11:45 am Banatao Auditorium	Game #3 Introduction: Value Exchange & Rejection	Led by Danielle Vivo
	11:45 am – 1:15 pm	<i>Global Participants/Track 2: Lunch Provided Students/Track 1: Play Game. Lunch not provided.</i>	
Mindset	1:15 – 1:45 pm Banatao Auditorium	Game #3 Conclusion: What Value was Extracted?	Led by Danielle Vivo
Theory & Mindset & Networking	1:45 – 3:30 pm Banatao Auditorium	Customer-Focused Product & Services: Giving the Customer What They Want	Marymoore Patterson , Design Thinking Lecturer, Berkeley Haas Business School
	3:30 – 3:45 pm	Break	
Mindset & Networking	3:45 – 4:45 pm Banatao Auditorium	From Entrepreneur to Investor	Shomit Ghose , <i>General Partner, ONSET Ventures</i>

Theory & Mindset	4:45 – 5:30 pm	Speak Like Steve Jobs	Buddy Burke , Speaker Coach at Apple
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 Breakout Rooms 238, 240, 242, 250, 254	Project teams to polish ideas and meet with mentors – Breakout Rooms	BMOE Participants & Industry Mentors
Track 2: Entrepreneurship Educator's Journey	6:30 – 8:00 pm Sutardja Dai Hall Room 630	Innovation Culture & Berkeley Method Innovation Leadership 1. Journey from Research to Entrepreneurship (Ikhlaq Sidhu) 2. Exercise - Drivers for an Innovative/Entrepreneurship Culture (Gigi Wang and participants) 3. Berkeley Method Innovation Leadership (Ikhlaq Sidhu)	Gigi Wang & Ikhlaq Sidhu

DAY THREE in [Banatao Auditorium](#), and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus

Overview: Concepts of business design, getting to market, resources and funding. Pearls of Legal Wisdom. Elevator Pitch.

FRAMEWORK	Wednesday, January 10, 2018	TOPIC	SPEAKER
	8:30am – 9:00 am	<i>Check-in (light refreshments)</i>	
Theory	9:00 – 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	Promoting Your Product	Anastasia Ashman , Director, Topaz

	Auditorium		Ventures, Community Strategist
	11:00 – 11:15 am	Break	
Theory & Mindset	11:15 am – 12 noon Banatao Auditorium	Creating a Start-up Combining Art, Technology, and Health	Anastasia Nedderson, Founder/CTO of Artveoli, Berkeley grad
	12:00 – 1:00 pm	<i>Lunch</i>	Lunch
INTRO TO MENTORS Networking	1:00 – 1:30 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
Track 1: PROJECT TIME - Work on idea or venture Networking & Theory	1:30 – 3:30 pm Sutardja Dai Hall Breakout Rooms 238, 240, 242, 250, 254	Project teams work on their Pitches & Venture Plan after lunch, focusing on the Venture Fundamentals – Breakout Rooms	BMoE Participants
Track 2: Entrepreneurship Educator's Journey	1:30 – 3:30 pm Sutardja Dai Hall Room 630	Designing Innovation Programs 1. Insights & Feedback (All) 2. Designing Entrepreneurship & Innovation Programs (Gigi Wang) 3. Teaching Data Innovation (Ikhlaq Sidhu)	Gigi Wang & Ikhlaq Sidhu
	3:30 – 3:45 pm	<i>Break</i>	
Theory & Mindset	3:45 – 4:30 pm Banatao Auditorium	Pearls of "Legal" Wisdom	Adam Sterling, Director, Berkeley Start-up Law
Mindset	4:30 – 5:00 pm Banatao Auditorium	Getting into that Elevator	Nathan Gold & George Maroulis
Mindset	5:00 – 7:00 pm Sutardja Dai Hall Freight Elevator	GAME #4: Elevator Pitch One-by-one, each team, 5 minutes per team (2 min pitch PLUS 3 min feedback)	Nathan Gold & George Maroulis
Theory	7:00 – 9:00 pm Sutardja Dai Hall Room 250	MASTERCLASS: Start-up Finance Fundamentals & Practice (Lecture 1 st hour and 1-1 mentoring 2 nd hour. Each team should send at least one person.)	Olivier Younes, Professor, HEC Paris

Track 1: PROJECT TIME - Work on venture Networking & Theory	5:00 pm – 9:00 pm Sutardja Dai Hall Breakout Rooms, Breakout Rooms 238, 240, 242, 254	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 Track 1 Participants, Mentors
Track 2: Entrepreneurship Educator's Journey	6:00 – 8:00 pm Sutardja Center, Room 122 @ Memorial Stadium	Global Networking Reception at Sutardja Center	Global Partners, Track Participants, Special Guests , hosted by Susan Giesecke & Melissa Glass from SCET

DAY FOUR in [Banatao Auditorium](#), Atrium, Sutardja Dai Hall on UC Berkeley Campus

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

FRAMEWORK	Thursday, January 11, 2018	TOPIC	SPEAKER
	8:30 – 9:00 am	<i>Check-in (light refreshments)</i>	
	9:00 – 9:30 am	Practice & Final Presentation Logistics	Danielle Vivo
Track 1: Practice Presentations Networking & Theory	9:30 am – 12:00 pm Group 1: Banatao Auditorium Group 2: SDH, Room 250 Group 3: SDH, Room 242 Hangout Rooms: SDH Rooms 238, 240	Practice Presentations Practice runs for all teams to deliver final presentation (4 minutes) on stage and get feedback from mentors. 3 parallel groups practicing. Non-presenting teams can work on their presentation (Danielle Vivo – assigns teams to Groups)	BMoE Participants <ul style="list-style-type: none"> Group 1 Lead Mentor: Anastasia Ashman Group 2 Lead Mentor: Nathan Gold Group 3 Lead Mentor: Kal Deutsch
Entrepreneurship Educator's Journey	10:00 – 12:00 pm Room 630	Reflections from BMOE Boot-camp <ol style="list-style-type: none"> Reflections from the week (All) Challenges Faced (All) Next Steps Moving Forward (All) 	Gigi Wang & Ikhlaz Sidhu
	12:00 – 1:30 pm	Lunch	

Theory & Mindset	<p>1:30 pm – 3:30 pm</p> <p>Session A: Banatao Auditorium</p> <p>Session B: SDH, Room 250</p> <p>Session C: SDH, Room 242</p> <p>Hangout Rooms: SDH Rooms 238, 240</p>	<p>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)</p> <p>Judges: <u>Session A:</u> George Maroulis, Gwen Edwards <u>Session B:</u> Bob Upham, Jay Onda <u>Session C:</u> Pamela Day, Jeff Burton</p> <p>(Danielle Vivo – does assignments of teams to groups – different from morning)</p>	<p>BMoE Project Teams present to Industry Judges</p> <p>(Danielle Vivo – assigns teams to Sessions)</p>
	3:30 – 3:45 pm	Break	
Theory & Mindset	3:45 – 4:30 pm Banatao Auditorium	Pearls of “Gender” Wisdom	Adriana Gascoigne, Founder of Girls in Tech
Theory & Mindset	4:30 – 4:45 pm Banatao Auditorium	Winners of Round 1 Announced – 3 finalists	SCET Student Team
Networking	4:45 – 6:00 pm Banatao Atrium	Reception and Networking in Atrium	All

DAY FIVE in Banatao Auditorium on UC Berkeley Campus

Overview: Final Presentations, Keynote Speech and Networking

FRAMEWORK	Friday, January 12, 2018	TOPIC	SPEAKER
	8:30 – 9:00 am Banatao Atrium	<i>Check-in (light refreshments)</i>	
Theory	9:00 – 9:30 am Banatao Auditorium	Reflections Going into Final Day	Gigi Wang & Students
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 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 Liza Wang , Angel Investor Kevin Lee , Pear VC	BMoE Finalists present to Judging Panel
Theory & Mindset	11:30 am – 12 noon Banatao Auditorium	Closing Comments <i>(judges convening to decide winner)</i>	BMOE Team
Theory & Mindset	12:00 – 12:40 pm Banatao Auditorium	Closing Keynote Speaker: Overcoming Challenges to Reach Success	Charles Huang , CEO, Indigo 7, founder of Guitar Hero
Theory & Mindset	12:40 – 12:45 pm Banatao Auditorium	BMoE Boot-camp Winners Announced	Mudit Goyal & Danielle Vivo
	12:45 – 1:00 pm	Closing	Gigi Wang