# **Berkeley Method of Entrepreneurship (BMOE) Bootcamp Program**

# Spring 2019 Semester, January 14 – 18, 2019

[CLICK TO GO TO BMOE BOOT-CAMP GOOGLE CALENDAR](https://calendar.google.com/calendar/embed?src=berkeley.edu_87q86k9m1u8q9lab39nsif1j2k%40group.calendar.google.com&ctz=America%2FLos_Angeles)

**DAY ONE in** [**Banatao Auditorium**](http://www-bsac.eecs.berkeley.edu/events/8754318572/file/maps/SDHDrivingParkingMap.pdf)**, Atrium, Sutardja Dai Hall on UC Berkeley Campus**

Overview: Introduction, meeting others and focusing on idea generation and team formation.

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| **FRAMEWORK** | **Monday, January 14, 2019** | **TOPIC** | **SPEAKER** |
|  | *8:00 – 8:30am* | *Registration (light refreshments)* |  |
|  | 8:30 – 9:00 am  Banatao Auditorium, Sutardja Dai Hall | **Welcome, Introductions & BMoE Bootcamp Overview** | **Gigi Wang,** SCET Industry Fellow, BMOE Boot-camp Chair |
| **Mindset** | 9:00 – 9:45 am  Banatao Auditorium | **Entrepreneurship Culture** | **Ken Singer,** SCET Managing Director |
| **Mindset & Networking** | 9:45 – 10:15 am  Banatao Auditorium | **Game #1: Trust & Taking Risks** | Led by **Jesse Dieker,** SCET Director of Academic Operations |
|  | *10:15 – 10:30 am* | *Break* |  |
| **Theory & Mindset** | 10:30 – 11:15 am  Banatao Auditorium | **Opportunity Recognition & Market Validation** | **Ikhlaq Sidhu,** SCET Founding Director and Chief Scientist |
| **Theory & Mindset** | 11:15 – 12:15 pm  Banatao Auditorium | **Venture Fundamentals** | **Gigi Wang,** SCET Industry Fellow, BMOE Boot-camp Chair |
|  | 12:15 – 1:15 pm | *Lunch Provided* |  |

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| **Theory & Mindset** | 1:15 – 2:15 pm  Banatao Auditorium | **Getting a Start-up Off the Ground** | **Andrew Laffoon,**  CEO & Founder, Mixbook, Berkeley grad |
| **Theory & Mindset** | 2:15 – 3:15 pm  Banatao Auditorium | **How to Pitch Anything to Anybody** | **Gigi Wang,** SCET Industry Fellow, BMOE Boot-camp Chair |
|  | *3:15-3:30 pm* | *Break* |  |
| **Pitching Projects & Team Selection**  **Networking & Mindset** | 3:30 – 5:15 pm  Banatao Auditorium | **Selection of Project Ideas – students & entrepreneurs 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/presentations   ***\*Educators and executives observe this process for team formation.*** | **BMoE Participants**  Managed by **Jesse Dieker,** SCET Director of Academic Operations & **Michael Steckler**, Class Coordinator & Bootcamp alum |
| **Mindset** | 5:15 – 6:00 pm  Banatao Atrium | **Game #2: Team Collaboration Exercise** | Led by **Jesse Dieker** |

**DAY TWO in** [**Banatao Auditorium**](http://www-bsac.eecs.berkeley.edu/events/8754318572/file/maps/SDHDrivingParkingMap.pdf)**, 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.

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| **FRAMEWORK** | **Tuesday,**  **January 15, 2019** | **TOPIC** | **SPEAKER** |
|  | 8:30 – 9:00am | *Check-in (light refreshments)* |  |
| **Theory** | 9:00 – 9:45 am  Banatao Auditorium | **Leadership & Team** | **Vicky Howell,**  SCET Instructor, Newton Series |
| **Theory & Mindset** | 9:45 – 11:00 am  Banatao Auditorium | **Beyond Concepts, How To Execute** | **Ikhlaq Sidhu** |
|  | 11:00 – 11:15 am | Break |  |
| **Theory & Mindset** | 11:15 – 12 noon  Banatao Auditorium | **Innovation in Value Extraction** | **Gigi Wang** |
| **Theory & Mindset & Networking** | 12:15 – 12:30 pm  Banatao Auditorium | **Game #3 Introduction:**  **Value Exchange & Rejection** | Led by **Jesse Dieker** |
|  | 12:30 – 2:00 pm pm | ***Global Educators/Executives:*** *Lunch Provided*  ***Students/Entrepreneurs****: Play Game. Lunch not provided.* |  |
| **Mindset** | 2:00 – 2:30 pm  Banatao Auditorium | **Game #3 Conclusion: What Value was Extracted?** | Led by **Jesse Dieker** |
| **Theory & Mindset** | 2:30 – 3:45 pm | **Customer Centric Products** | **Pamela Day,** Angel Investor & Start-up Advisor |
|  | *3:45 – 4:00 pm* | *Break* |  |
|  | 4:00 – 5:00 pm  Banatao Auditorium | **From Entrepreneur to Investor** | **Shomit Ghose,** *General Partner, ONSET Ventures* |
| **Theory & Mindset** | 5:00 – 5:45 pm | **Speaking Like Steve Jobs** | **Buddy Burke,** Speaker Coach at Apple |
| **INTRO TO MENTORS**  **Networking** | 5:45 – 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** |
| **PROJECT TIME - Work on idea or venture**  **Networking & Theory** | 6:00 – 9:00 pm  Sutardja Dai Hall  Breakout Rooms  Sutardja Dai Hall  238, 240, 242, 250, 254 | Project teams to polish ideas and meet with mentors **– Breakout Rooms** | **BMoE Participants –**  Students, Entrepreneurs, Researchers & Mentors  (dinner provided) |

**DAY THREE in** [**Banatao Auditorium**](http://www-bsac.eecs.berkeley.edu/events/8754318572/file/maps/SDHDrivingParkingMap.pdf)**, and Breakout Rooms, Sutardja Dai Hall on UC Berkeley Campus**

**Overview:** Concepts of business design, getting to market, resources and funding. Intro to Venture Finance. Elevator Pitch.

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| **FRAMEWORK** | **Wednesday,**  **January 16, 2019** | **TOPIC** | **SPEAKER** |
|  | *8:30am – 9:00 am* | *Check-in (light refreshments)* |  |
| **Mindset & Networking** | 9:00 – 9:45 am  Banatao Auditorium | **Getting to Market** | **Gigi Wang** |
| **Theory** | 9:45 – 10:30 am  Banatao Auditorium | **Business Design & Models** | **Ikhlaq Sidhu** |
|  | 10:30 – 10:45 am | Break |  |
| **Theory & Mindset** | 10:45 – 11:30 am  Banatao Auditorium | **Venture Finance** | **Gigi Wang** |
| **Theory & Networking** | 11:30 am – 12:15 pm  Banatao Auditorium | **My Journey as an Entrepreneur** | **Christine Ho,** CEO & Founder, Imprint Energy |
|  | 12:00 – 1:15 pm | *Lunch* | **Lunch** |
| **INTRO TO MENTORS**  **Networking** | 1:15 – 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** |
| **PROJECT TIME - Work on idea or venture**  **Networking & Theory** | 1:30 – 3:30 pm  Sutardja Dai Hall  Breakout Rooms  Sutardja Dai Hall  240, 242, 250, 254 | Project teams work on their Pitches & Venture Plan after lunch, focusing on the Venture Fundamentals **– Breakout Rooms** | **BMOE Participants -** Students, Entrepreneurs, Researchers & Mentors |
| **Educators, Executives, and Observers** | 1:30 – 3:00 pm  Sutardja Dai Hall Room 630 | **Berkeley Method of Entrepreneurship Boot-camp Approach**   1. Talk about BMOE and how the boot-camp program is designed 2. Discussion of each participant’s organization’s priorities   (Lunch will be provided in the room) | **Gigi Wang** |
|  | 3:30 – 3:45 pm | ***Break*** |  |
|  | 3:45 – 4:30 pm  Banatao Auditorium | **Growth Marketing** | **Tomasso di Bartolo,** Growth Hacker Expert **(TBC)** |
| **Mindset** | 4:30 – 5:00 pm  Banatao Auditorium | **About Getting into that Elevator** | **PITCH JUDGES (TBD)** |
| **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) | **PITCH JUDGES (TBD)** |
| **PROJECT TIME - Work on venture**  **Networking & Theory** | 5:00 pm – 9:00 pm  Breakout Rooms  Sutardja Dai Hall  238, 240, 242, 250, 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 | **BMOE Participants -** Students, Entrepreneurs, Researchers & Mentors  (dinner provided) |

**DAY FOUR in** [**Banatao Auditorium**](http://www-bsac.eecs.berkeley.edu/events/8754318572/file/maps/SDHDrivingParkingMap.pdf)**, Atrium, Sutardja Dai Hall on UC Berkeley Campus**

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

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| **FRAMEWORK** | **Thursday,**  **January 17, 2019** | **TOPIC** | **SPEAKER** |
|  | 8:30 – 9:00 am | *Check-in (light refreshments)* |  |
|  | 9:00 – 9:30 am | **Practice & Final Presentation Logistics** | **Jesse Dieker** |
| **Track 1: Practice Presentations**  **Networking & Theory** | 9:30 am – 12:00 pm  **Group 1:** Banatao Auditorium  **Group 2:** SDH, Room 242  **Group 3:** SDH, Room 254  **Hangout Rooms:** Sutardja Dai Hall,  238, 240 | **Practice Presentations**  Practice runs for all teamsto deliver final presentation (4 minutes) on stage and get feedback from mentors.  3 parallel groups practicing.  Non-presenting teams can work on their presentation  **(Jesse Dieker – assigns teams to Groups)** | **BMoE Participants**   * **Group 1 Lead Mentor:** Gigi Wang * **Group 2 Lead Mentor:** * Pamela Day * **Group 3 Lead Mentor:** TBD |
| **Entrepreneur-ship Educator’s Journey** | 10:00 – 12:00 pm  Room 630 | **Reflections from BMOE Boot-camp**   1. Reflections from the week (All) 2. Challenges Faced (All) 3. Next Steps Moving Forward (All) | **Ikhlaq Sidhu** |
|  | 12:00 – 1:30 pm | Lunch |  |

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| **Theory & Mindset** | 1:30 pm – 3:30 pm  **Session A:** Banatao Auditorium  **Session B:** SDH, Room 250  **Session C:** SDH, Room 254 | **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)  **Judges:**  **Session A:** Bob Upham (VISA)  **Session B:** Stephen Torres (Berkeley Leadership Network), Tim Dick (St  **Session C:** Sabya Das (Moneta Ventures) | **BMoE Project Teams present to Industry Judges**  **(Jesse Dieker –** assigns teams to groups – groups different from morning**)** |
|  | 3:30 – 3:45 pm | Break |  |
| **Theory & Mindset** | 3:45 – 4:30 pm  Banatao Auditorium | **Pearls of “Inclusion” Wisdom**  Discussion about inclusion in the start-up world covering challenges and solutions to creating an environment of inclusion  Moderated By: **Michael Steckler,** Boot-camp Alumni | **Panel & Discussion**  **Cynthia Mackey**, Winning Strategies  **Ryan Panchadsaram,** Kleiner Perkins  **Jill Finlayson,**  Wome in Tech, CITRIX |
| **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

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| **FRAMEWORK** | **Friday,**  **January 18, 2019** | **TOPIC** | **SPEAKER** |
|  | 8:30 – 9:00 am  Banatao Atrium | *Check-in (light refreshments)* |  |
| **Theory** | 9:00 – 9:15 am  Banatao Auditorium | **Opening of Final Day** | **Gigi Wang** |
| **Theory** | 9:15 – 10:00 am | **BMoE Mindset Concepts** | **Ikhlaq Sidhu / Alex Fred-Ojala** |
|  | 10:00 – 10:15 am | Break |  |
| **Theory & Mindset & Networking** | 10:15 – 11:30 am  Banatao AuditoriumE | **Final Round of Venture Presentations** – 5-minute presentation with 8 minutes feedback. 3 - 4 finalists present to industry panel of judges, with one grand winner to be chosen.  **Judges:**  **Ikhlaq Sidhu**, Founding Director, Sutardja Center for Entrepreneurship & Technology  **Cindy Padnos**, Founding Managing Director, Illuminate Ventures  **ONE MORE TBD** | **BMoE Finalists**  **present to**  **Judging Panel** |
| **Theory & Mindset** | 11:30 am – 12 noon  Banatao Auditorium | **Reflections Going Into Final Day**  (judges convening to decide winner) | **All the BMOE Teams** |
| **Theory & Mindset** | 12:00 – 12:30 pm  Banatao Auditorium | **Closing Keynote Talk** | **Charles Huang,** Founder of Guitar Hero, Berkeley grad |
| **Theory & Mindset** | 12:30 – 12:40 pm  Banatao Auditorium | **BMoE Boot-camp**  **Winners Announced** | **TBD** |
|  | 12:40 – 1:00 pm | **Closing** | **Gigi Wang, Boot-camp Chair** |