

UC Berkeley Sutardja Center for Entrepreneurship & Technology

SCET Program Impact Report Overview

Why Impact Reports Matter

Development & Fundraising: SCET is responsible for raising the funds to support the academic, co-curricular, global, professional, and research activities. Impact reports assist SCET in demonstrating value to our Advisory Board, donors, campus and College of Engineering partners and external stakeholders.

Marketing & Outreach: Impact reports showcase success stories to attract future participants and innovation champions as well as support the long-term sustainability of the Center.

Program Review & Assessment: Today, the demand for entrepreneurial talent is at an all-time high, as companies prioritize employees who can think independently, adapt swiftly, and lead innovation. Simultaneously, student interest in entrepreneurship has surged, with many seeking programs that empower them to build these skills and maximize their impact on a global scale. Impact reports can support SCET in offering the most impactful programs.

Institutional Storytelling: Highlights how SCET is a valuable component of Berkeley's innovation ecosystem.

Plan Ahead

Don't wait until the end of the program — plan early how you'll collect data and how you'll capture stories. Feel free to contact Jesse Dieker (jdieker@berkeley.edu) to be a sounding board during planning to facilitate creativity and ensure you're using the most current tools for tracking, relevant metrics and effective methods for capturing stories/data.

Before the Program:

- Identify how the program relates to the [SCET mission and values](#).
- Identify key impact metrics. Please see SCET metrics [HERE](#).
- Set up surveys and tracking tools. Please see templates [HERE](#).
- Decide how you'll capture stories (interviews, reflection prompts, quotes).

During the Program

- Track engagement, demographics, social media reach, etc.
- Collect mid-program testimonials.
- Capture event highlights and photos.

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After the Program

- Run alumni/participant surveys.
- Document notable outcomes (startups launched, funding raised, career moves).
- Compile quotes and narratives.
- Identify areas of growth/scale

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AI-Powered Startups: Build, Validate, and Scale at Warp Speed

Course Coordinators: Ahad Asif Khot, Sreeram Ranga

Date: November 20, 2025

Program Lead/Team: Joo Ae Chu

Partner/Sponsor: Sutardja Center of Entrepreneurship & Technology (SCET)

Executive Summary

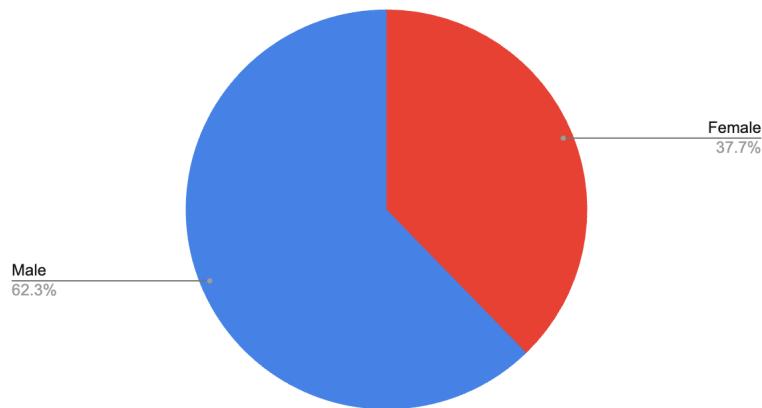
ENGIN 183: AI-Powered Startups: Build, Validate, and Scale at Warp Speed is a hands-on venture-building program that empowers students to ideate, launch, and grow real technology products using state-of-the-art artificial intelligence tools. Designed for an interdisciplinary audience with no technical prerequisites, the course brings together students from engineering, data science, business, and the humanities to form startup teams that rapidly prototype, validate customer needs, and generate real market traction. By teaching students how to leverage large language models, AI agents, automated coding tools, and modern go-to-market systems, the program directly advances SCET's mission to democratize entrepreneurship, accelerate technology innovation, and cultivate leaders capable of navigating and shaping the future of AI-driven industries. Through its emphasis on speed, experimentation, customer-first mindset, and real-world impact, the course reflects SCET's core values of innovation, interdisciplinarity, scalability, and experiential learning, culminating in a Demo Day that showcases tangible products, measurable traction, and entrepreneurial confidence.

Program Snapshot

(Identify metrics and how to obtain/track data. Example metrics listed [HERE](#))

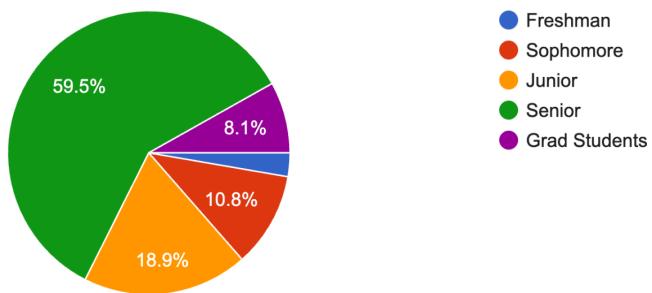
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Gender Breakdown



Year

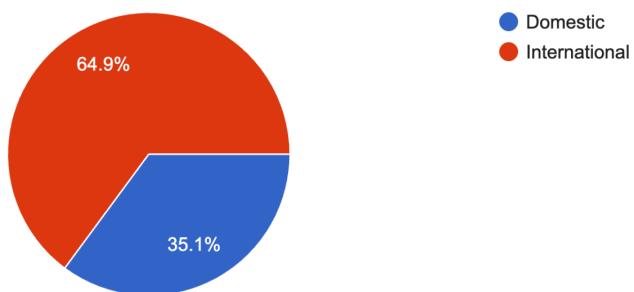
37 responses



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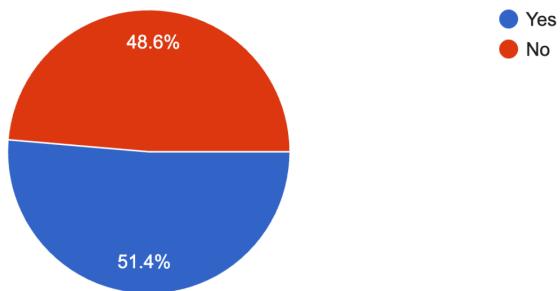
Domestic or International?

37 responses



Is this your first SCET class?

37 responses



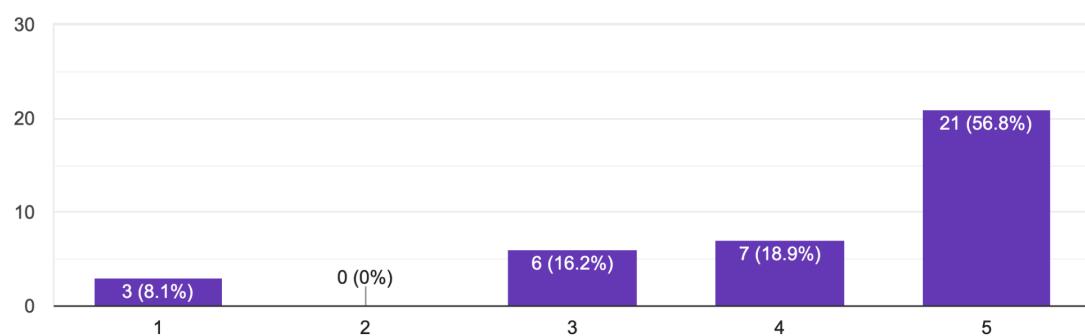
Qualitative Impact

Recommendation to include: Photos, Testimonials / Quotes, Narrative Summary, Highlighted Story, Interesting guest speaker/mentor, Campus or industry partnership, Event engagement (Collider Cup participation, field trips, etc.)

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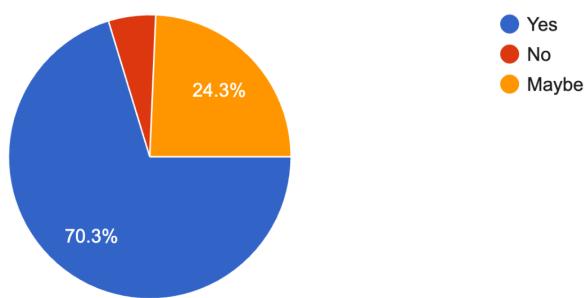
How likely are you to take future SCET Classes?

37 responses



Would you recommend the course to others?

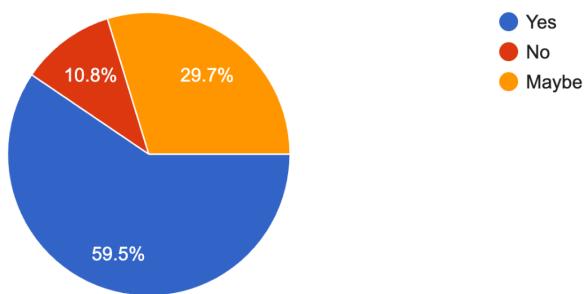
37 responses



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If you had the opportunity, would you pursue this class again?

37 responses



What were your goals for engaging in the program?

"My primary goal for taking this AI entrepreneurship course was to bridge the gap between technical AI concepts and practical business application. I wanted to move from just understanding the technology to knowing how to identify market opportunities, build a viable product, and create a sustainable business model around an AI solution."

"I am very interested in AI as well as startups. It's a great opportunity to be able to learn from real-world practitioners like khail on startups and using of AI to augment our work as founders. I believe it's also a great opportunity to meet like-minded friends, which is one of my goals in this class."

Did this class meet your expectations?

"Yes, the program absolutely met and even exceeded my expectations. Firstly, it provided me with a solid framework of entrepreneurial knowledge, covering essential areas like business model validation and go-to-market strategy. Secondly, we gained invaluable hands-on experience by developing a business plan and a prototype for an AI product. Furthermore, the course was a fantastic platform for discovering practical AI tools and, most importantly, for connecting with a network of passionate, like-minded individuals, including peers and industry mentors."

"The class definitely met my expectations, as it taught me many tools and state of the art strategies that startups currently use to scale. I got to learn about cool ideas my peers have and how they develop those ideas into working businesses."

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"I thought the class met my expectations for sure! I was able to talk with and meet great people, Khalil was a great instructor with good insights and was very friendly, and I liked how the class was centered around building not just learning about startups from a presentation."

Did this class influence your career interests or goals? If so, how?

"Definitely helped with getting to know more of interesting AI tools, through developing a startup from scratch and walking through all of the steps of business creation - I've got the firsthand experience on how to build a product, come up with GTM, and future strategy to move forward with your project"

"100%. Khalil gave great advice and stayed after class to meet with me and my team. Always good to have someone around that believes in you."

"This class definitely strengthened my commitment to building AI-powered products. Being around other builders each week helped me realize how much I enjoy iterating quickly, getting real feedback, and turning an idea into something people actually use. It pushed me to take my AI email agent project more seriously and made entrepreneurship feel like a real, attainable path."

"Yes. I signed up for the class because I am trying to break into the startup world, and throughout my time in the course I've become more certain about it. I might not go very far with my project in the course, but I learned a lot that can help me with a startup I am building outside of the course."

How has your project grown throughout the class? (50 words)

"The development over the last three months has been incredible. From an idea to people who are truly committed, a fully developed business model, and so on. I myself have taken several SCET classes, and they complemented each other thematically. This particular class helped me work faster thanks to the AI support."

"Our project has grown into a full fledge website and we also are working on a fully seperate trading platform at the same time. It was cool to see the limitations of vibe coding and what could be done in such a short amount of time, hopefully next semester we can get actual traction on it"

"Over the course of the class, my AI email agent went from a rough prototype to a functional product with real users and clear direction. I refined the core workflow, improved the intelligence behind the agent, and clarified the long-term vision. Most importantly, the class gave me momentum, confidence, and consistent feedback that shaped the product's evolution."

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Project Examples / Mini Case Studies

This semester, student venture teams in AI-Powered Startups developed fast-moving, AI-centered products across healthcare, e-commerce, enterprise automation, sports technology, and B2B infrastructure. These examples highlight the ambition, creativity, and execution quality of SCET student founders who shipped real products, tested with real users, and generated measurable traction.

Sighty: AI for Ophthalmic Disease Diagnosis and Prescriptions

Team: Roxane Laude, Suzie Youyou, Laura Le Maux-Gramaglia

Sighty is an AI-driven tool designed to assist with the detection and management of age-related macular degeneration. The team shipped a working MVP, negotiated advisor support, launched a landing page, and onboarded beta users. Traction included 2000 views, 38 interactions, and 140 new followers from social

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media outreach. The team focused on user interviews, optometrist partnerships, and expanding early adoption among passive audiences.

OctoList: Create, Optimize, and Publish Listings Across E-Commerce Platforms

Team: Saanya Bansal, Maram Ahmed

OctoList built a multi-agent system that automatically creates and publishes optimized product listings across marketplaces. The team prepared for onboarding its first beta users, debugged agent behavior, and met with local commerce contacts. Key challenges included finding a differentiated niche and securing marketplace API permissions.

ElectAI: Rank First in AI Search

Team: Olesia, Dennis, Erwan

ElectAI helps companies understand and improve their generative AI search presence. The team focused on go-to-market strategy, building a pitch deck, refining UI and UX, and connecting backend infrastructure to the front end. They achieved traction with more than ten beta customers, including early pilots with L'Oréal, TUI, and additional international partners.

MatchUp!: Court and Coach Booking for Padel

Team: Claudia Angelica, Sheina Pribadi

MatchUp aims to modernize padel booking using a combination of social fitness tracking and automated court scheduling. The team conducted more than 130 user and court interviews, executed A/B tests, and onboarded pilot courts in Jakarta and Bandung. Their focus areas included refining court contracts, boosting referral conversion, and improving early social media traction.

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Program Outcomes & Alumni Trajectories

Since Fall 2025 is the first time AI-Powered Startups has been offered, there is not yet an alumni cohort with established career or venture trajectories. However, the program has been intentionally designed with long-term tracking in mind, so that future semesters can measure the impact of the course across entrepreneurial, technical, and academic pathways.

To prepare for ongoing outcomes assessment, we have created a simple framework that will be implemented beginning the next time the course is offered:

Startup Outcomes (to track starting next cycle)

We plan to monitor venture progress for each student team at three checkpoints: 3 months post-course, 6 months post-course, and 12 months post-course. Recommended metrics include:

- Percentage of teams who continue working on their startup after Demo Day
- Percentage of individuals who join or found a startup after the course
- Co-founder matches originating from SCET teams or cross-team collaboration
- Industry verticals students pursue (AI tools, health tech, e-commerce, B2B automation, etc.)
- Early fundraising activity (friends and family, accelerator applications, grant funding, etc.)
- Customer traction milestones and revenue continuation

Industry and Graduate Pathways (to track as alumni form)

SCET will also track individual career trajectories as students move into industry or advanced study. Recommended categories include:

- Percentage of students who enter industry roles, including titles such as software engineer, product manager, AI engineer, data scientist, or startup operator
- Industries students join, with special attention to AI, venture-backed startups, enterprise SaaS, healthcare technology, and e-commerce
- Percentage of students who pursue graduate programs (master's programs in engineering, design innovation, business, data science, or entrepreneurship)
- Institutions and programs selected by alumni pursuing academic advancement

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Future Alumni Insights

Once multiple cohorts have completed the course, these tracking systems will allow SCET to produce longitudinal insights such as:

- Trends in venture creation across semesters
- Growth of the SCET-founded entrepreneur network
- Cross-cohort collaborations and hiring patterns
- Long-term economic or social impact of student-led ventures

Looking Ahead

The AI-Powered Startups course will continue to evolve as the pace of AI innovation accelerates across industry and academia. Key next steps include building robust alumni tracking infrastructure, strengthening cross-disciplinary mentorship, and expanding hands-on venture development support so students can move from concept to real traction more effectively.

Additional resources will make the program more sustainable and allow for the expansion of experiential components such as cloud compute credits, AI tool access, prototyping support, founder roundtables, and an expanded guest speaker network. As student demand for AI-driven venture education increases, there are strong opportunities for industry partners, donors, and SCET ecosystem supporters to participate in meaningful ways, including sponsoring student teams, supporting Demo Day, offering mentorship, creating project pipelines, and contributing to long-term program funding.

By investing in this course, supporters help cultivate ethical and responsible innovators, strengthen Berkeley's pipeline of emerging AI founders, and accelerate the development of new technologies that can scale to address global challenges.