The SkyDeck | Global Venture Program

Highlighting the Berkeley Method of Entrepreneurship
by UC Berkeley's Center for Entrepreneurship & Technology

Alpha Draft

Hosted by UC Berkeley's
SkyDeck Accelerator
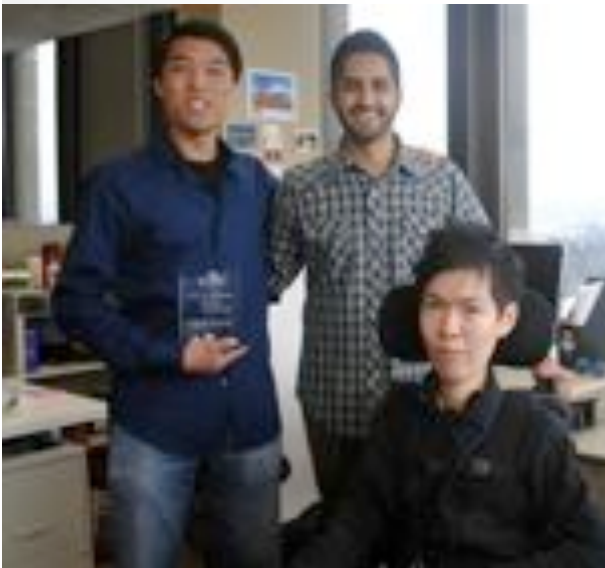
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The SkyDeck | Global Venture Program

The SkyDeck | Global Venture Program (SGVP) is the outcome of the Global Venture Lab (GVL), an international alliance of academic institutions, hosted by UC Berkeley's Center for Entrepreneurship & Technology (CET), sharing common research and educational programs that are likely to lead to new industry and economic growth.

The SGVP is a program for aspiring and professional entrepreneurs, administratively hosted by the SkyDeck Accelerator at UC Berkeley.

SkyDeck | Global Venture Program
2014 Global Advisory Faculty

Ikhlaq Sidhu, UC Berkeley (Chair)
Ken Singer, UC Berkekely
Jeff Burton, UC Berkeley
Tim Minshall, Cambridge University
Zoran Perunovic, Technical University of Denmark (DTU)
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Ulf Claussen, Swiss Federal Institute of Technology (ETH)
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Dhrubes Biswas, Indian Institute of Technology (IIT)
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Po Chi Wu, Hong Kong University of Science and Technology
Ricardo San Martin, Pontificia Universidad Católica de Chile
Marko Jaklic, University of Ljubljana
Thas Nirmalathas, University of Melbourne
Fernando Sandoval, University of Monterrey
Robert York, University of California, Santa Barbara
Jian Gao, Tsinghua University

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SkyDeck | Global Venture Program ....

- Intensive entrepreneurial training leveraging Silicon Valley know-how, for global students and entrepreneurs
- Berkeley Method of Entrepreneurship + Global Start-up Mentoring
- Collaboration of Participants, Industry Leaders and Global Faculty
- Face-to-Face Week: August 18, 2014

YOUR HOST FOR SGVP:

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Our Partners

- College of Engineering

- Haas School of Business

- Vice Chancellor for Research Office

Our Programs

- SkyDeck | Venture Advisors

- SkyDeck | Haas Fellows

- SkyDeck | Workshops

- SkyLunch | Founder's Roundtable

- SkyFridays | Team Interactive Hour

Our Vision

To provide startups with access to the best tools and resources to develop their missions and grow their businesses.

Center for Entrepreneurship & Technology (CET)

- Located within UC Berkeley, one of the world's top universities

- Pivotal point for global technology start-up collaboration, leveraging connections to leading industry innovators and the top universities worldwide

- Hosts the world's largest exchange for thought leaders – The Global Venture Lab

- Cornerstone of the Fung Institute for Engineering Leadership, educating undergrads, graduate students and professionals.

- Deep connections to Silicon Valley know-how and technology including Google, Yahoo!, Cisco, Facebook and Samsung

- Recognized as one of world's leading entrepreneurial institutions

Center for Entrepreneurship & Technology (CET)

- Est. 2005

- 1000+ students enrolled, 50+ CET certifications awarded

- 8-10 courses per semester

- 50+ Venture Lab entries per year

- 100+ technical/experiential projects per year

- 20+ high-profile speakers/annum with 1MM+ video reach

- 10+ startups spin out of CET courses

- 4,000+ member network

- 20+ Global Venture Lab (GVL) Partner Institutions

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The CET model brings leaders, innovators & Silicon Valley know-how into the classroom

Charlie Giancarlo, former Chief Product Officer, Cisco
Michael Marks, KKR, former CEO, Flextronics
Jerry Fiddler, Founder, CEO Windriver within Intel
Charles Huang, Co-Founder Guitar Hero Franchise
Sabeer Bhatia,CEO and Founder, Hotmail
Steve Blank, Epiphany, MIPS, Berkeley, Stanford
Shomit Ghose, Venture Partner, Onset Ventures
Marc Andreesen, Founder, Netscape, Andreeson Horowitz (A16Z)
Larry Baer, COO, San Francisco Giants
Jim Davidson, Managing Director, Silverlake Partners
In Sik Rhee, co-founder and CEO, Opsware
Rick Hill, CEO, Novellus Systems
Brodie Keast, EVP, TiVo
Jeff Miller, CEO, Documentum
Peter Thiel, co-founder and CEO, PayPal
Stephanie DiMarco, co-founder and CEO, Advent Software
Pehong Cheng, CEO, Broadvision

The "Berkeley" Method Yields Results

- New Ventures

- Connections to Bay Area Angels, VCs, and Customers

- Successful Alumni in New Ventures and Existing Firms

Mixbook: http://www.mixbook.com/

inDinero: https://indinero.com/

Imprint Energy: http://www.imprintenergy.com/

QVSense: (acquired)

We Make It Safer: http://wemakeitsafer.com/

Magoosh: http://magoosh.com/

Mobile Works: https://www.mobileworks.com/

ReTargeter: http://retargeter.com/products

cellAsic: http://www.cellasic.com/

Thirst: http://www.thirst.com

Dash Robotics: http://dashrobotics.com/

AdsNative: http://www.adsnative.com/

Outline: http://outline.com/

Dreambox: http://www.3dreambox.com/

Flowbit: http://www.flowbit.org/

Meerkat, Givair, Eko: http://skydeck.berkeley.edu/teams/

The Berkeley Method of Entrepreneurship

A holistic approach to entrepreneurship education
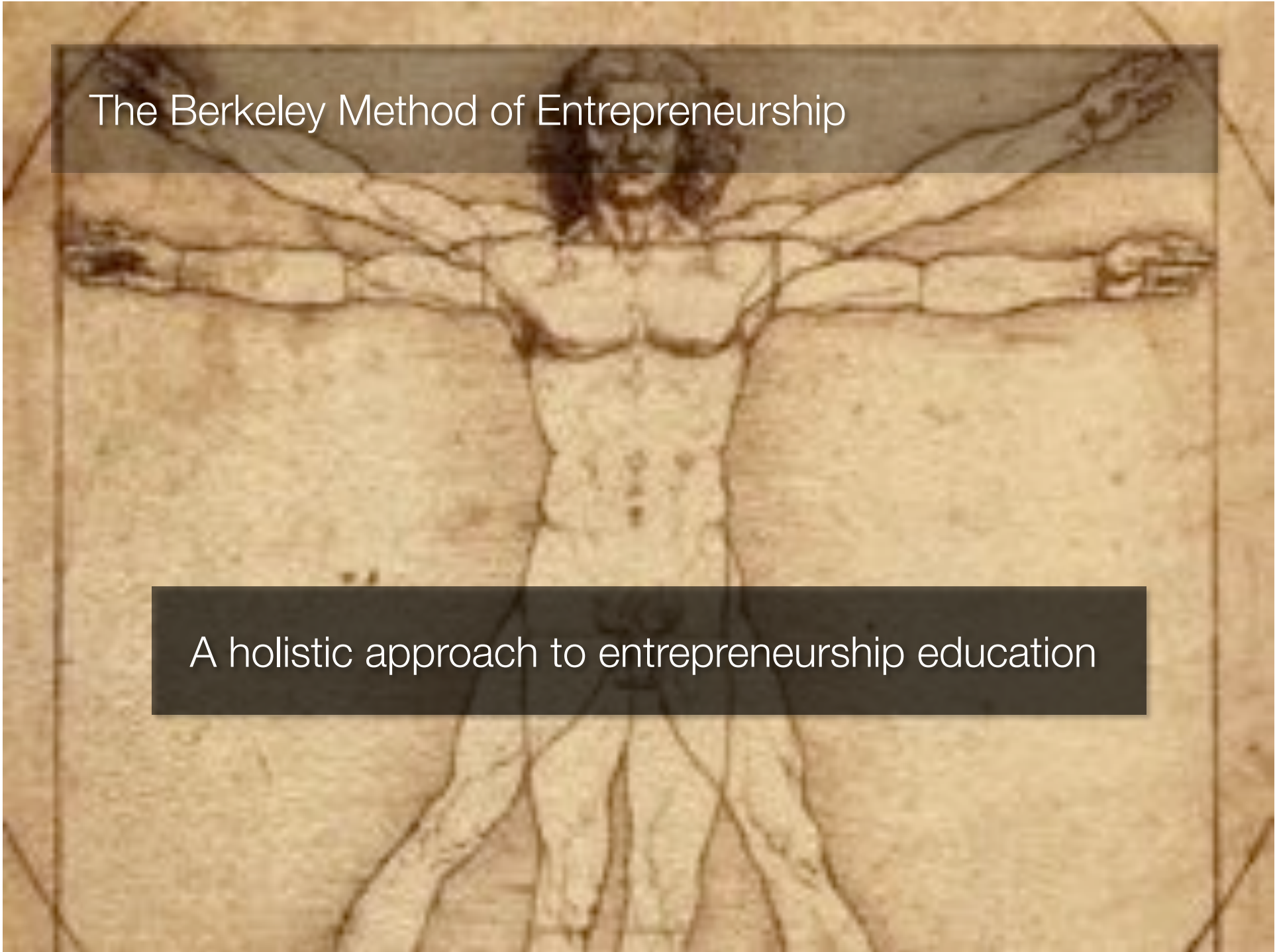
The Berkeley Method:
A holistic approach to entrepreneurship content

Level 1:	**Strategies, Tactics, and Judgment** Teaching effectiveness of strategy, tactics & execution e.g. opportunity recognition, pivots, MVP, raising funds, tools, frameworks, …
Level 2:	**Mindset, Culture, and Social Psychology** Psychology of being an entrepreneur e.g. trusting, risk assessment, communication, overcoming social barriers, rejection therapy, fail training…
Level 3:	**Infrastructure and Supporting Environment** Safe and effective environment e.g. diverse networks, ability to connect, facilities, services, clarity of rules of engagement, and mentors…

Entrepreneurship Misconception #1: (HOW we teach)

It cannot be taught deductively like other subjects.
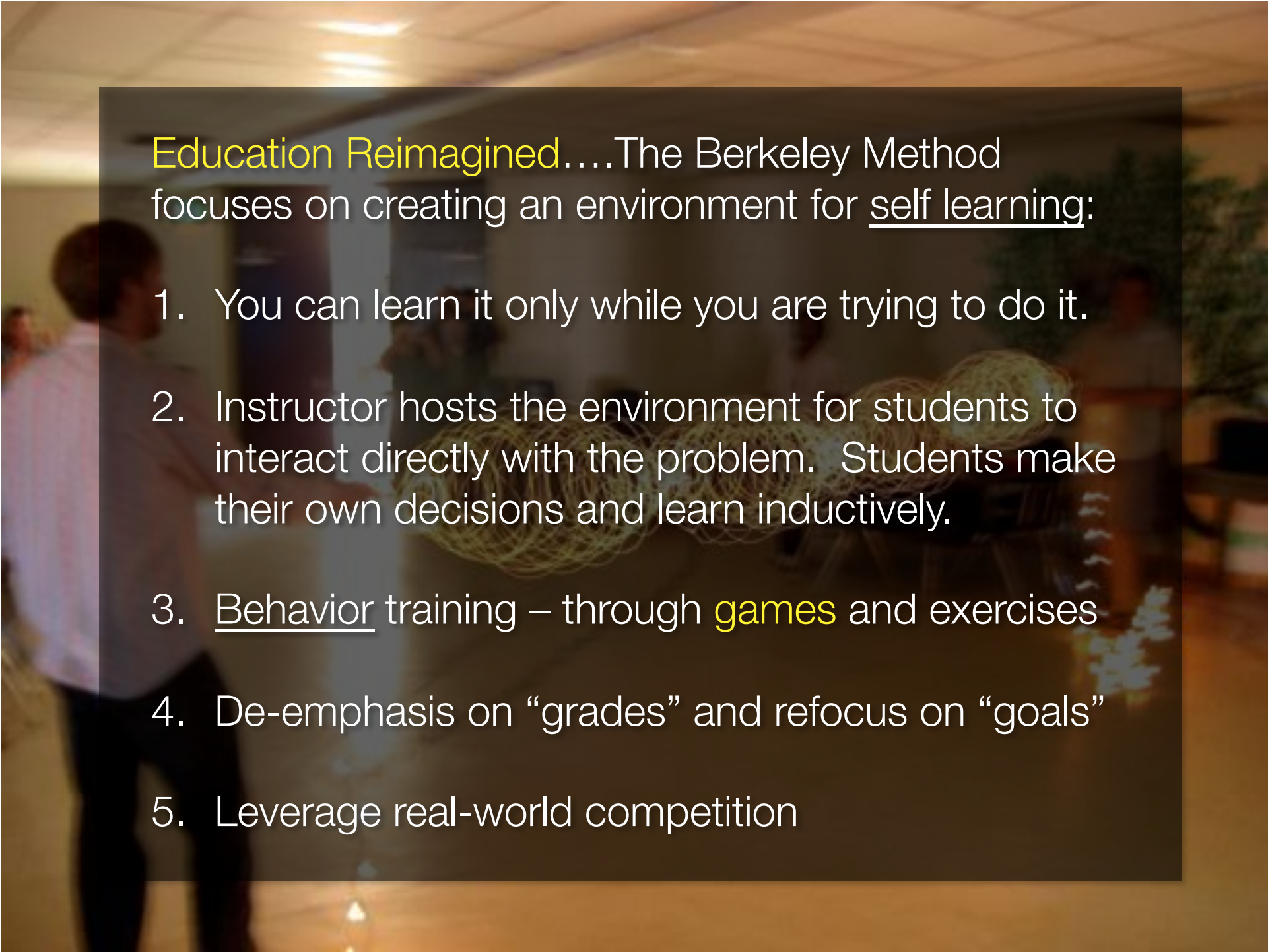
And, we cannot simply "Test for Retention"

Examples of HOW we teach: Inductive Learning

WHY ←———

The Result

Education Reimagined….The Berkeley Method focuses on creating an environment for self learning:

1. You can learn it only while you are trying to do it.

2. Instructor hosts the environment for students to interact directly with the problem. Students make their own decisions and learn inductively.

3. Behavior training – through games and exercises

4. De-emphasis on "grades" and refocus on "goals"

5. Leverage real-world competition

The Berkeley Method: Challenge Lab Example

INDUSTRY CHALLENGE: SOCIAL ENTREPRENEURSHIP IN THAILAND

The "Industry Challenge: Social Entrepreneurship in Thailand" is a collaboration between Ashoka Thailand and the Center for Entrepreneurship and Technology (CET) at University of California Berkeley. Students from CET will work in teams and compete to provide innovative technology solutions to selected Ashoka Thailand entrepreneurs. This program is unique in it's focus on technology as a way to help Thai social entrepreneurs grow their business and expand their mission. It provides world-class engineering students with exposure to the rapidly growing social enterprise sector and the opportunity to work with leading Thai social entrepreneurs seeking to make positive, enduring change in their communities and beyond.
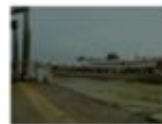
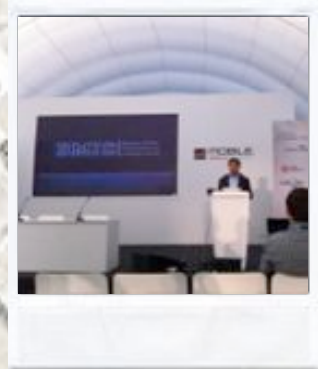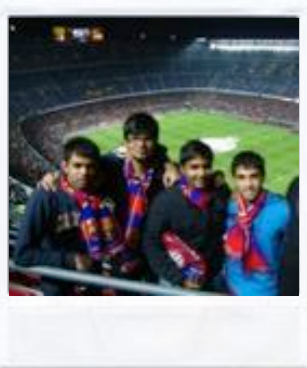| Foundation for AIDS Rights (FAR) | Ecological Alert & Recovery Thailand (EARTH) | AIDS Access Foundation | Hospital OS International | A-chieve | Wo-Manis |
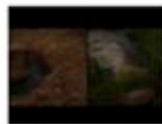
The Berkeley Method: Challenge Lab Example

Mobile Apps - Barcelona

Challenge Lab

Externally Set

Thailand Neonatal Incubator

Big Data Challenge

Source

Need

Societal ←——————————→ **Industry or Market**

Projects in Clean Energy, Education,
Poverty Alleviation, Transportation …

Mobile Applications Course

Self Originated

New Entrepreneurship Infrastructure

Complements CET coursework and SkyDeck Accelerator

Entrepreneurship Misconception #2: (WHAT we teach)
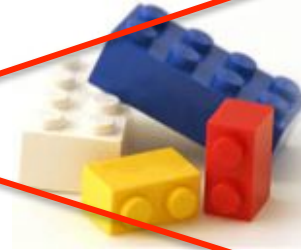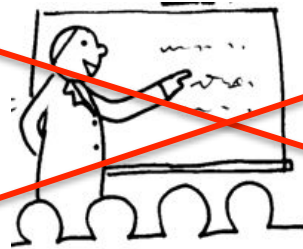
| Idea People | B Plan and Validation | Raise Funds | Build Product | Sell and Scale |

In Reality….

- Not Linear
- Complex and People Oriented
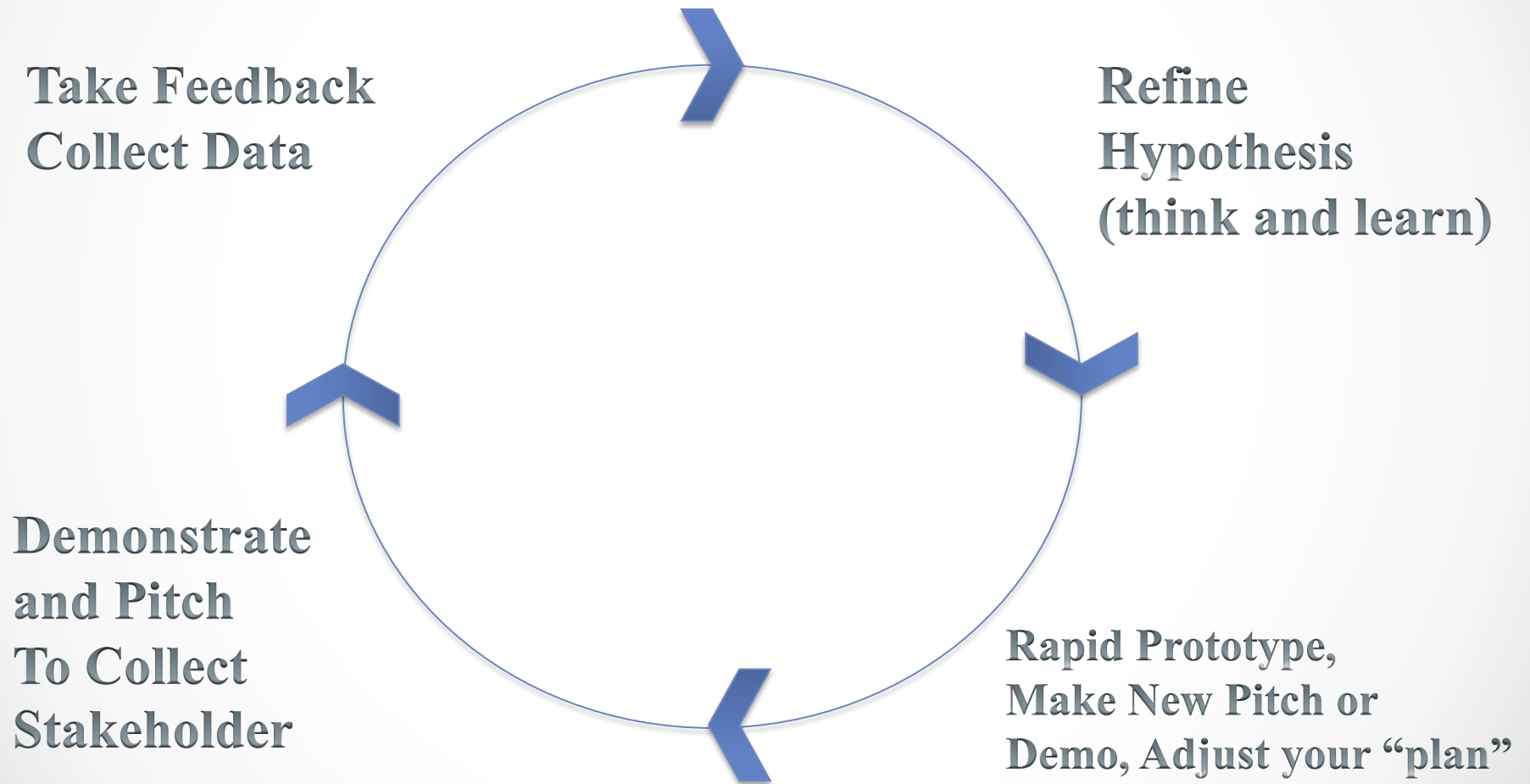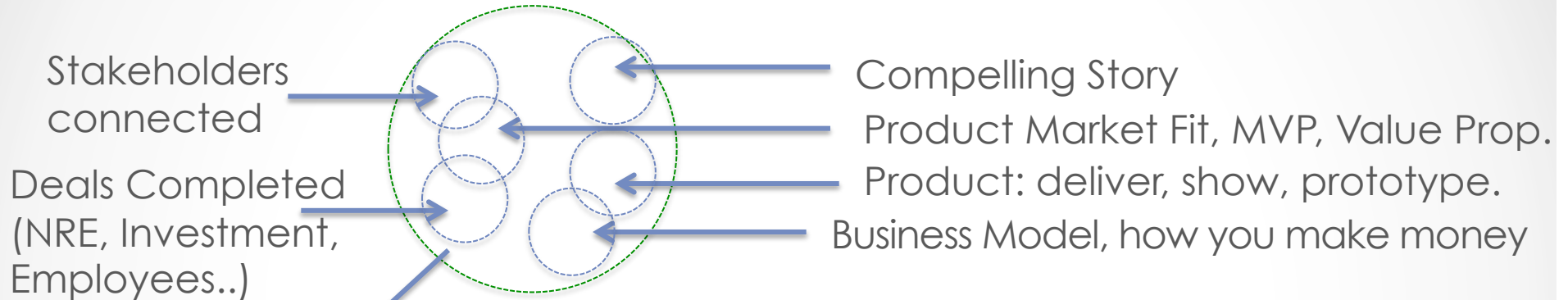- Many unwritten rules
- Not enough data to make a plan

Reconception #1: The common learning cycle:
Induction, building, story-telling, verification, and adaptation

Take Feedback
Collect Data

Refine
Hypothesis
(think and learn)

Demonstrate
and Pitch
To Collect
Stakeholder

Rapid Prototype,
Make New Pitch or
Demo, Adjust your "plan"

Reconception #2: Milestone based planning and course correction

1. Assess what you have right now

Stakeholders connected

Deals Completed (NRE, Investment, Employees..)

Compelling Story

Product Market Fit, MVP, Value Prop.

Product: deliver, show, prototype.

Business Model, how you make money

2. Work backwards from your end in mind?

3. Set your target.
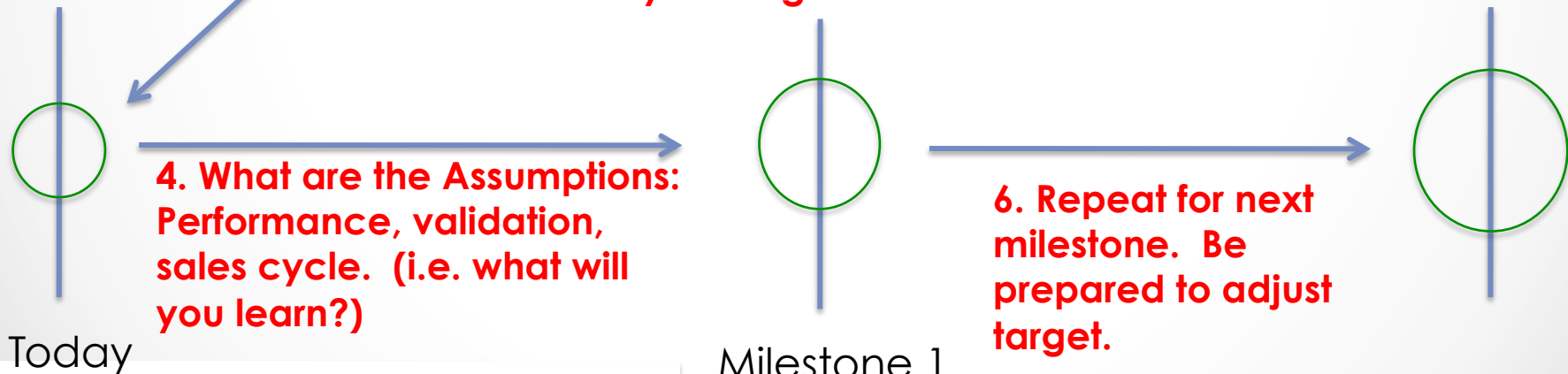
4. What are the Assumptions: Performance, validation, sales cycle. (i.e. what will you learn?)

6. Repeat for next milestone. Be prepared to adjust target.

Today

Milestone 1 (3 months)

5. Execute relevant tasks to learn while building business.

Combination Blank, Kawasaki, Art of the Start, Adaptation

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Reconception #3: Cultural Behaviors for Entrepreneurs

1. Agree that you will get help from others, and pay it forward.

2. Friend or Foe: If you can't tell: Learn to trust others without expecting anything in return.

3. Realize something new by induction, and then learn to communicate the story with a new language.

4. Entrepreneurs believe they can change the world.

5. Make deals that seek fairness (in positive sum transactions), not advantage (in zero sum transactions).

6. It's necessary to be Wrong sometimes.   Plan to Experiment. Plan to Fail. (Fail Fast) Analyze, Adapt and repeat. The smarter you think you are, the harder this is going to be.

7. Diversify your networks. Connect to people you would not normally, then go and listen. Open Up. And connect them to others.

8. Be a role model for other entrepreneurs and innovators.

- …IF *everyone in your community acts like this, you will have a vibrant entrepreneurial culture.*

Creating an Innovative Culture

Inductive Learning

Learn While Doing + Cases Studies

Diversity = Value

Industry and Social Challenges

Cultural Rules for Entrepreneurs

Testing with Real World Goals

Students interact directly with problems

Games + Exercises

SkyDeck | Global Venture Program Options….

	Intensive Program (1 week)	Virtual Program (6 month)	In-Residence (6 month)
One Week Face-to-Face Bootcamp	✔	✔	✔
Silicon Valley & Global Mentor Network Access	✔	✔	✔
6-month Venture Mentoring		✔	✔
Silicon Valley Incubation @SkyDeck			✔
GVL Sponsored Entrepreneurs (pp Cost):	$2,500	$5,500	$18,750 semester
Non GVL Sponsored Cost:	$4,000	$7,500	$25,000/semester (extendable up to 2 yrs.)

Note: Costs exclude travel, lodging and most meals.
Skydeck GVP is a professional program, subject to various university approvals.

SkyDeck | Global Venture Program Admissions Process

- Information/Details via Global Venture Program Advisory Committee (Website, Email, other)
- Contact GVL Advisory Committee member, Nori Castillo (noricastillo@berkeley.edu) , Deputy Director, SkyDeck or Lea Turpin, (lea5@berkeley.edu CETto request an invite and complete an online application

Key Dates	GVL Sponsored with GVL pricing	Non-GVL Sponsored
Application Deadline	April 4, 2014	April 4, 2014
Admissions Notice	Wk of April 21st, 2014	Wk of May 5th, 2014
Face-to-Face Bootcamp	9 am August 18th – 6 pm August 21st	9 am August 18th – 6 pm August 21st

For further questions:

Program Managers: Nori Castillo (noricastillo@berkeley.edu)
                        Lea Turpin (lea5@berkeley.edu)
                        Vicky Howell (vhowell@berkeley.edu)

Details: http://cet.berkeley.edu/global/