Center for Entrepreneurship & Technology
With discussion of Berkeley Method of Entrepreneurship

Ikhlaq Sidhu, Chief Scientist and Founding Director
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Center for Entrepreneurship & Technology (CET) FACTS at a GLANCE

• 1000+ students enrolled, 50+ complete cert.
• 8-10 courses per semester
• 50+ Venture Lab entries per year
• 100+ technical/experiential projects per year
• 20+ high-profile distinguished speakers per year with 1MM+ video reach
• 10+ startups spin out of CET courses
• 4,000+ member network
• 20+ Global Partner Institutions
The CET Berkeley Method Yields Results

New Ventures

Connections to Bay Area Angels, VCs, and Customers

Successful Alumni in New Ventures and Existing Firms

Companies incubated by CET

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/
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The Berkeley Method of Entrepreneurship

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

| Level 1: | Theory and Cases:  
Teaching judgment, 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: | Network and Environment  
Safe and effective environment  
e.g. diverse networks, ability to connect, facilities, services, clarity of rules of engagement, and mentors… |
Entrepreneurship Misconception #1: (WHAT we teach)

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

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Entrepreneurship Misconception #2: (HOW we teach)

It can not be taught deductively like other subjects.

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And, we can not simply “Test for Retention”
Two Cities in USA

- Chicago
- San Diego

What is the role of entrepreneurial culture?
The Berkeley Method of Entrepreneurship
Examples of HOW we teach it
Inductive Learning

WHY

The Result
The Berkeley Method focuses on creating 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 – though games and exercises

4. De-emphasis of “grades” and refocus on “goals”

5. Leverage real-world competition
The Berkeley Method: Challenge Lab
The Berkeley Method: Challenge Lab

Dateline: Barcelona 2013

Mobile Applications

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Challenge Lab

Externally Set

Thailand Neonatal Incubator

Big Data Challenge

Source

Societal

Need

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

Mobile Applications Course

Self Originated

Industry or Market

CET Berkeley

Ikhlaq Sidhu, Ken Singer
New Entrepreneurship Infrastructure

Complements Skydeck and CET Courses

Welcome to CET.

The Center for Entrepreneurship & Technology (CET) is an academic center within UC Berkeley College of Engineering. Established in 2006, CET’s mission has been to equip engineers and scientists with the skills to innovate, productize, and commercialize technology in the global economy. This virtual center will allow student entrepreneurs in Berkeley and the industry and mentors in the Bay Area to connect with each other, creating a synergy effect that boosts the entrepreneurial atmosphere at Berkeley.

Virtual CET

Ikhlaq Sidhu, Ken Singer
What is CET?
Mission: To equip Berkeley engineers to innovate, productize, and commercialize technology in a global economy

- CET Courses
  - BME Bootcamp
  - Tech Entrepreneurship
  - Challenge Labs
  - Product Management
  - Leadership / IP

- Experiential Learning / Venture Acceleration
  - Venture Lab
  - Sky-Deck

- Successful Alumni and New Ventures

Ecosystem Development and Virtual CET
Powerful Networks: students, mentors, entrepreneurs, customers, and investors

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The Berkeley Method of Entrepreneurship

Examples of WHAT needs to be taught
Topic 1: The common learning cycle:
Induction, building, story-telling, verification, and adaptation

1. Take Feedback
2. Collect Data
3. Refine Hypothesis (think and learn)
4. Demonstrate and Pitch To Collect Stakeholder
5. Rapid Prototype, Make New Pitch or Demo, Adjust your “plan”
1. Assess what do 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. (ie what will you learn?)

5. Execute relevant tasks to learn while building business.

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

Milestone 1 (3 months)

Today

Combination Blank, Kawasaki, Art of the Start, Adaptation
Ikhlaq Sidhu, Ken Singer

Topic 2: Milestone based planning and course correction
Topic 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 a 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

Games + Exercises

Students interact directly with problems

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