What We have Learned about Innovation and Clusters
Center for Entrepreneurship & Technology, UC Berkeley

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Some Background at UC Berkeley
Since 2000: Engineering Advisory Boards input to Dean:
“Add leadership, breadth, innovation skills, combine multiple disciplines.

2005: Innovate, Lead, Productize in a global economy

2008-11: Fung Institute for Engineering Leadership

2012: SkyDeck Accelerator

2011: Engineering Leadership for Silicon Valley Firms Firms: Google, VMware, NetApp, Cisco, Yahoo!, Samsung and other.
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/

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...

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.
4. De-emphasis of “grades” and refocus on “goals”
5. Leverage real-world competition
Collaborators #1: We bring leaders, innovators, executives 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
Steve Strandberg, Head Tech. Practice, Merrill Lynch
Shomt Ghose, Venture Partner, Onset Ventures
Marc Andreessen, Founder, Netscape
Larry Baer, COO, San Francisco Giants
Jim Davidson, Managing Director, Silverlake Partners
Donna Dubinsky, Former CEO, Palm
In Sik Rhee, co-founder and CEO, Opsware
Richard Gorman, SVP, Siebel Systems
Rick Hill, CEO, Novellus Systems
Brodie Keast, EVP, TiVo
Jeff Miller, CEO, Documentum
Eva Miranda, SVP, Sony Corporation
Geoffrey Moore, MDV, Author, “Crossing the Chasm”
Peter Thiel, co-founder and CEO, PayPal
Stephanie DiMarco, co-founder and CEO, Advent Software
Pehong Cheng, CEO, Broadvision

#2 Challenge Lab Collaborators

Externally Set

Societal

Big Data Challenge

Mobile Applications Course

Self Originated

Ashoka

Thailand Neonatal Incubator

Projects in Clean Energy, Education, Poverty Alleviation, Transportation …
# 3 Cross-Campus and Bay Area Collaboration
Berkeley New Venture Infrastructure

Engineering: CET Courses
Research and Labs
Haas Competition + Courses
Undergrad, Grad and faculty

Cross-Coordination
SkyDeck Acceleration
Venture Lab Mentoring and VCET
IP Tech Transfer

Raw Polished

Successful Alumni and New Ventures
Bay Area Angels, Incubators and VCs

4 Collaboration Models for Innovation

Stories at Work

- Story First / Technology and Skills will follow.
- Mentor Community: 3 month cycles with personalized mentor matching

Expert

- Technology expert is Advisor (not participant) to Team (Students / Mentors)
- Power Network/Board: Each “power” member must agree to help 1 firm per year.

Bonus: Connector Model: Convene the right 5 people together
CET Collaborations

CET / Berkeley Alumni
Bay Area Entrepreneurs
Peer Universities: Tsinghua, ETH, Cambridge, ...
Engineering Departments
SkyDeck, Haas, VCR
ELPP: Google, Yahoo, Samsung, Cisco, VMware, AMAT

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