

The logo for the University of California, Berkeley, featuring a white geometric pattern of overlapping lines on a blue background.

university of california, berkeley

**b**pep

BERKELEY  
POSTDOCTORAL  
ENTREPRENEUR  
PROGRAM



**BPEP Mission:** To foster entrepreneurship in the UC Berkeley postdoctoral and scientific community in order to move innovations from the laboratory to the marketplace.

## Goals

- Provide an entrepreneurship toolkit for postdocs (and others) through on-campus workshops
- Collaborate with business leaders for mentoring
- Assist building (bio-)technology start-up companies
- Connect technology know-how with business skills

# BPEP Team



**Naresh Sunkara**  
School of Public  
Health



**Justin Elstrott**  
Molecular and  
Cellular Biology



**Niranjana Nagarajan**  
Molecular and  
Cellular Biology



**Fenna Sillé**  
School of Public Health



**Bahram Bahrami**  
Life Sciences Division  
- LBNL

# Special thanks to...

- Vice Chancellor for Research, **Graham Fleming**
- Director of VSPA, **Sam Castañeda** (food!)
- **Douglas Crawford** of QB3 (drinks!)
- **QB3, LBNL and Lester Center for Entrepreneurship** for collaborations.

## BPEP WORKSHOP SERIES 2012-2013

1. An Introduction to Entrepreneurship (Sept 18)
2. Intellectual Property (Oct 23)
3. How to Finance Your Idea (Nov 29)
- 4. How to Pitch Your Idea (Dec 13)**
5. Lean startups (Jan 18)
6. Stories from the Trenches (Feb 23)
7. Visas and Startups and Pay, Oh My! (March 29)

# Skydeck: 1<sup>st</sup> Class Workspace



- Great meeting and event space
- Hot desks for flexible arrangements
- Startup community

# BPEP Welcomes: Alison Wellsfry

## Berkeley Angel Network

- Berkeley Alums Investing in Berkeley Start-ups
- First event – February, 2012
- Broad Range of Interests

# BPEP #2: Government Funding for Your Start-up



**BPEP Workshop**  
**How to Finance Your Idea**

November 29, 2012

**ROPES**  
**& GRAY**



# Tonight's subject: the PITCH

Pitch: 1) a tenacious resinous substance obtained as the residuum from the distillation of hydrocarbons

Pitch: 2) the quality of sound governed by the rate of vibrations producing it...

Pitch: 3) to cast or throw in a particular way



# Drew Isaacs

- Adjunct Professor –  
Haas School of  
Business
- Director – Mayfield  
Fellows Program
- Senior Scientist –  
NASA Johnson  
Space Center



# Doug Crawford

- Founder and Associate Director – QB3
- Founder, Managing Director – Mission Bay Capital
- PhD – Biochemistry - UCSF



# Grant Olsen

- Corporate Development - Zynga
- Director – New Business Development - EMC
- M.B.A. – Haas School of Business



# Tonight's Contestants

- Kirill Igumenshchev – Devi
- Ninh Tran - Trucksome
- Arlo Faria – Mod9 Technologies
- David Malinowski – InPlace, Inc.
- Abhinav Gaikwad – Flexxcell
- Komal Ahmad – Feeding Forward

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