

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

university of california, berkeley

bpep

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

Origin of BPEP

- Berkeley scientists are among the best, but often lack basic entrepreneurial skills.
- Naresh Sunkara, a postdoc in the school of public health, founded BPEP to address this need.
- BPEP is supported by the Office of the Vice Chancellor for Research in collaboration with QB3 and Lester Center for Entrepreneurship.
- We are currently working with the UC Berkeley Law school and Bay area scientific community to provide a network for entrepreneurially-oriented scientists.
- The BPEP postdoc committee and advisory board....

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

Emeritus Members



**Xiaoqi Feng
(Michelle)**
Plant & Microbial
Biology

BPEP Partners

Advisory Board

- **Braden Penhoet**, Executive Director for Innovation, Policy and Law at UC Berkeley Office of the Vice Chancellor for Research
- **Ilan Gur**, Professor, Haas School of Business, UCB.
- **Douglas Crawford**, Associate Director, QB3, UCSF.
- **Dushyant Pathak**, Entrepreneur-in-residence, QB3, USF School of Business and Management.
- **Peter Fiske** CEO, PAX Water Technologies, Inc
- **Beverly Alexander**, Director, Cleantech to Market Program, Haas School of Business.
- **Andre Marquis**, Executive Director, Lester Center for entrepreneurship.
- **Sam Castañeda**, Director, Visiting Scholar and Postdoc Affairs Program, UC, Berkeley.

Collaborations and Partnerships



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.

Mayfield Fellowship

- The UC Berkeley Mayfield Fellows Program is now accepting applications for summer 2013 internships.
- Paid summer internships at venture capital-funded Silicon Valley high tech start-ups will be made available to up to 10 graduate students at UC Berkeley.
- You must be a 1st year Haas MBA student or an MS or PhD student in the College of Engineering or the School of Information
- You must be a full-time UC Berkeley graduate student returning to UCB in fall 2013
- *Information Sessions:*
 - 6:00 September 25 Room S-299, Haas School of Business (Helzel Room)
 - 7:00 September 26 Room S-299, Haas School of Business (Helzel Room)

How is Mayfield Different?

- The selection process is tough. If you are chosen, you will be offered an opportunity that recognizes your potential in management and technology.
- Mayfield Fellows form an association that lasts for life, and benefits you by welcoming you into a network of high tech professionals in Silicon Valley.
- You will have four layers of mentorship: an executive at the company where you will intern, a partner at a leading venture capital fund, an alumnus of the Mayfield Fellows Program, and a faculty advisor from Haas.
- During the summer, you will visit each of the other companies hosting a Mayfield Fellow, meet the management there, and learn that company's business and strategy.

Skydeck: 1st Class Workspace



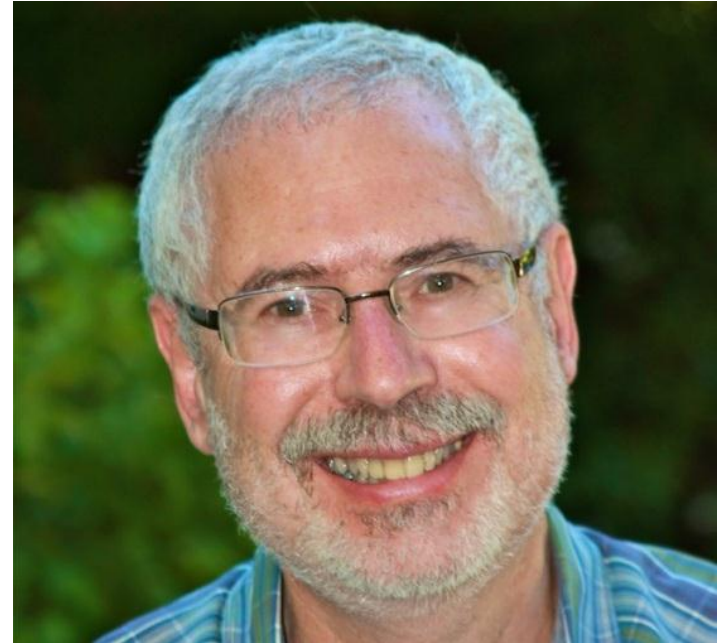
- Great meeting and event space
- Hot desks for flexible arrangements
- Startup community

Mentoring + Process Is The Key

- Office hours on funding, legal, marketing, operations, ...
- Top entrepreneurs, executives, and VCs from the UC Berkeley Community
- Richard Chen, Justin Yoshimura, Jed Katz, Noah Doyle,

Steve Blank

- Author: The Start-up Owner's Manual
- Professor – UC Berkeley
- **Course: Lean Launchpad**
– Info session:
Thursday, September 20, 6:30-8:30 PM,
Skydeck



FAQs

- UC Berkeley & UCSF students + 5 year alumni
- Reviewed 3x/year
- Up and/or out
- UC Berkeley IP rules - ipira.berkeley.edu
- Office space optional
 - Mentoring process
 - Conference rooms
 - Community

Syapse

Syapse is developing a suite of cloud-based applications that bring together biomedical data, workflows, and results in an actionable way for medical researchers.

- Sep Dadsetan, Ph.D.
- Product Specialist

BPEP WORKSHOP SERIES 2011-2012

1. How to Turn an Idea into a Start-up (Sept 22)
2. IP, Legal issues & Patents: Things aspiring entrepreneurs must know (Oct 6)
3. Pitch session: How to present your idea (Nov 1)
4. How to finance your idea part 1: Overview (Nov 17)
5. How to finance your idea part 2: SBIR/STTR and other sources of \$ (Dec 1)
6. Lean startups (Jan 18)
7. Panel discussion: Lessons from academics who made the leap (Feb 23)
8. Immigration and Entrepreneurship: Visas... and more! (Mar 23)

BPEP WORKSHOP SERIES 2012-2013

1. An Introduction to Entrepreneurship (Sept 18)
 2. IP Issues: How Can I Publish... and Patent?
(Oct 25)
 3. How to Finance Your Idea (Nov 29)
- ... and more to come!

Join BPEP

– Turn Innovation into Enterprise

Visit our website:

<http://vcro-vm-i003-dev26.berkeley.edu/>

Email us at:

bpep.ucb@gmail.com



Putting Your Science
to Work: Entrepreneurship
(with a little “e”)



Dr. Peter S. Fiske
September 18, 2012



BPEP #1



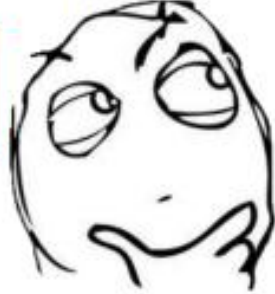
The Rest of
the World

Academia

Public Perception of Science

? ? ?
Hmm I wonder if...

Start

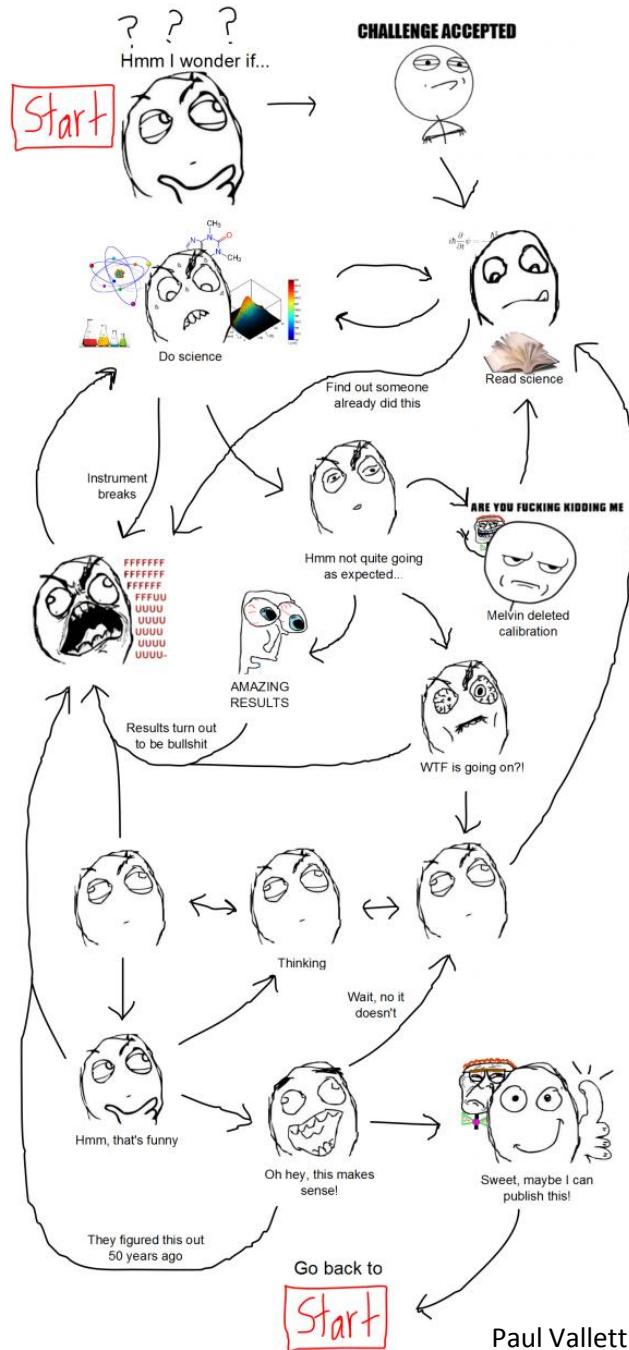


CH6

Science in Reality



Science in Reality

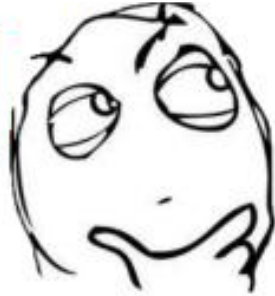


Scientist's View of Entrepreneurship

? ? ?

Hmm... I think this will work...

Start

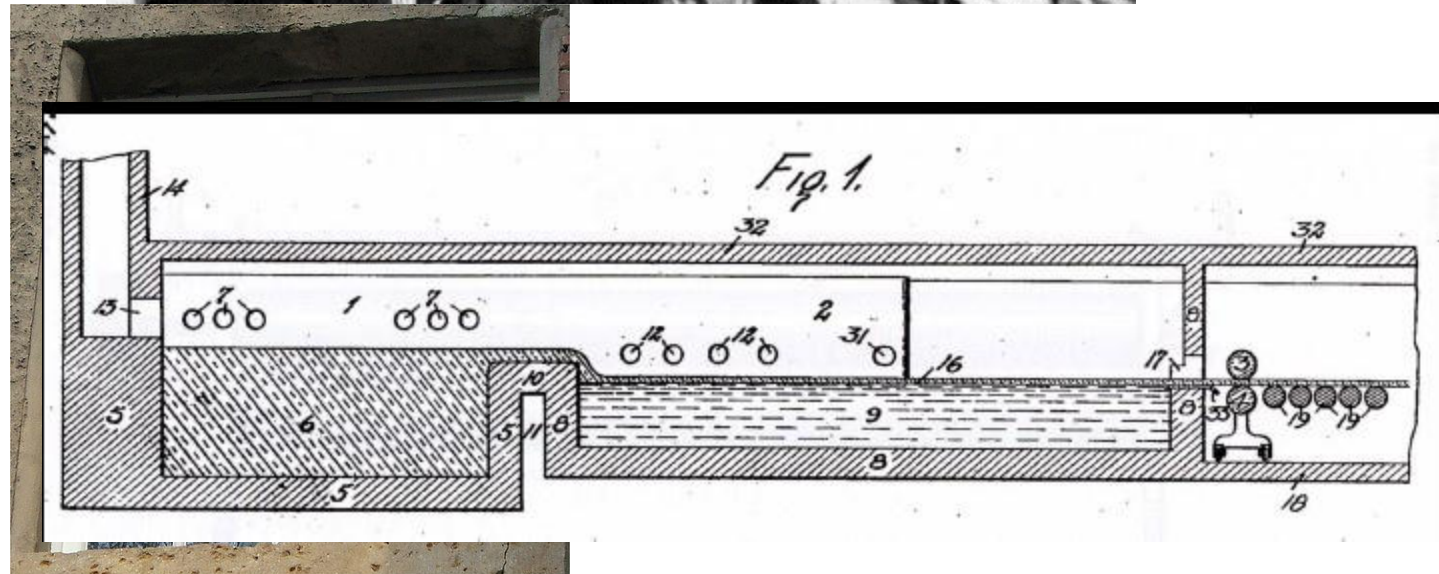
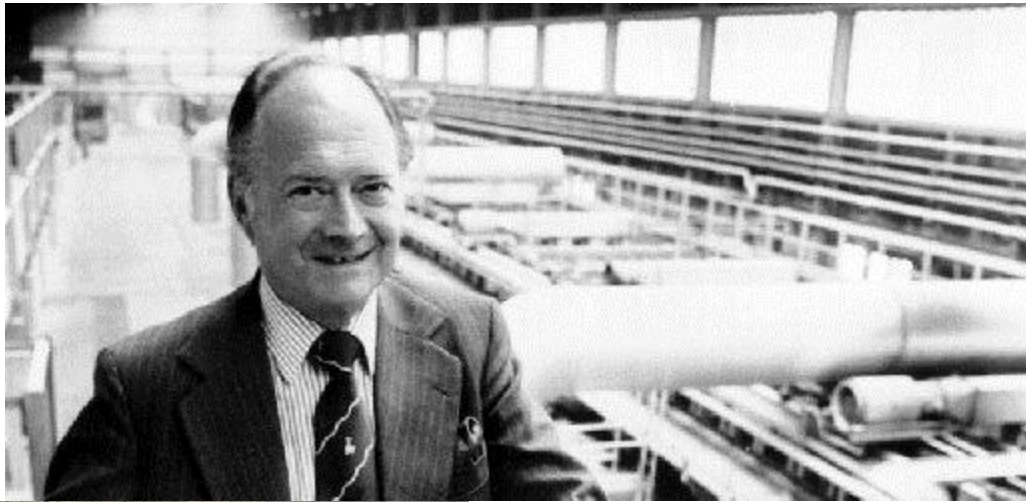


Scientist's View of Entrepreneurship



Apologies to Paul Vallett

It is possible to come up with a blockbuster invention...



But it is much more likely that...

- At least some aspects of your “invention” were thought up by someone else already...
- Your “invention” confers a marginal advantage in a process or a value chain...
- Your initial “invention” is rarely the most valuable patent in your portfolio...

None of these diminish your potential to develop a commercial success

This series will not:

- Turn you into an entrepreneur
- Give you all the information you need to start a company
- Provide you with the contacts and connections necessary to make your entrepreneurial venture a success

The goal of this series (and all BPEP activities)...

- Provide a scattering of information about technology commercialization
- Alert you to some of the common pitfalls (and opportunities) that come with starting your own... something
- Help empower you to make better decisions about your career, your research, and what you do with the rest of your life

Entrepreneurship vs. entrepreneurship

Entrepreneur – a career

entrepreneurial – a personal quality

Leading an entrepreneurial life does NOT
require you to follow an Entrepreneurial
career...

*“Entrepreneurship is not about starting a
company. Entrepreneurship is an approach to
life. It is about leaving footprints.”*

Ed Zschau, 10/6/00

What is a “start-up”?

A startup is a temporary organization used to search for a repeatable and scalable business model.

- Steve Blank

**Searching
Is An
Experimental
Process**

What happens in a start-up?

Build
Measure
Learn

So... young scientists make GREAT start-up people

- Accustomed to resolving uncertainty
- Familiar with building and testing hypotheses
- Versatile, multi-talented
- Resourceful, efficient, penny-wise
- Comfortable with temporary gigs
- Able to live on meager pay and long hours..



BUT

- Scientists tend toward technophilia
- Scientists want to look the answers up in the library
- Scientists like complexity
- Scientists like to teach, and don't like to sell

Why is it valuable to think like an entrepreneur?

- Reward systems in academia and the real world are different
 - Good to keep both scholarship AND practicality in mind while in school
 - Good to think about the larger world
 - Good to THINK SIMPLE
- Helps focus you on the highest value problems
 - Ask yourself “What are the most important issues out there?”
- Helps identify potential employers, sponsors, partners or competition

Easy to get caught up in the details of what you're doing and fail to ask:
Is what I am doing important? Will it make a difference? To whom?

Federal Government CARES about technology commercialization

NSF Funds Public/Private Partnerships to Identify Entrepreneurial Qualities in Research

Author: David Jetter

August 7, 2011

Filed under [Grants & Contracts](#)



On July 28th, 2011, the United States National Science Foundation (NSF) announced a new funding program titled Innovation Corps, or "I-Corps".

The I-Corps program will provide up to 100 grants per year that will form teams of experienced principal investigators, entrepreneurial leads, and private industry mentors.

The purpose of the project is to spur small projects that can be potentially identified as have promising discoveries or commercial viability that will then receive additional funding and mentorship.

FOR IMMEDIATE RELEASE

Thursday, September 24, 2009

CONTACT OFFICE OF PUBLIC AFFAIRS

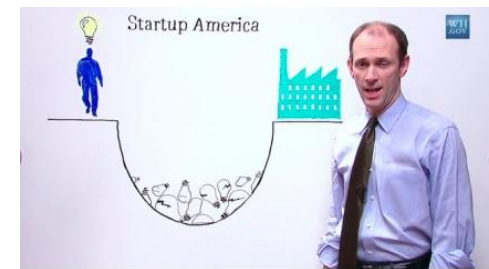
202-482-4883

Commerce Secretary Locke Announces New Commerce Initiatives to Foster Innovation and Entrepreneurship

U.S. Commerce Secretary Gary Locke announced today his plans to create a new Office of Innovation and Entrepreneurship within the Department of Commerce and launch a National Advisory Council on Innovation and Entrepreneurship. Both substantial new initiatives will help leverage the entire federal government on behalf of promoting entrepreneurship in America. The new office is expected to announce additional initiatives in the coming months.



AMERICAN JOBS ACT



Administration of a National Clean Energy Business Creation Competition for University Students

Funding Opportunity Announcement Number: DE-FOA-0000570



Lots of different ways to be an “entrepreneur”

- Promulgate your ideas
- Consult (great source of second income)
- License your inventions
- Join a start-up company
- Start your own company

Ultimately... this is a career decision

- How much risk and uncertainty can I cope with?
- What other options do I have?
- What is my back-up plan if things don't work out?
- Will I always regret it if I don't try?

You can talk to us about all this stuff, too.

BPEP #1: An Introduction to Entrepreneurship



David Hanzel



**“Strategic Decisions
that Will Increase
Your Likelihood of
Getting Funded”**

3 lessons from David Hanzel

- Work on stuff that's valuable to someone
- A PhD is a get-out-of-jail card
- Talk to everyone