

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

BPEP Team



Naresh Sunkara
School of Public Health
(Founder – Emeritis)



Justin Elstrott
Molecular and
Cellular Biology



Niranjana Nagarajan
Molecular and
Cellular Biology



Fenna Sillé
School of Public Health



Bahram Bahrami
Life Sciences Division
- LBNL

Introducing our new committee members

Jiechao Li



**Electrical Engineering and
Computer Science (EECS)**

Florian Forster



Haas School of Business

Ariane Zambiras



**Dept. of Sociology
Fulbright Fellow**

Special thanks to...

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

Skydeck: 1st Class Workspace



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

BPEP #4: The Pitch



Drew Isaacs

Kirill Igumenshchev – **Devi**

Ninh Tran - **Trucksome**

Arlo Faria – **Mod9 Technologies**

David Malinowski – **InPlace, Inc.**



Doug Crawford

Abhinav Gaikwad – **Flexxcell**

Komal Ahmad – **Feeding Forward**



Grant Olsen



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. The Art of Selling (February 21)**
6. Stories from the Trenches (Mar 19)
7. Women in Entrepreneurship (Apr 18)

BPEP Welcomes: Ryan Jung and Ayal Yogev

Haas Venture Fellows

[About Us](#) [Projects and News](#) [For VCs](#) [For Entrepreneurs](#) [For Students](#) [Skydeck](#) [Contact Us](#)



The Haas Venture Fellows is a select group of Berkeley MBA students at the Haas School of Business who do real world projects to strengthen ties between Bay Area entrepreneurs, the Silicon Valley venture capital industry, and the Lester Center for Entrepreneurship at Haas.

<http://www.calhvf.com/about-us>

**BPEP Welcomes:
Shalini Chandrasekaran
Pacific Biolabs**

Pacific BioLabs

Flexible, Mid-Sized CRO in Hercules, CA

- Focus on personalized, attentive service
- 30-year history
- Reputation for Quality
 - 7 FDA audits in 6 years
 - No Form 483s
 - AAALAC accredited
 - ISO 9001:2008 and
 - ISO 13485:2003 certified



Start-ups turn to PBL when they need..

- Expert guidance on testing
- Flexibility to perform non-GLP or GLP studies
- Local facility to view studies
- Attentive and personalized service
- Single point of contact throughout project
- Go-to resource

Testing Specialties

For drugs and biologics

- GLP and non-GLP toxicology
- PK/ADME
- Lead characterization using analytical methods

For medical devices

- Biocompatibility
- Cleaning, disinfection, and sterilization validations



Why Pacific BioLabs?

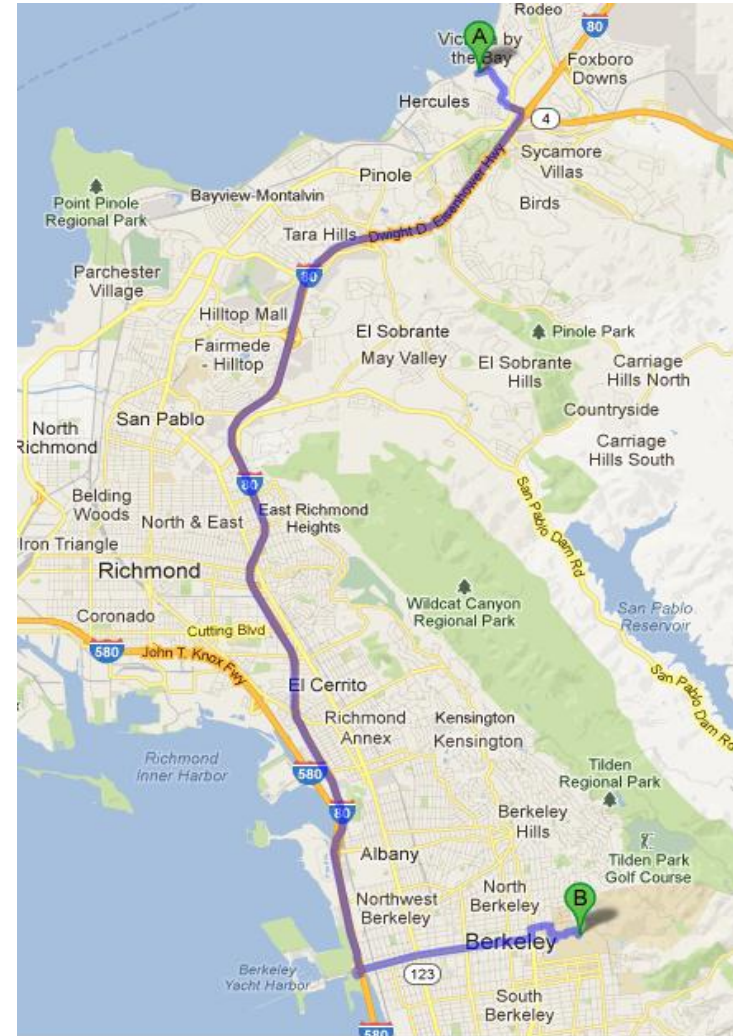
- Make it a priority to fit testing to your needs
- Expertise gained from 30 years of regulatory testing
- Only a half hour's drive (16 mi) from UC Berkeley
- Come visit us!!

Shalini Chandrasekaran

shalini@pacificbiolabs.com

510-964-9000

551 Linus Pauling Drive, Hercules, CA 94547





2013-2013 Season Workshop 5

The Art of Selling



The PhD culture mistrusts SALES

- Facts versus perceptions
- “My work should speak for itself”
- “Politics”

Science operates in a realm entirely devoid of SALES

NOT!

“What are you Selling?”

Selling Skill is Critical to Success in Academia...

- Selling your research
- Selling yourself
- Selling your colleagues and collaborators
- Selling your students (literally!)
- Selling the public

Much of the failure in “hot button” science issues stems from poor selling by scientists

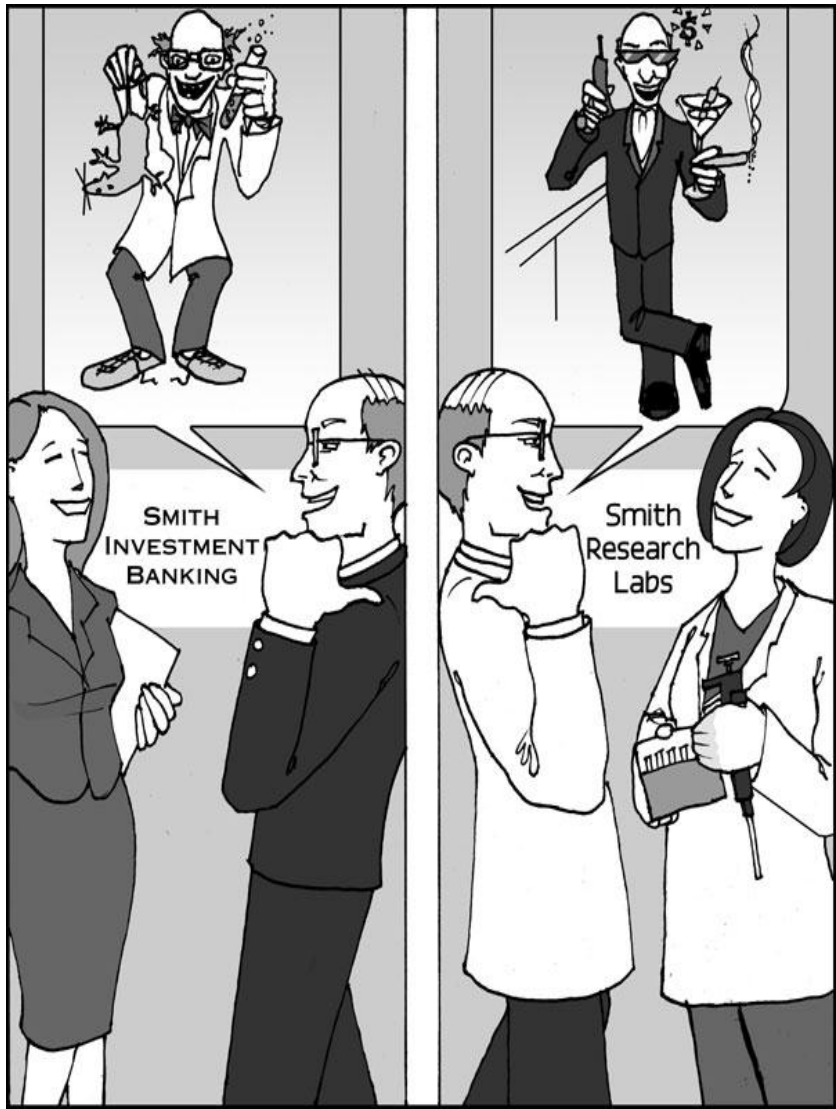
Science SELLS

- People trust scientists
 - Scientists tell the truth
 - Scientists are smart
- Facts ***ARE*** valuable
 - “Nature bats last...”

Selling is actually about...

- Listening
- Helping people
- Problem solving
- Idea presentation
- Inspiration

PhDs are GOOD at that!



You will be more successful and more effective in **WHATEVER** you do, if you understand and effectively master the skills and science of **SELLING**

BPEP Welcomes: Kristine Susac



- Director of Marketing and Open Programs at the UC Berkeley Center for Executive Education
- Founder - Strategic Training International
- Clients include:
 - Coca-Cola
 - DHL
 - Motorola
 - Citibank

