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

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

Drew Isaacs
Doug Crawford
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

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
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510-964-9000
551 Linus Pauling Drive, Hercules, CA 94547
2013-2013 Season Workshop 5
The Art of Selling
Science operates in a realm entirely devoid of sales.
The PhD culture mistrusts sales

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

Science operates in a realm entirely devoid of sales
“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