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
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.
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, ....
First prize: $100,000
Statement of intent due: November 16, 2012
For more info:  www.flow.caltech.edu  tom_spooner@mba.berkeley.edu
Cal Venture Fund

• UC Berkeley’s first student-run venture fund
  – Help us build our pipeline!
  – Join our teams to compete in VCIC

• Contact Mediha Abdulhay
  – mediha_abdulhay@mba.berkeley.edu
Claremont Creek Ventures

- Welcome Ted Driscoll
- Early-stage venture group
- Don’t come to Ted unless you’ve got some protection
BPEP #1: An Introduction to Entrepreneurship

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

David Hanzel

XSEED X/Seed Capital Management
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
Commercializing UC Berkeley Technology via the University’s Innovation Ecosystem

Mike Cohen
Director, Innovation Ecosystem Development
UC Berkeley Office of Technology Licensing
mike.c@berkeley.edu
510-643-7201

Wednesday October 24th at 5pm in 375 LeConte
Goals: *Big Picture Perspective (not factoids)*

1. Guide your transition from grad student to entrepreneur
2. Help you leverage Berkeley’s innovation ecosystem
3. Familiarize you with licensing, patenting & disclosing IP
Agenda: *Big Picture Perspective (not factoids)*

1. Brief Background: *HP, HBS, Sun, Mips, Silicon Graphics, Netpulse, PD, Cal*

2. How University People Start Companies
   - Commercialization pathways: *the 4Ms, spin-outs vs blast-outs*
   - Leveraging the ecosystem: *uber-founders, co-founders, early employees*

3. IP Licensing
   - Catalyzing the commercialization of innovations
   - Managing the risks associated with commercialization

4. Patentable Inventions & Copyrightable Software
   - Disclosing to UC Berkeley
   - Patenting

5. Q & A (but ask questions during the presentation!)
Invention Disclosures: Statistics
(not to scale)

Know-how
Disclosures
Patents
Licenses
Products
Revenue

Know-how (continued)
First: a disclaimer

The opinions expressed in this lecture are solely those of Dr. Fiske and not his employer, the University of California, the State of California, the government of the United States, or other sentient creatures in our solar system. Dr. Fiske is not a lawyer, nor does he claim to be a lawyer, nor is he representing himself as an authority in legal matters in any capacity. Some of the statements contained in this presentation may not be suitable for children, people with compromised immune systems, people with opposable thumbs, pandas and those who work with pandas.
When I first encountered IP issues, here’s what I thought:

• You cannot commercialize any technology without a patent
• Any patent that is close to your invention invalidates your IP claims
• Obtaining a patent will completely protect my IP
• We need to patent as soon as possible to prevent being scooped
Some history from my first year..
Some of my experience

• Dealt with all aspects of IP while running RAPT Industries
  – Filed 13 US and many more international patents
  – Critically evaluated competitive IP
  – Took 2 WONDERFUL classes at Haas
    • Intellectual Asset Management
    • Law and the Business Environment
  – Successfully negotiated a license for RAPT IP
  – Hundreds of hours spent with legal counsel
  – Managed NDAs, employment agreements

Highly likely you will do this too…
Patents are a valuable research tool...
Patent analysis can provide great competitive insight.
Levels of IP Strategy

• Defensive – “stake a claim”
• Cost Center – “reduce IP costs”
• Profit Center – “license what you can”
• Integrated – “company-wide focus”
• Visionary – “trans-company – future-oriented”
The basics

Intellectual Property (IP) is any product or result of a mental process that is given legal protection against unauthorized use. Different types of intellectual property are protected in different ways. Properly protected, intellectual property can give a firm a strategic competitive advantage.
Different forms of IP

**Patent** – a government-granted right to exclude others from making, using, or selling an invention

**Copyright** – a legal right to prevent others from copying the original expression embodied in a creative work or any other work of authorship fixed in a tangible medium.

**Trademark** – a set of words and/or symbols that identify the source of goods and services and embody the “goodwill” of the business

**Trade Secret** – information that gives a business an advantage over others who do not have the information

**Know-how** – detailed information on how to make or do something (can be a trade secret)
Einstein in the Boardroom

Moving Beyond Intellectual Capital to I-Stuff

Suzanne S. Harrison, Patrick H. Sullivan Sr.