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 Lauchpad – 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 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)
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

LinkedIn

Join our Facebook Group
Putting Your Science to Work: Entrepreneurship (with a little “e”)

Dr. Peter S. Fiske
September 18, 2012
BPEP #1
Public Perception of Science

Hmm I wonder if...

Start
Science in Reality

Start

Hmmm I wonder if...

Do science

Find out someone already did this

Read science

Instrument breaks

Hmmm not quite going as expected...

Melvin deleted calibration

AMAZING RESULTS

Results turn out to be bullshit

WTF is going on?!

Challenge Accepted

Paul Vallett
Scientist’s View of Entrepreneurship

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

Start

Apologies to Paul Vallett
Scientist’s View of Entrepreneurship

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

Start

Hire MBA

Issue Stock

Do business

File for a patent

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...
• You 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

Steve Blank
What happens in a start-up?

Build
Measure
Learn

Steve Blank
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 having 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.

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