



Understand your market context . . .

- Explore how entrepreneurship and innovation are creating new markets and changing the world in ways that excite you

Events: Berkeley Entrepreneurs Forum, Best Practices Series, etc.

- Use your UC Berkeley student status as a "passport" to meet faculty, entrepreneurs, researchers and other experts in your target areas

Competitions: UC Berkeley Business Plan, IBTEC, GSVIC, VCIC, etc.

- Organize or join a venture team, pick a competition and go for it!
- Use class projects to refine your strategy and pitch

Activities: Entrepreneurs Association, Berkeley Nanotechnology Club, etc.

- Help run and shape the entrepreneurship experience at Haas
- Invite people you want to meet to present at classes and events

Other Opportunities: Awards, Internships, Fellowships, etc.

- Apply for support in your area of interest
- Use your summer to learn about ventures and make contacts



Prepare to launch . . .

- Define a distinctive business model
- Fine tune your strategy

- Bring your specific questions and concerns to these events and ask for advice
- Watch the videos from past competitions

- Discover how others were successful by interviewing past participants
- Take advantage of office hours to meet with VCs and luminaries

- Explore the Haas Alumni Network to find experts in your market

- Recruit technology and distribution partners through your classroom activities
- Do an independent study to examine specific issues connected with your venture



Launch!

- Leverage resources on and off campus to improve your chances for success
- Connect with the Haas extended entrepreneurial network for support

- Use these events to find new team members and other resources

- Compete! Several of our student/alumni ventures got their early funding this way

- Use competitions to refine your strategy
- Stay connected to the Haas entrepreneurship network of alums, students and supporters

- Recruit your classmates to join your team
- Apply for the Launchpad's Berkeley Entrepreneurship Laboratory incubator

STAGE 5: Understand innovation and entrepreneurship in your market context . . .

STAGE 6: Prepare to launch . . .

STAGE 7: Launch!

Entrepreneurship and innovation often manifest themselves differently in different market sectors. That's why we've designed a changing series of **Context Courses** to let you delve more deeply into areas of particular interest to you, and complement your other Launchpad experiences. Examples include: Entrepreneurship in **Biotechnology**, Innovation and Entrepreneurship in **Telecommunications and Media**, Innovation & Entrepreneurship in **Information Technology**, and **Case Studies in Entrepreneurship**.

Attend the Entrepreneurs Association's **Venture Capital** and/or **Entrepreneurs Roundtable** – a chance to meet venture capitalists and successful entrepreneurial veterans to explore potential career options, for Haas students who've started a business or have a strong interest in starting one . . . or **visit** Bay Area start-ups on a **Launchpad Career Trek** co-sponsored by EA and other student groups like the Haas Technology Club or Net Impact.

And if you're interested in changing the world – whether your focus is global warming or global poverty – you can **choose** from a portfolio of practical Launchpad courses and other exciting activities. Examples include: **Social Enterprise & Entrepreneurship**, **Social Investing: Recent Findings in Management and Finance**, **Enterprise in Developing Economies**, **Microfinance Speaker Series** and the undergraduate course: **Entrepreneurship To Address Global Poverty**. In addition, you can **get involved** with the **Global Social Venture Competition** or **volunteer** with the **MBA International Business Development (IBD) Program**.

If you've decided you're serious about starting a venture, you have several resources to help you refine your strategy and improve your chances for a successful launch, from courses like the "Entrepreneurship Workshop for Start-Ups" to competitions like the **UC Berkeley Business Plan Competition**, **Global Social Venture Competition** or the **Venture Capital Investment Competition (VCIC)** [where you can look at ventures from an investor's perspective]. These can provide an invaluable opportunity to pull your plans together, get great feedback from veteran entrepreneurs and investors, and perhaps get a jumpstart on your funding. Many of your predecessors have done just that:



If you're committed enough by this stage, your team may be entitled to **enter** the **Launchpad Virtual Accelerator**, which gives you access to advisory services from the Launchpad network of experienced entrepreneurs, attorneys and accountants, shared use of software packages and research services, and other benefits like use of conference rooms for holding important meetings with customers or investors – all designed to make it easier for you to **focus** on the really important agenda: getting your venture ready for launch.

Congratulations! You're ready to launch.

There's no one or best way to launch a venture. So we have a variety of resources available to support you in whatever way you decide to launch yours. Each year, we have a limited number of openings in our **Berkeley Entrepreneurship Laboratory**, which can offer you basic office logistics for up to a year free! Recent Lab graduates include the following ventures and entrepreneurs:



You can **join** our **Launchpad "Booster" Sessions** to get advice on the critical first months of your start-up. And you'll find our **Launchpad Alumni Network** a readily accessible source of information and help to students and recent grads. We trust you'll do the same for those who follow you.

For now, however, you've got more important things to do: **getting your venture on its way to make its own history!**

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UC Berkeley Venture Launchpad Passport



New Venture Creation and Venture Capital Program

Your guide to making the most out of the entrepreneurship and innovation opportunities at Berkeley

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Welcome to the Lester Center's UC Berkeley Venture Launchpad –

a comprehensive and integrated program of courses, events, activities and other exciting educational opportunities to help you pursue your interests in entrepreneurship and innovation – whether you want to start a business right now or are just curious to explore what joining a start-up venture would be like and how an entrepreneurial career compares to your other options.

Once you enter the Launchpad, you will embark on an array of challenging and rewarding experiences designed to stimulate your thinking, strengthen your "innovation quotient," and give you access to a progressively more tailored set of supportive resources to improve your chances for success in launching a new venture.

This pamphlet illustrates what's available at each stage of our Launchpad.

You can use the Passport above to keep track of your own progress or remind you of other resources you might explore . . .

Lester Center Overview



1 STAGE Find an idea worth pursuing . . .

- Discover the range of new ideas, inventions and innovations that are happening around campus and the Bay Area – or create your own

Events: Berkeley Entrepreneurs Forum, Best Practices Series, etc.

- Listen to new ideas, meet other people and discuss your interests

Competitions: UC Berkeley Business Plan, IBTEC, GSVC, VCIC, etc.

- Learn what other ideas venture teams are working on
- Meet the contestants

Activities: Entrepreneurs Association, Berkeley Nanotechnology Club, etc.

- Join the group that most interests you
- Start a new student organization – that’s how both EA and GSVC began!

Other Opportunities: Awards, Internships, Fellowships, etc.

- EXPLORE! You’re in one of the world’s greatest settings for new ideas and innovation – both on and off campus. Create your own opportunities.

2 STAGE Get oriented to entrepreneurship . . .

- Get a feel for what entrepreneurs do and why they do it
- Develop a business plan for an idea you and your teammates are interested in

- Introduce yourself to guest speakers of interest; take them out for coffee to learn why and how they do what they do

- Volunteer to help run a competition – it will give you an inside look at ventures and how judges evaluate them

- Attend student-initiated conferences, such as Leading Edge and Women in Leadership (guys are welcome)

- Learn about the internship/fellowship options available to you
- Choose a summer job or volunteer experience with a start-up or VC firm

3 STAGE Prepare for the journey . . .

- Learn the key skills for entrepreneurial success that complement the core MBA curriculum

- Review past event videos and materials
- Seek out prior guest speakers in areas of interest to you

- Enter one or more business plan competitions at Haas and/or elsewhere. You never know what might happen

- Get to know your fellow students. Some are already planning their own start-up and are looking for partners!

- Compete for one of the Lester Center fellowships. Check our website for details

4 STAGE Anticipate the challenges ahead . . .

- Understand what it takes to raise money, assemble and motivate your team, determine an effective customer acquisition strategy, encourage ongoing innovation and manage risk

- Learn from others’ mistakes and insights
- Check out other relevant events across campus and the Bay Area

- Sit in on the public sessions of these competitions and learn from how other teams pitch their ventures

- Be a leader! Step up and be an officer in a student organization that interests you

- Collaborate with a faculty member doing research in an area you’re curious about
- Create a course on a topic you want to learn about

STAGE 1: Find ideas worth your time and talents . . .

STAGE 2: Get oriented to the world of entrepreneurship and innovation . . .

STAGE 3: Prepare for the journey . . .

STAGE 4: Anticipate the challenges ahead . . .

All ventures start with an idea – somebody’s dream, invention or insight into what the world needs next. Sometimes you can find a venture idea in a lab, a classroom, a book or article, a website or blog; and sometimes they just pop up when you least expect them. You may come up with ideas on your own, or you might join forces with somebody with a better one.

This stage usually involves strategy, search and serendipity. Fortunately, you’re going to school in one of the world’s greatest environments for ideas. They’re everywhere – just **look around, listen, read** and **visit** sources like these:



The Launchpad can help you get started. **Ideas@Cal** holds frequent brainstorming sessions for MBA and other students across campus to share their venture ideas and find colleagues, and EA’s **Innovation Explorations** visit other centers of research and new thinking on and off campus. Our **Berkeley Entrepreneurs Forum** is another great place for “creative collisions” between ideas and potential entrepreneurs.

The threshold question for many students is simply one of curiosity: what’s it like to be an entrepreneur? What does it take to develop a venture idea into a viable business? How should you choose which ideas are worth pursuing?

Our Launchpad offers several **Orientation Courses** designed to help graduate and undergraduate* students **answer** those questions:

Life as an Entrepreneur:

A speaker series for first-semester MBAs and other students to hear firsthand insights from successful entrepreneurs as well as current student venture teams, inventors, scientists, engineers, lawyers and venture capitalists. With nearly 300 MBA and engineering students attending each session, recent speakers included Shai Agassi, Founder and CEO of Better Place, and Bambi Francisco, Founder and CEO of vator.tv. The course is a collaboration among The Lester Center, the Haas Entrepreneurs Association (EA) and the Center for Entrepreneurship and Technology at the College of Engineering.

Entrepreneurship and Innovation:

A hands-on class on how to create a new venture. Classes address the entrepreneurial process, the key elements of business plans that develop venture ideas appropriate for sophisticated angel investors and venture capitalists. Student teams develop an idea of their choosing for a new venture, research its potential, perform analysis to identify what resources are needed and when, and then write and present a formal business plan. Over the years, this course and its alumni have spawned many successful businesses in a wide variety of markets, including the team that built Google Earth.

* Undergraduate students can **choose** from **Introduction to Entrepreneurship**, **Entrepreneurship**, or **Perspectives on Entrepreneurship**.

Once you’ve decided to explore an entrepreneurial path, choose from an expanding array of **Exploration Courses** like “Opportunity Recognition: Technology and Entrepreneurship in Silicon Valley” through which you can pursue and develop particular interests or skills; and sample other resources like **Entrepreneurs Corner**, where you can talk about your interests and venture ideas 1:1 with experienced mentors and advisors at the Lester Center.

Join the Entrepreneurs Association (EA), the premier entrepreneurship student association on the UC Berkeley campus. Over a third of each MBA class typically joins EA, which organizes and presents an array of programs and opportunities for you and others across the campus interested in entrepreneurship and innovation.

Meet potential partners at one of EA’s **Berkeley Collaboration Mixers** that bring together Haas students and students from the “I” School, School of Electrical Engineering and Computer Science, School of Public Health and other schools interested in collaborating to create business plans and develop real business ventures backed by research, exploring new ideas, and forming friendships and partnerships.

Use your summer to see what it’s like to work in a start-up, venture capital firm, or other setting committed to innovation. The Launchpad offers competitive **Internships** and **Fellowships** to help. After all, if you’re not going to explore what it feels like to create something new at this stage in your career, when *are* you?

Every entrepreneurial team faces common challenges in converting its ideas into a successful business opportunity:

- Assembling an effective team
- Determining how much money it will take to start, and from what kinds of investors
- Developing a product/service prototype or “proof of concept” that validates key assumptions
- Designing the right business model
- Deciding where to focus marketing and sales efforts

Study: Launchpad **Competency Courses** address these issues directly, with case examples from multiple markets and practical frameworks and tools to help you make better decisions in refining and launching your venture idea. Courses include: **Finance:** New Venture Finance; Investing in Entrepreneurial Opportunities; Building an Investment Screen, Methodology, and Process; Venture Capital & Private Equity; **Marketing:** Marketing for High-Tech Entrepreneurs; Customer Development in the High-Tech Enterprise; **Innovation:** Managing the New Product Development Process; Managing Innovation and Change; Innovation, Creativity & The Entrepreneur; Business Model Innovation & Entrepreneurial Strategy; and **Law:** Managing the Legal Environment of Business.

Attend the Launchpad’s **Best Practices Series** to hear the lessons learned by successful entrepreneurs, investors and advisors. Participate in one of our **Business Plan Competitions** as an organizer, volunteer or – better yet – as a contestant!