

BAY AREA ENTREPRENEURSHIP AND INNOVATION
DRAFT Syllabus for Haas Students
October 18th - 22nd
Dave Charron and Sara Beckman

Faculty:

- **Sara Beckman**, Haas School of Business, beckman@berkeley.edu
- **David Charron**, Haas School of Business, david.charron@berkeley.edu

Lead TA: Alejandra Vergara

Class Meetings:

- Monday, October 18 through Friday, October 22, 9 am - 5 pm Pacific Time

Course Description:

This course is a full immersion into the Silicon Valley Innovation Ecosystem bringing together the determination and professionalism of its entrepreneurs and the sophistication of its investors. The content will cover both sides of what makes that ecosystem work, entrepreneurship and investing, and the mutualism that exists here.

The class is based on innovation, entrepreneurship, and investor frameworks. Students will work in teams to complete both an entrepreneurial pitch and an investment memo. The pitches will be used to illustrate the nature of the commitment an entrepreneur makes at the start of a new company. Your investment decision memo will help you understand the strategy behind a range of investor options. These two experiences will cement the overall learning from the content, the visits, and the speakers. You will close with an opportunity to “design your life” based on those experiences.

Expectations:

This is a two-unit course. We have structured the work to be done inside, and outside the class accordingly. We expect that ***each of you will prepare for and attend all*** of the sessions and will participate fully with your teammates in in-class exercises. You are required to ***be present for all your assigned sessions*** both because being present is the only way you will engage with and learn the materials, and because your team members will depend on your contribution to each exercise for their learning as well. Your participation grade will be based on your ***on-time arrival to and participation in all assigned sessions***. Missed sessions may lead to an incomplete or failing grade.

Reading Materials:

Readings will be assigned electronically through our learning management system bCourses. The required readings before class will set up the exercises we will do during

our time together. We strive to have you interacting with one another as much as possible, and will limit lecture time accordingly. There is no textbook but we will make several recommendations for related books.

Grading:

Your course grade will be determined as follows:

- 15% Individual pre-class assignments
- 60% Team deliverables
- 25% Individual contribution and reflection paper

Before you arrive

Assignment: Experience Survey - You will work in a team throughout the week. This assessment will allow us to form teams that consider both your interests and what you can bring to your team's work together.

We will have guest speakers from both the entrepreneurship and investment communities sprinkled throughout the week. They will be identified as we get closer to the week and can confirm schedules with them. Availability of speakers may cause us to make changes to other scheduled elements.

Time	Monday, Oct 18 Ecosystem & Launch	Tuesday, Oct 19 Community	Wednesday, Oct 20 The Activities	Thursday, Oct 21 Consolidation	Friday, Oct 22 Making it Happen
8:00am	Networking Opportunity	Networking Opportunity	Networking Opportunity	Networking Opportunity	Networking Opportunity
9:00 am	Welcome and Overview - Teams Launch Project Framing	Generating and Testing Ideas - Value Proposition Design	Startup Pitch Presentations	Fund Formation and Operations	The Investor's Portfolio
10:30 am	BREAK	BREAK	BREAK	BREAK	BREAK
10:45 am	Problem Understanding - Product Management Canvas	Creating and Capturing Value	Investing in Silicon Valley	Deal Structure	Investment Proposal Presentations
12:15 pm	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1:30 pm	Meet your Entrepreneur - Team Work	Go to Market - Story / Pitching	Opportunity Selection	Valuation	Design Your Life
3:00pm	BREAK	BREAK	BREAK	BREAK	BREAK
3:30 pm	Customer Understanding	Time to prep for next day	Time to prep for next day	Time to prep for next day	Design Your Life
5:00 pm	Networking Opportunity	Networking Opportunity	Networking Opportunity	Networking Opportunity	Networking Opportunity