

FALL 2025

EWMBA/MBA 295T.1 - Bay Area Innovation and Entrepreneurship (2 units)

Course Description

BerkeleyHaas
EVENING & WEEKEND MBA

CLASS TIMES & DATES

October 13-17
9:00AM - 5:00PM

ABOUT THE COURSE: This course is a Global Network of Advanced Management Course. Roughly 80% of the course participants will be from MBA programs from around the world. The opportunity for students is to meet and build their international networks as well as experiencing their points of view on these topics.

This 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, providing the perspective of the mutualism that exists here. We will also move through the innovation and entrepreneurial cycle to provide experiences of what the activities of entrepreneurs are like here in Silicon Valley. We will help you understand how you fit in the mindset of the entrepreneurial ecosystem.

Participants will experience the community through one or two company visits that represent leading-edge technologies and business models as well as through panel discussions with entrepreneurs and investors.

There will be considerable teamwork required and full participation will be critical for this. Participants will work in teams to quickly produce two deliverables that apply class learning. First, they will develop and pitch a new idea. The pitches will be used on the final day to illustrate the nature of the commitment an entrepreneur makes at the start of a new company. Second, they will make an investment selection and create a term sheet that would be presented to the company. That investment decision will also be presented on the final day. These two experiences will cement the overall learning from the content, the visits, and the speakers.

[Sample Schedule](#)

[Sample Syllabus](#)

PREREQUISITES: None

CAREER FIELD: This class aims to deepen understanding of entrepreneurship in Silicon Valley from both the entrepreneur's and investor's perspectives. It is a particularly good fit for anyone wishing to be an entrepreneur or investor, but it is also valuable for anyone who might like to acquire some of the mindsets and skillsets of Silicon Valley entrepreneurs and investors.

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CLASS FORMAT: Activities, case discussions, company visits, lectures, and guest speakers

REQUIRED READINGS: Readings will be assigned electronically through our learning management system known as bcourses. The required readings before class will be extensive. There is no textbook but we will make several recommendations for related books.

BASIS FOR FINAL GRADE:

- 20% Individual Assignments and engagement
- 40% Entrepreneurship project
- 40% VC Investment project

INSTRUCTORS: David Charron & Sean Foote

EMAILS: david.charron@berkeley.edu, foote@berkeley.edu

ABOUT:

DAVID CHARRON has been a member of the professional faculty at UC Berkeley since 2003. He teaches courses in innovation and entrepreneurship including Business Model Innovation and Entrepreneurial Strategy, Growth Hacking for Entrepreneurs, Entrepreneurship, Applied Innovation/Design Thinking, and Venture Capital Investing.

Dave actively works with scientists through the National Science Foundation and the National Institutes of Health's I-Corps programs where he is Lead Faculty and trains others to teach its rigorous curriculum through the Lean Launchpad Educators program and also directly for the government. He also works as an innovation instructor and consultant to the Defense and National Security Technology Accelerator where he works to change the mindsets of large governmental organizations to enable rapid innovation and culture change. He is also Faculty Director for the California Healthcare Foundation's Leadership training program.

Mr. Charron has held several leadership positions at Berkeley's Haas School of Business School, including Executive Director of the Entrepreneurship and Innovation Program (formerly known as the Lester Center) and Executive Director of the Berkeley Innovative Leadership Development Initiative (BILD). He was Executive Director of the Berkeley Entrepreneurship Lab, an incubator/accelerator, that produced three venture-backed startups per year (including Revolution Foods, CommandCad, TubeMogul, Indiegogo, Aurora Biofuels, Silicon Clocks, Alphabet Energy and others).

Mr. Charron is an entrepreneur, having been a founder of Scientific Learning Corporation, the first successful neuroplasticity company. He has also started several other ventures and advises startups, inventors, entrepreneurs, and companies. He is an angel investor in several companies (World of Good, sold to eBay; Yarbarker, sold to Fox Sports; Magoosh; donut.io, Neurotrainer, Cadence Health and others) and is on several Boards of Directors (Impact Carbon, a non-profit improving health, reducing poverty, and improving local environments while slowing climate change; Think-now, focused on disorders of human attention).

He has worked in and studied the field of technology commercialization and entrepreneurship for over 30 years. Mr. Charron's experience in this field has been at corporations such as Xerox PARC, academic institutions including MIT, Stanford, UC Berkeley and UCSF, and the national labs such as LBNL, LLNL, and Sandia.

Dave holds a B.S. degree from Stanford University and an MBA from UC Berkeley.

SEAN FOOTE has been a venture capitalist investing in early stage companies since 1998, currently as co-founder and Managing Director of Transform Capital. Concurrently, he actively assists others in their venture capital activities or runs venture backed companies as an entrepreneur..

His prior firms, Co=Creation=Capital and Labrador Ventures, invested in more than 100 companies, including Hotmail, Pandora, and RocketFuel. He has co-founded several entrepreneurial companies, most recently Fifty Five Financial, and spends his non-profit time in the fields of impact investing and education (and fair trade and health care).

Before venture investing, Mr. Foote was a management consultant with Boston Consulting Group, working in a wide range of industries such as telecom, computers, healthcare, banking, and automotive on topics ranging from strategic alliances to Internet strategies. Mr. Foote also worked as a systems engineer for AT&T Bell Laboratories, developing artificial intelligence systems for testing the most complicated telecommunications networks.

Since 2003, Mr. Foote has been teaching venture capital and private equity at the University of California's Haas School of Business. He has taught a course in impact investing at Stanford University, with a real time simulcast to 75 business school campuses around the country. He has also taught classes on entrepreneurship at the University of Michigan's Business School, University of Virginia's Darden School of Business and University of Pennsylvania's Wharton School of Business. He has written and published cases on venture capital and microfinance.

Mr. Foote received his undergraduate degree in Electrical Engineering from the University of Missouri Rolla (1988), and his MBA from the University of Virginia's Darden Graduate School of Business (1993), where he received the Shermett Award granted to the top 3% of students.