

**BPEP**

# Berkeley Postdoc Entrepreneur Program (BPEP)

**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 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



**Fenna Sillé**  
School of Public Health



**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.

# 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
7. Panel discussion: Lessons from academics who made the leap

# Join BPEP

## – Turn Innovation into Enterprise

- Visit our website:

<http://qb3.org/innovation-toolkit/bpep>

- Email us at:

[bpep.ucb@gmail.com](mailto:bpep.ucb@gmail.com)





Putting Your Science  
to Work: Entrepreneurship  
(with a little “e”)



Dr. Peter S. Fiske  
September 22, 2011



BPEP #1

A medieval manuscript illustration. A man in a yellow robe is shown from the side, holding a large, dark blue cloth or banner that is covered in numerous yellow stars of various sizes. The background features a landscape with rolling hills, a small village with a church, a large green tree, and a bright sun with a human face and rays. The sky is filled with stars and a crescent moon. The overall style is characteristic of a medieval manuscript illumination.

The Rest of  
the World

Academia



# 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 28<sup>th</sup>, 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 have 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

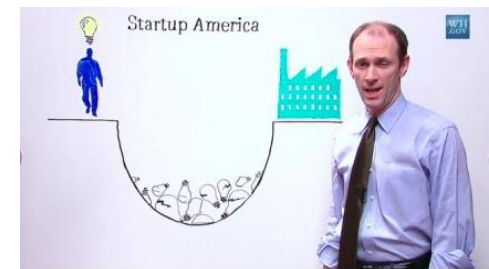
202-482-4883

### 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.



## AMERICAN JOBS ACT



## 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.

# Poem

Man owns four things  
that are no good at sea:  
rudder, anchor, oars,  
and the fear of going down

Anthony Machado  
translated by Robert Bly  
in Times Alone

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# BPEP #1: How to Turn an Idea Into a Start-up



David Hanzel

**“Who Cares?  
Considering the  
Market Needs”**

**“Paths to  
Opportunity”**



KT Moortgat