



ENGINEERING
INNOVATION
PROFESSIONAL PROGRAMS

SILICON VALLEY EMERGING TECH MANAGEMENT WEEK



Berkeley

Sutardja Center for
Entrepreneurship & Technology
COLLEGE OF ENGINEERING

[SCET.BERKELEY.EDU/PRO](https://scet.berkeley.edu/pro)

Welcome to the Silicon Valley Emerging Tech Management Week (ETM)+

The upcoming **Silicon Valley Emerging Tech Management Week** (November 5th - November 11, 2023) brings together iconic industry leaders, renowned faculty, and global professionals over 7 immersive days on the UC Berkeley campus.

Participants will gain insight into cutting-edge technology and into ways to adapt the technology to their everyday business. They will gain an ecosystem of peers and mentors to leverage during the week and beyond.

Join us for an intense week of **the latest research, innovative leadership concepts, and practice** as you incorporate concepts learned via a capstone project. Whether your intent is to develop a corporate edge, build a new venture or identify portfolio opportunities, this intensive program is the place to learn, practice and perfect your understanding of tech-driven business applications in **AI/ML, Robotics, Web 3, Energy, Biotech and more.**

Throughout the program, participants will experience the Berkeley Method of teaching, developed at the **Sutardja Center**. We uniquely blend lectures, interactive exercises, and new perspectives enabling you to build your ecosystem, develop a growth mindset and utilize frameworks for decision-making, all while rolling up your sleeves and applying learnings in a safe setting.

We look forward to working with you to identify what's next in technology-driven business innovation.

Victoria Howell

Victoria C. Howell

Director, Professional Programs

Sutardja Center for Entrepreneurship & Technology (SCET)

Berkeley

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“The program was amazing and beyond what I expected ...It offered a good mix of knowledge in the big global picture, industry developments, capital prospective and pitch/communication skills”

— 2022 Professional Participant

KEY TAKEAWAYS

Flywheel for Innovation



Certificate in Innovation Leadership

Certificates are awarded by UC Berkeley College of Engineering on completion of program .

Cutting Edge Tech Insights

Learn about commercializing emerging tech from award-winning faculty and industry pioneers in AI/ML; Robotics; Energy/ Sustainability, Web 3.0 and Biotech.

Enriched Ecosystem

Engage with dynamic professionals, research leads, world class innovation mentors and C-Suite executives in Silicon Valley.

Opportunity for Risk-free Experimentation

Put best-in-class advice into action with real-time capstone project.

New Skills - Enhanced Mindset & Leadership

Practice ideation, innovation, business and team building with personalized feedback from deeply experienced coaches.

Online repository

For program information, support videos, reading and presentations.

Site Visits to World-Class Tech Organizations

Focused on hardware, software, sustainability and acceleration. In addition, VIP access to adjacent tech conference, DeCode on November 4th - 5th in Berkeley and Mountain View, CA



“It has extended my mindset and also improved my professional network. The most valuable [thing to me] was the close access to all the speakers and individual discussions.”

— 2022 Professional Participant

PROGRAM OVERVIEW

Hosted by UC Berkeley’s internationally renowned **Sutardja Center for Entrepreneurship and Technology** and in partnership with leading global institutions, this one-of-a-kind program guides **rising innovation leaders** to transform their organizations with proven strategies; cutting edge research and insights; and best-in-class industry advice for creating more innovative cultures to capitalize on emerging industry developments.

Jump ahead with the **Berkeley Method**, taking you on a journey both metaphorical and literal to further develop your growth mindset, learn new innovation frameworks, and expand your ecosystem through industry mentors, iconic academic and industry speakers and peers from around the globe.



WHO SHOULD ATTEND

- Managers looking to optimize their innovation mindset
- Professionals and business owners looking to deliver cutting-edge innovation
- Personal investors focused on tech sector opportunities
- Executive business candidates
- Government professionals responsible for promoting innovation among their constituents



THE BERKELEY METHOD

The acclaimed Berkeley Method of instruction takes students on a journey to leverage proven frameworks, build their networks and ecosystem, and shift toward a growth mindset. Introduced in 2005, the Sutardja Center for Entrepreneurship & Technology at UC Berkeley has employed this instructional method to inspire entrepreneurs and innovators to improve the world.





I was meeting the top people and getting insights into the newest trends, developing an idea for a start-up, performing a pitch, and getting feedback.”

— 2022 Participant

PROGRAM SNAPSHOT

APPLY

WHERE	WHEN	PARTICIPANTS	COST	DEADLINE
UC Berkeley campus with travel to Silicon Valley and Napa Valley. VIP access to Tech Industry Event/DeCode	Sun. Nov 5 - Sat Nov 11, 2023 (optional access to adjacent industry DeCode conference Nov 4-5)	Limited to 50 individuals	\$10,800 Includes program materials, offsite travel, daytime meals. Excludes lodging and travel to Bay Area	Individual October 15, 2023 Corporate October 1, 2023

The 7-Day immersive, interactive format will include:

- **Four days of immersive learning** on campus, including interactive presentations by emerging tech researchers and executives. Sessions on framework fundamentals key to corporate innovation/entrepreneurial success and sustainability
- **Project work and coaching** which culminates in the pitch session with Silicon Valley entrepreneur-judges
- **Half-day off-site visits** to two leading Silicon Valley companies (such as Google, Lime, Unity, Y Combinator, Tesla, etc.)
- **Mentoring and opportunity to ideate**, develop and present a practicum project in a “safe” environment.
- Access to **2 day innovation conference** (Nov 4th-5th)
- Pre-program welcome at UC Berkeley Faculty Club and daily **networking and collaboration receptions**
- Closing day trip to **Napa Valley for agri-economy tour and certificate ceremony**



The program modules presented by:

- Silicon Valley icons who offer decades of top-level insight
- Berkeley academic/research superstars
- Business coaches with mindset and framework expertise

“The course was excellent; it was perfect to share our experiences and knowledge from different backgrounds and realities.” — *General Manager, Sodimac Chile*

SV EMERGING TECH MANAGEMENT WEEK (DAY 1 - DAY 3)

[VIEW MORE](#)

Commence on a **Sunday afternoon** with a **welcome/ networking reception at UC Berkeley Faculty Club**. Days 1 - 3 cover **Innovation Leadership** frameworks & insights; **Cutting Edge Research & Practice** on emerging tech topics in **Robotics, AI, Energy & Life Sciences** along with sessions in **Corporate Innovation, Digital Strategy, Financial Modeling, Design** and **Group Projects**. Optional: VIP access to the **DeCode Conference**, to be held the weekend prior to the program, 11/4 & 11/5.



Charles Giancarlo, CEO at Pure Storage, with a professional program student.

Proposed Schedule	Nov 6	Nov 7	Nov 8
Early Morning	Continental Breakfast	Continental Breakfast	Continental Breakfast
Morning	Welcome/Intro to UC Berkeley and Berkeley Method	Emerging Tech Cutting Edge Research - Robotics	Digital Mastery
Late Morning	Framework for Developing & Scaling Innovation in Your Company	Emerging Tech - Robotics Leadership	Investment Strategy
LUNCH	Lunch & Campus Tour	Lunch & Networking	Lunch and Project Time
Early Afternoon	Project Overview and Ideation	Silicon Valley Design Thinking	Offsite to Silicon Valley with two business visits
Mid Afternoon	Project Time with Mentoring	Emerging Tech Cutting Edge Research - AI	
Late Afternoon	Innovation Leadership - Industry Speaker	Emerging Tech - AI Leadership	<ul style="list-style-type: none"> • Offsite to Y Combinator with Life Sciences panel discussion • Casual Networking Event
Early Evening @ Sutardja Center	Casual Networking Event with Speaker	Casual Networking Event with Speaker	



“I will highly recommend the program for anyone who’s willing to:
 1. Gain knowledge of emerging tech, investment and economic trends in Silicon Valley. 2. Find a tech partner for their business strategy. 3. Network with a group of international entrepreneurs, investors, professors and business professionals.” — 2022 Professional Participant

SV EMERGING TECH MANAGEMENT WEEK (DAY 4 - DAY 7)

The program builds with **interactive instructional sessions, off-sites and project work & pitches**. Days 4 - 6 cover sessions in **Sustainability and Energy**, travel to **Silicon Valley innovation centers, project team mentoring & pitches** and **closing certificate ceremony in Napa**.



IE Dean Ikhtlaq Sidhu (r) with professional program alumni.

Proposed Schedule	Nov 9	Nov 10	Nov 11
Early Morning	Continental Breakfast	Continental Breakfast	
Morning	Sustainability - Incorporating in Innovation and Business Practices	Time for Project Finalization and Mentoring	Trip to Napa Winery , Talk with Agro/Sustainability focused Entrepreneur/Owner, Lunch and Closing Certificate Ceremony
Late Morning	Emerging Tech Cutting Edge Research - Sustainability	Insights from SV Leading VCs Panel on Future of Innovation	
LUNCH	Lunch & Time for Project Work	Lunch & Networking	Optional Days - Pre-program travel to adjacent DeCode Conference at UC Berkeley campus Mountain View 11/4 and 11/5/2023
Early Afternoon			
Mid Afternoon	Emerging Tech Cutting Edge Research - Energy	Team Pitches and Judges Feedback	
Late Afternoon	Emerging Tech - Energy Leadership	Innovation Leadership - Industry Speaker	
Early Evening @ Sutardja Center	Casual Networking Event with Speaker	Casual Networking Event with Speaker	



APPLY



“By the end of the week, I had a totally different idea of how to change and disrupt in my industry.”
 —Director, Sponsored by BWConn

Distinguished Industry Pioneers & Faculty

Instructors are experts in their fields and industry icons with practical advice, including:



Marc Tarpenning
 Cofounder, Tesla and Partner, Spero Ventures



Chris Larsen
 CoFounder & Executive Chair, Ripple



Anca Dragan
 Award-winning UC Berkeley Professor and Director, InterACT Lab



Dawn Song
 Director, Center for Responsible Decentralized Intelligence and UC Berkeley Professor



Fyodor Urnov
 Scientific Director, Innovative Genomics Institute (home of CRISPR technology)



Pieter Abbiel
 Founder, Covariant, CoDirector BAIR Lab and UC Berkeley Professor



Hap Klopp
 Founder, North Face



Padma Warrior
 Founder, Fable.io and former CEO, NIO and former CTO, Motorola and Cisco



Surbhi Sarna,
 Founder, NVision, Author and BioTech Partner, Y Combinator



Mike “Schrep” Schroeppfer
 Entrepreneur, investor, philanthropist and former CTO, Meta

Our award winning faculty includes:



Ikhlaz Sidhu
 Dean, IE Tech/Science. Founding Director SCET and Extraordinary Teaching in Extraordinary Times Award. Innovation Engineering.



Anne Fletcher
 Founder, Orta Gardens and instructor, IDEO. Design Thinking.



Shomit Ghose
 General Partner, ONSET Ventures. Digital Strategy.



Ken Singer
 Managing Director, SCET. Founder App Central, and Boardmember EIA. The Innovator’s Journey.



Gigi Wang
 Global entrepreneurship & innovation lead. Director, Berkeley Method Bootcamp. Group project lead.



Shuonan Chen
 General Partner, IOVC. Web 3.0



The Berkeley Advantage

As the world's premier public university, The University of California, Berkeley has been recognized as a wellspring of premier technical innovation for generations. It offers the largest number of highly ranked graduate programs in America, and since 2000 Berkeley scholars have been awarded more Graduate Research Fellows by the National Science Foundation than MIT, Stanford or Harvard, or any other university of note.

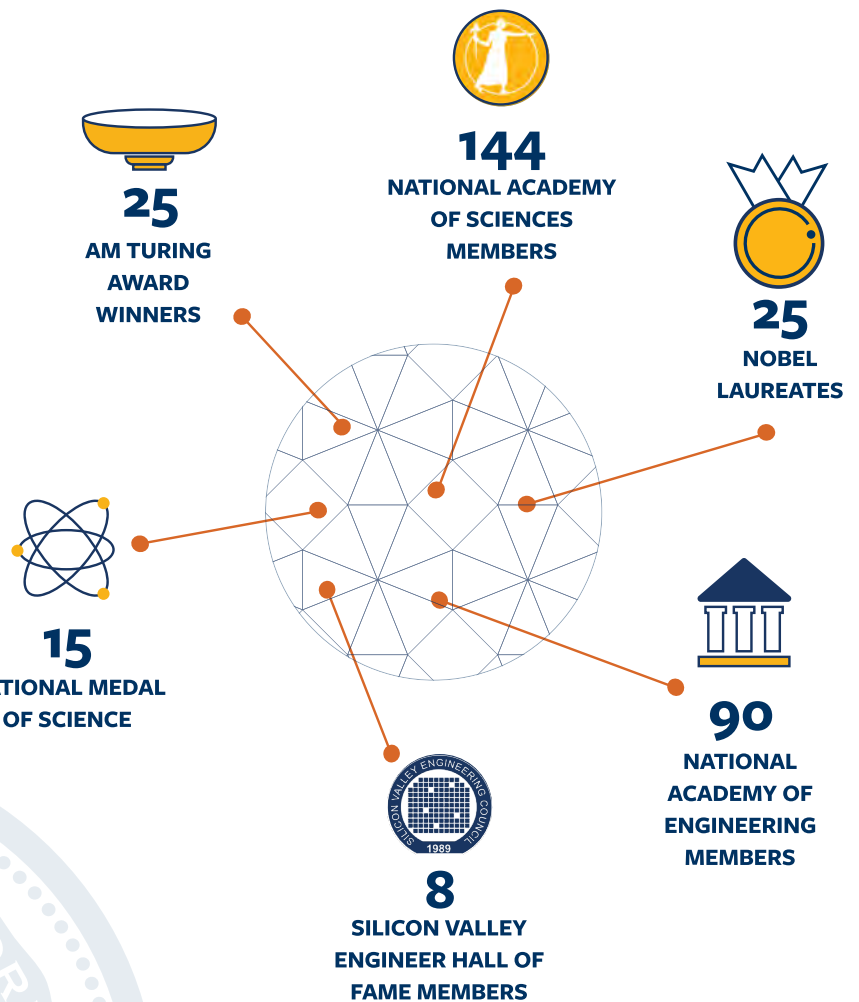
UC BERKELEY ECOSYSTEM

**#1
PUBLIC UNIVERSITY**

**#1
FORBES RANKINGS**
BERKELEY TOPPED
FORBES' ANNUAL LIST
OF AMERICA'S TOP COLLEGES.

**#2
UNIVERSITY IN
THE WORLD FOR
ENTREPRENEURSHIP**
(PITCHBOOK 2020 RANKINGS)

**#2
ENGINEERING SCHOOL**
(US NEWS AND WORLD REPORT)



Berkeley

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The Berkeley Method™ Difference

ACCLAIMED METHODOLOGY

The Sutardja Center is internationally recognized for developing the Berkeley Method of instruction and the highly acclaimed Engineering Leadership Professional Program. Our founding director, Ikhlaq Sidhu, has written extensively on Engineering Innovation.

WORLD-RENOWNED FACULTY

We are the world's premier public university and a wellspring of invention for the betterment of society - from open source analytics tools to CRISPR to nuclear fusion.

DISTINGUISHED INDUSTRY PIONEERS

Instructors are Silicon Valley pioneers and industry icons. Their perspectives and insights enable participants to anticipate corporate needs with new frameworks supported by a broader ecosystem.

SILICON VALLEY & UC BERKELEY ACCESS

UC Berkeley is located adjacent to Silicon Valley's iconic tech corporations. The Berkeley campus is synonymous with research, innovation and free speech. Come experience the "pay-it-forward" advantage.

[APPLY](#)

Since 2012, SCET Professional Programs have supported the professional development needs of Silicon Valley corporate clients, international business and global institutions. We help technology-focused professionals accelerate their careers more swiftly and with greater confidence, by broadening their skillset, expanding their networks, explaining the newest technology as it is being commercialized in real time and inculcating an innovative mindset at work.

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