



Berkeley Postdoc Entrepreneurship Program
University of California, Berkeley

Entrepreneurship for Graduate Students & Postdocs

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CRAFT (Career Research Advancement Focused
Training) Seminar Series

April 07, 2016

Overview

- BPEP: Berkeley Postdoc Entrepreneurship Program
- My own journey: Postdoc- Entrepreneur
- University programs to support entrepreneurship
- Why scientists can be successful entrepreneurs?
- Resources
- Questions

Workshops

- Introduction to entrepreneurship
- Idea evaluation
- Funding: Angels, VCs, corporate; SBIR, STTR
- Intellectual property
- Immigration
- Stories from the trenches
- Pitch competitions
- Women in entrepreneurship

Building the Ecosystem

Creating Support systems

- ❖ Tech transfer offices
- ❖ Industry relations
- ❖ Law firms
- ❖ Local & state governments
- ❖ School of management & law school
- ❖ Get out of the lab!



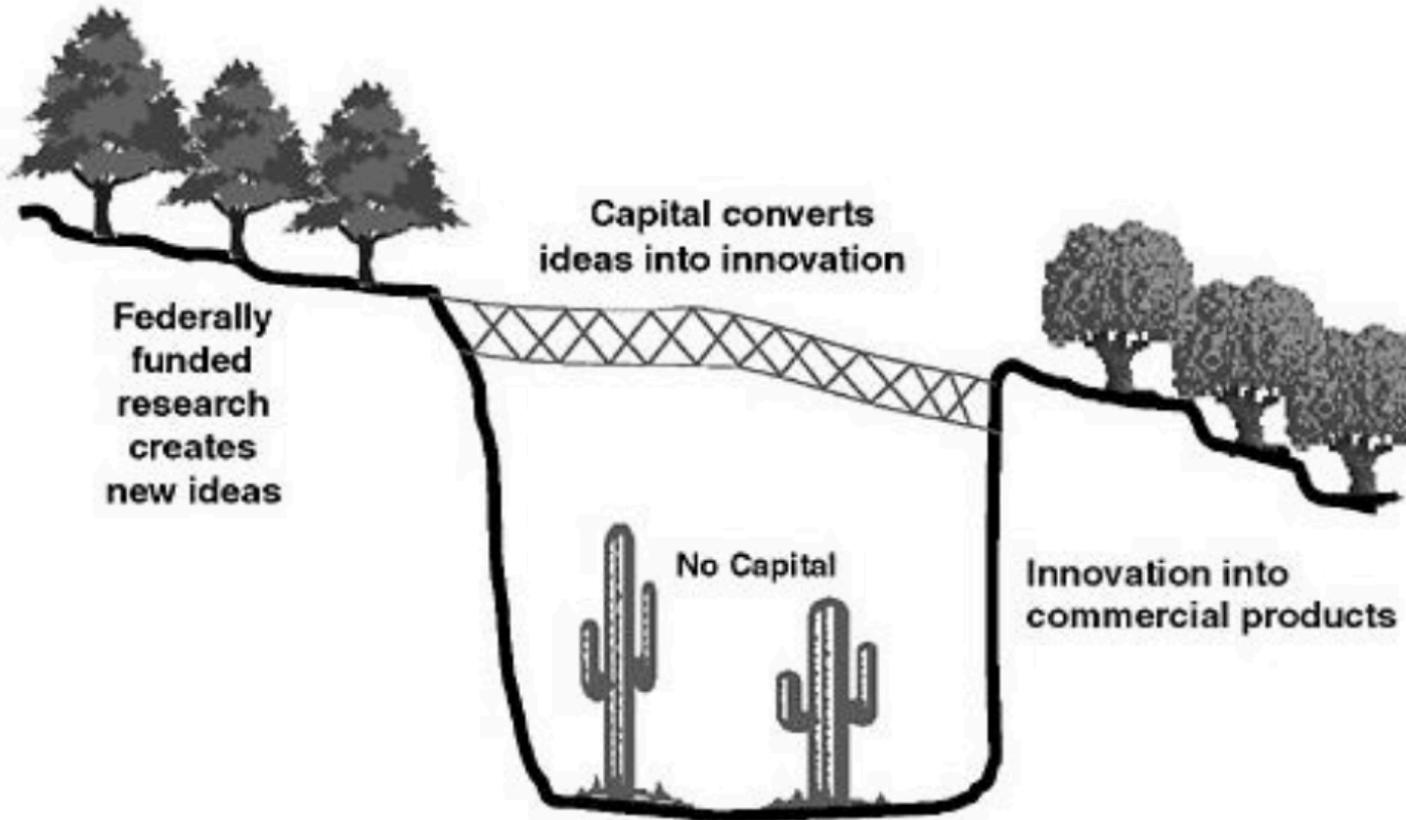
Startup In A Box

- Legal help with incorporation
- Selection of the form of business organization
- Help with setting up the initial capital structure (including discussion of vesting schedule and issuance of shares)
- Registration with appropriate authorities
- Standard legal documents (NDA, consulting, employment, and SAB agreements, etc.)
- Preliminary review of IP position, including a letter of intent for a license from the university (if necessary)
- Commercial bank account
- SBIR application workshop (15 hours total)—a requirement of the program
- Pitch deck/executive summary workshop
- Freedom-to-Operate Analysis in collaboration with the UC Hastings Startup Legal Garage

What we Don't Do During Grad School

- Think much about our career
- Do not have an action plan
- Do not get out of the lab
- Networking- beyond exchanging business cards
- Seek mentors

Technology Translation



Publication

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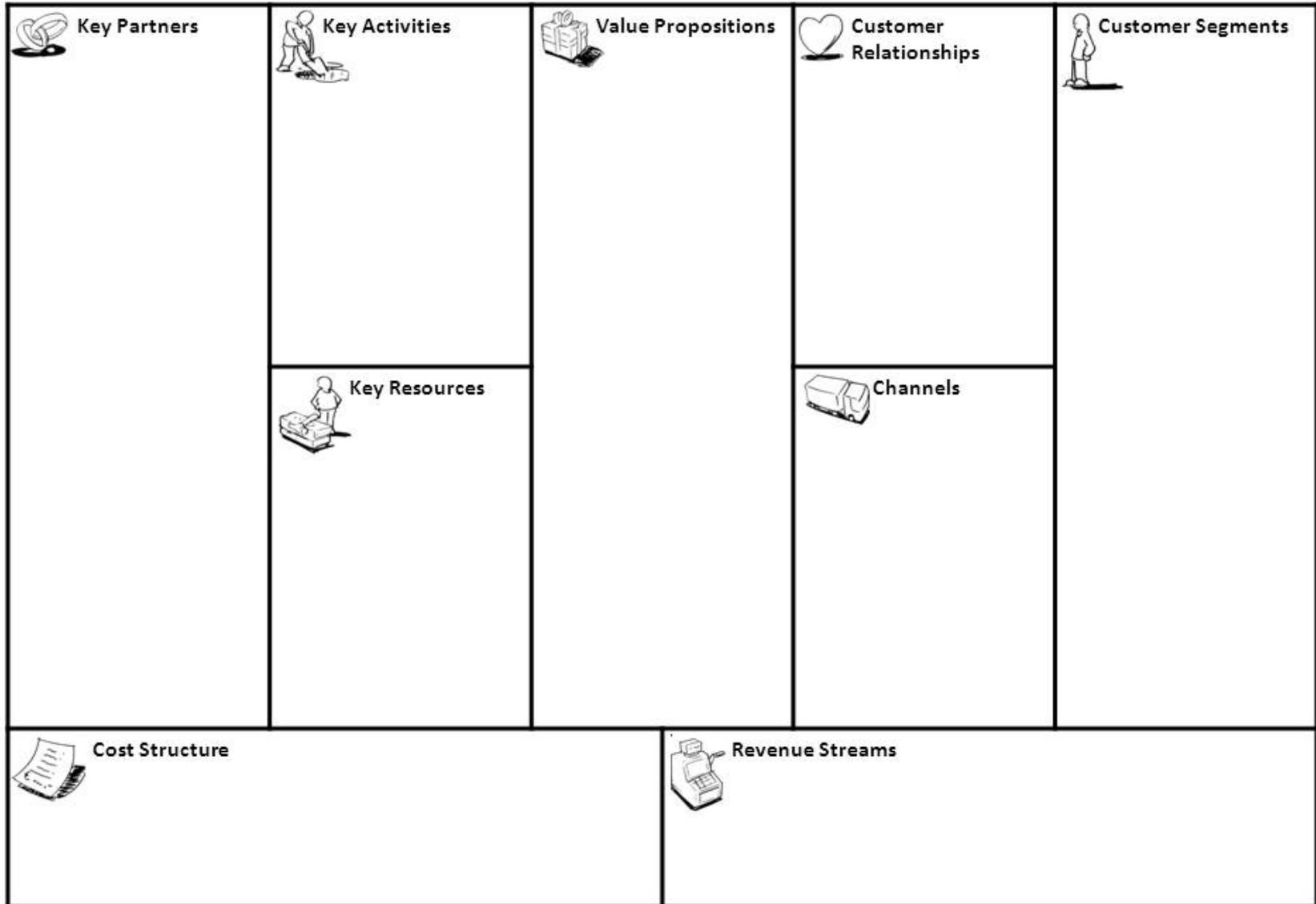
Product



Productize Research



Business Model Generation



Small Business Innovation Research(SBIR) Small Business Technology Transfer (STTR)

United States Congress created the SBIR Program in 1982 & STTR in 1992.

Mission: To promote technological innovation and economic growth through the investment of Federal research funds in small US businesses.

Objectives:

1. Stimulate technological innovation;
2. Meet federal research and development needs;
3. Increase private sector commercialization of innovations developed through federal R&D funding
4. Foster and encourage participation in innovation and entrepreneurship by socially and economically disadvantaged persons and women- owned small businesses.

SBIR/STTR: 3-Phase Program

PHASE I

- Feasibility Study
- \$80-225K and 6-month (SBIR)
- or 12-month (STTR) Award

PHASE II

- Expand on Phase I R&D
- \$750k - \$1.5M and 2-year Award

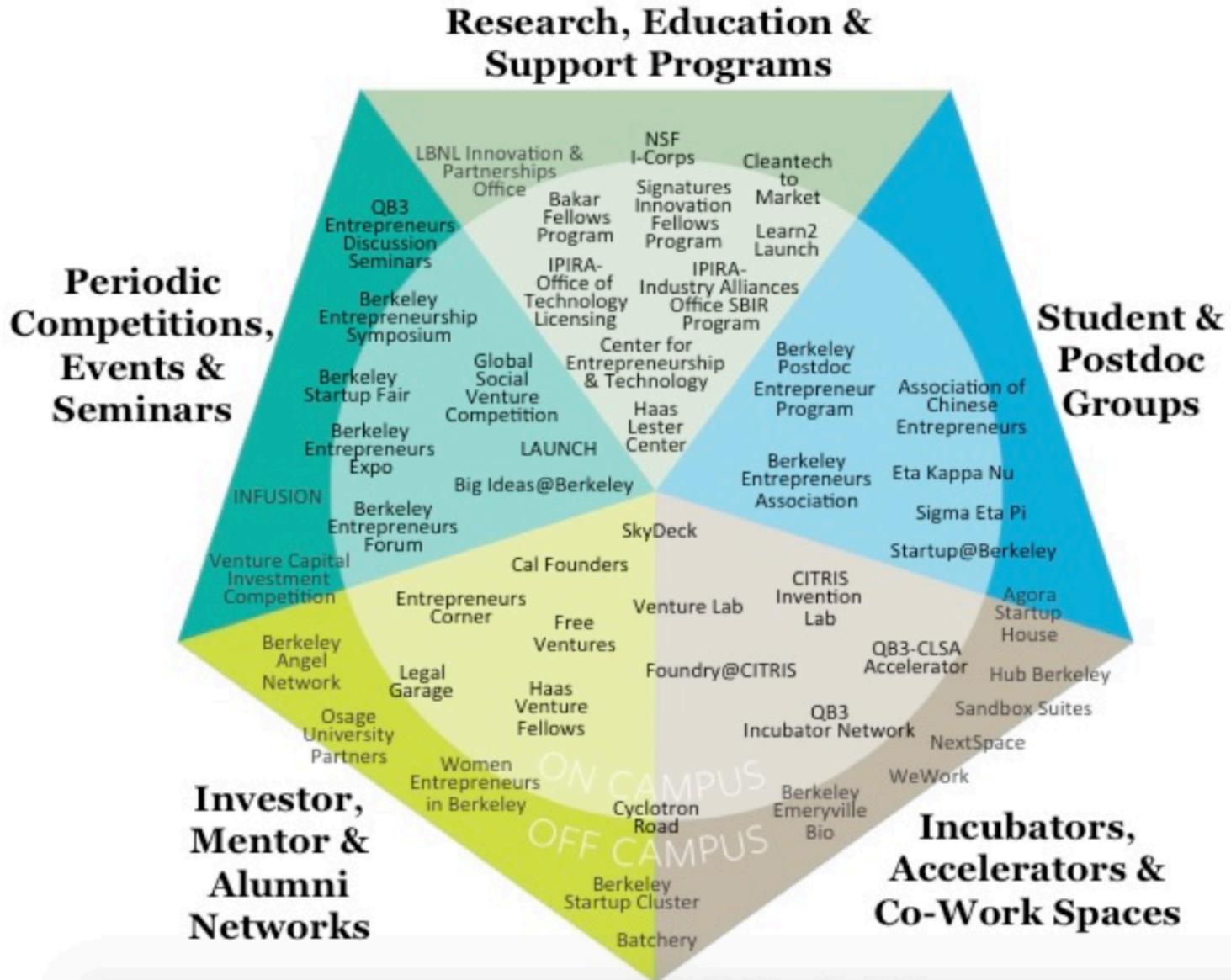
PHASE III

- Commercialization Stage
- Use of non-SBIR/STTR Funds

University Based Startups

- In FY2013 U.S. universities produced a total of 818 startup companies from university research.
- University of California formed approximately 71 startups from university research.
- Nearly all IP licenses to startup companies are exclusive.
- Provide an incentive to invest in high-risk research and development and to reward entrepreneurs for their commitment to the commercialization process.

University Startup Ecosystem



Do I Have To Launch a Startup?

- Reach out to the **Clinical and Translational Sciences Institute**.
- Have an idea?- Reach out to Professors, Tech transfer office (IP), Management school, Colleagues.
- Seek jobs at startups.

Resources

- Tech Crunch: <http://techcrunch.com> - Technology news and news on startups
- Rock Health: <https://rockhealth.com>
- HBS Working knowledge: <http://hbswk.hbs.edu/?t=entrepreneurship>
- Y Combinator Youtube Channel: https://www.youtube.com/channel/UCcefcZRL2oaA_uBNeo5UOWg
- Social media: Follow on Twitter
- Signup for news letters

Questions?

Incubators and Accelerators @ UC Berkeley

The Lester Center for Entrepreneurship offers mentoring opportunities for experienced entrepreneurs, investors, and other members of the innovation ecosystem.

QB3 Garage is a part of the California Institute for Quantitative Biosciences, and connects entrepreneurs and researchers to a broader incubator and venture capital network.

Startup@Berkeley connects innovators to the broader campus ecosystem as well as to mentors, speakers, and entrepreneurial thought leaders in the East Bay, San Francisco and Silicon Valley.

The Foundry @ CITRIS is a 1 year program that offers space, mentorship, facilities, and small seed funding to startups at the intersection of hardware and software.

Venture Advisors at SkyDeck connects industry leaders, successful entrepreneurs, and UC Berkeley professors with our start up community.

Venture Capital Investment Competition gives students the opportunity to act as investors in early stage companies – evaluating business ideas, conducting due diligence, and negotiating investments – all with real entrepreneurs.

Venture Lab @ CET provides entrepreneurship education in action. Offers teams space, mentorship, prize money, entry into the network of Berkeley incubators and accelerators.

6 Ways For You To Partner & Accelerate Innovation – *Today!*

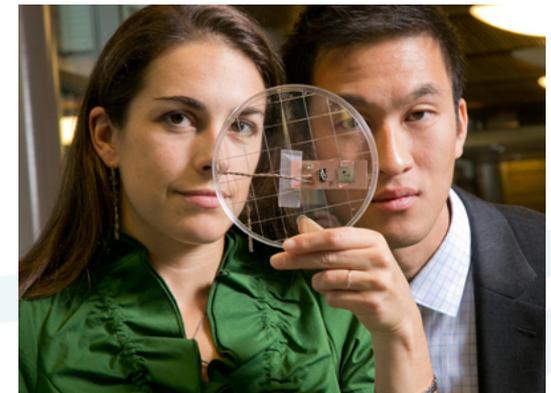
- Leverage your academic programs
- Use unconventional development structures
- Work with unconventional partners
- Leverage local economic development programs
- Re-think traditional contract structures
- Connect with translational programs

Leverage Existing Academic Programs



Johns Hopkins MBA teams review NIH / FDA technologies in “Discovery To Market” Course

UC Berkeley: Cleantech 2 Market: Haas school of business Evaluates markets for energy technologies



Use Unconventional Development Structures



National Institutes of Health joins Medicines Patent Pool for HIV therapeutics (<http://www.medicinespatentpool.org/about/>)

Work With Unconventional Partners Such As NGOs



- MedAfriVac® – meningitis vaccine for African market
- >100M doses sold to date.
- NIH license to PATH
- Manufactured under sublicense to Serum Institute (India)

Acknowledgements

- **University of California, Berkeley**