Launching your Berkeley Startup begins with “Disco-very”

Startup DISCO

NEW FOR UNDERGRADS!

UGBA 195T-2

Sept. 29-31, 2017

Credits: 1-Unit
Location: Haas, Chou Hall, N540
Times: Sept. 29: 3 pm-8 pm
       Sept. 30: 9 am-4 pm
       Sept. 31: 11 am-4 pm

OVERVIEW

One of the popular graduate level courses at Haas, Startup Disco will be offered to undergrads in Fall of 2017. This is a high-octane, fun, single weekend course for undergrad students who are interested in meeting other innovators and getting hands-on experience developing a new startup concept.

The pace and mindset is inspired by other “hackathon” and startup weekend formats. A structured roadmap is used to help guide students through a sprint formation and ideation process. Startup Disco uses activity based lectures, readings and flipped classroom media content to deliver instruction.

Students will begin the course by developing, advocating for and then prioritizing a long list of ideas, which are narrowed into venture teams based on student votes. At the end of the course, each team will present their validated concepts and their next steps plan to a panel of experts.

INSTRUCTOR

Jorge Calderon is a career entrepreneur, management consultant, venture investment professional & educator. Mr. Calderon is the Founder and CEO of Eddily, a learning-as-a-service education tech startup based in the San Francisco Bay Area that is reimagining the bridge between college and careers. He is currently on leave from Impact Strategy Advisors (ISA), a boutique social venture & investment design consulting firm where he was the founding Managing Director. Jorge’s practice focused on helping capital sources & operating companies transform intentional social purpose into economic & positive impact value. Mr. Calderon has broad expertise in a variety of social themes, including education, economic development, diversity/inclusion, job creation, poverty alleviation, access to food, technology for change and the field of impact investing. Jorge is the author of the Purpose Centered Design methodology and its related philosophy and frameworks. He is also a lecturer at the Berkeley-Haas School of Business, where he built the Social Lean LaunchPad and Startup Disco curricula, is a Fellow within Berkeley’s Institute for Business and Social Impact, is part of the faculty team for the LAUNCH accelerator, was previously the Faculty Director for the GSV, and is actively working on developing a campus based inclusive innovation program. Through Berkeley-Haas, he received the Richard H. Holton Teaching Fellow (2015-2016) Award and 2016 Berkeley-Haas Best Case Award. Mr. Calderon previously founded Springworks, a program lab that was committed to developing paths for women and minorities in innovation related careers. Earlier he was the founding Director for the West Coast office of a tech focused seed stage venture capital firm and has had roles in top tier management consulting, banking and technology companies. Mr. Calderon is a University of Michigan graduate and received his MBA from the Kellogg School of Management at Northwestern University.