

Launching your Berkeley Startup begins with “Disco-very”

Impact

Startup DISCO

UGBA 192T-5

Jan 24, Feb 7-9, 2020

Credits: **1-Unit**

Location: **Haas, Chou Hall**

Dates: **Fri. Jan 24 5 pm-7 pm**
Fri. Feb 7 4 pm-8 pm
Sat. Feb 8 9 am-4 pm
Sun. Feb 9 12 pm-4 pm

First meeting provides introduction to course and meets to confirm your enrollment. Check with your program for add/drop policy

OVERVIEW

This is a high-octane, fun, single weekend course (plus one intro day) for undergraduate students who are interested in meeting other innovators and getting hands-on experience developing a new impact startup concept. All “social and environmental” impact themes are welcome.

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. Impact Startup Disco uses activity based lectures, readings and flipped classroom media content to deliver instruction.

All student participants will be asked to submit an idea during the week leading up to the class. After a peer voting activity narrows the list down to a manageable number of top ideas, teams are organically formed during the first session. At the end of the course, each team will present their validated concepts and their next steps plan to a panel of impact venture experts.

INSTRUCTOR

Jorge is a career entrepreneur, management consultant, venture investment professional & educator. Mr. Calderon is the Founder and CEO of Eddily, a skill building and campus recruiting software platform for college students that is directly powered by employers. He previously founded and led Impact Strategy Advisors (ISA), a boutique social venture & investment design consulting firm. 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 Startup Discovery Method and Purpose-Centered Design frameworks. He has been a Professional Faculty member at the Berkeley Haas School of Business since 2014 where he has: built the Impact Startup LaunchPad, Startup Disco and portions of the BIVP curricula, developed the Amp Impact Accelerator, is a Fellow within Berkeley’s Institute for Business and Social Impact, was part of the faculty team for the LAUNCH accelerator, was previously the Faculty Director for the GSVC, and is actively involved with campus based inclusive innovation programs. Jorge recently founded Berkeley Impact Venture Partners at Haas to provide capital and coaching to student-led Berkeley social impact venture teams. 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.