

Build the Startup that Makes the Positive Change You Seek



Berkeley Changemakers: Big Ideas

Course #: UGBA 96 - 2

Fall 2021 (8-weeks: Aug. 25 to Oct. 20)

Unit Value: 1-Unit

Time: Wednesdays 3-5 pm

Open to Lower Division Undergraduates



OVERVIEW

We are a new exciting entrepreneurship course being launched as part of the Berkeley Changemaker series in collaboration with the Blum Center's Big Ideas program and the Center for Social Sector Leadership (CSSL) at the Haas School of Business. This high-octane, fun, startup leadership course is well suited for undergraduate students who are interested in meeting other innovators and getting hands-on experience developing a new "impact" startup concept.

A proven roadmap and methodology are used to help guide you through ideation, team formation, business model design and startup pitching. Startup teams are organically formed during the first few weeks. All "social and environmental" impact themes are welcome.

Through activity reinforced lectures, classroom dialogue, guest speakers, readings and media content, students will learn to think strategically and act opportunistically with social and financial perspective. Class structure includes dedicated "lab" time for students to develop their ideas with teammates and exchange ideas with classmates. The final project for this course is a team presentation in the form of a validated concept "pitch" to a panel of impact venture experts and the finalized set of course assignments (including a draft application for the Big Ideas competition).

INSTRUCTOR

Jorge Calderon is a career entrepreneur, management consultant, venture investment professional, and innovation educator. Mr. Calderon previously founded Eddily, a skill building and campus recruiting software platform for college students and Impact Strategy Advisors (ISA), a boutique social venture & investment design consulting firm focused on helping capital sources & operating companies transform intentional social purpose into economic & positive impact value. He 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-Driven 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 Berkeley Impact Venture Partners (BIVP) curricula, founded the Amp Impact Accelerator, been 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. Through Berkeley Haas, he received the Richard H. Holton Teaching Fellow Award, Berkeley Haas Best Case Award and Continuing Lecture Appointment. Mr. Calderon also previously founded Springworks, a program lab committed to developing paths for women and minorities in innovation related careers, was the founding Director for the West Coast office of a tech focused seed stage venture capital firm and had roles in top tier management consulting, banking and technology companies. Jorge is a University of Michigan graduate and received his MBA from the Kellogg School of Management at Northwestern University.