



Berkeley
UNIVERSITY OF CALIFORNIA

Berkeley SKYDECK

SkyDeck as a Service

A Berkeley SkyDeck Acceleration and Entrepreneurship Program

Spring 2021

SkyDeck Team

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About Berkeley SkyDeck

Berkeley SkyDeck (SkyDeck) is a program of the University of California, Berkeley. SkyDeck's mission is to develop and nurture the entrepreneurial ecosystem both locally and globally. To this end, SkyDeck's partnership initiatives including the development of collaborations with corporations, government organizations, and other academic institutions represents a partnership between those entities and the University of California, Berkeley.

SkyDeck is the University of California's global startup accelerator and incubator. We support corporations and startups that are seeking to identify new scientific and technical discoveries and bring them to market. Ranked as one of the top 5 university accelerator programs in the world with a cohort acceptance rate of ~1%, SkyDeck's standards of excellence must be represented and upheld throughout all collaborative engagements.

SkyDeck as a Service Program

The SkyDeck as a Service (SaaS) program is a collaborative initiative between The University of California, Berkeley – SkyDeck, and participating partners interested in making strategic investments into accelerating startups within their current ecosystem, or sourcing and accelerating new startups that address their technology initiatives and develop new opportunities.

Through this program, SkyDeck offers its partners the opportunity to host their own accelerator tailored to their specific needs and goals, all powered by SkyDeck. While the accelerator will be run by SkyDeck, the initiative can be owned by the partner if so desired – ex.: "The USDA Accelerator – powered by Berkeley SkyDeck"

The program offers two options:

1) Accelerate current startups

*Partner may elect to have startups currently in their portfolio/ecosystem accelerated through SkyDeck's acceleration program. Under this model, partner will have selected startups join SkyDeck for a 3 – 6 month acceleration program outlined below under **"Program Structure"**.*

2) Source and accelerate new startups

*Partner may elect to have SkyDeck host an application process to scout startups from around the world that are directly related to the partner's technology initiatives or challenges. Under this model, partners will work with SkyDeck to outline their goals, and SkyDeck will host a worldwide application and collaborate with partners, investors, faculty experts, and industry leaders to interview and select the most relevant startups to join a 3 – 6 month acceleration program outlined below under **"Program Structure"**.*

Startups chosen to participate will be accelerated through an intensive program of workshops, webinars, and networking events hosted by UC Berkeley faculty, industry specialists, venture capitalists, accredited angel investors, and the SkyDeck leadership team. SkyDeck delivers programming for all industries and across different tech verticals and works with partners to facilitate customized programming tailored towards their goals.

The SaaS program is a unique and highly successful pathway for partners to provide their current or newly sourced startups with the best chances to thrive in the global innovation ecosystem, solve for our partner's tech challenges, and develop new capabilities and opportunities.

** SkyDeck does not take any equity from participating startups.*

SaaS Partner Engagement with Berkeley SkyDeck Accelerator

SkyDeck offers a turnkey operation for an accelerator program that includes:

- Startup sourcing by hosting a global application to the accelerator (if desired by partner)
- Startup review and interview process with partner, faculty, and industry experts (if desired by partner)
- Startup onboarding, introduction to resources, protocols, best practices, and expectations
- Programming consisting of workshops, networking events, advisor matching, office hours, and pitch events
- Introductions to UC Berkeley faculty and other divisions as needed – available to startups and corporate partner

SaaS partners are not required to have set levels of involvement with the program, but have the option to be as integral a part of the accelerator as their time permits. Partners may opt to:

- Host accelerator application on their own website or use other marketing channels to promote the program
- Be part of the application review panel when selecting and interviewing prospective applicants
- Host supplementary workshops to SkyDeck's Berkeley Acceleration Method (BAM) curriculum
- Collaborate with SkyDeck to adjust curriculum to meet partner's specific goals/needs
- Host supplementary events; pitch competitions, presentations, round-table meetings, fireside chats, etc.

SaaS Partner Engagement with Startups

SaaS partners are welcome to engage with startups selected to attend the program in any manner that is in line with their innovation engagement thesis. Such engagements must be made clear to startup applicants, and be made part of the application process. SaaS partners are not required to collaborate in any way with the startups chosen to attend the program, however may choose to invest in, develop POCs or run pilots with, award prizes to, or otherwise partner with startups in the program should they choose to.

Berkeley's Accelerating Careers in Entrepreneurship Program

The SaaS program collaborates with Berkeley's Accelerating Careers in Entrepreneurship (ACE) program which offers talented undergraduate students an internship placement at SkyDeck to collaborate with SaaS startups for the duration of the program. Interns are interviewed by SaaS startups and will provide up to 40 hours of work focusing on the business or technical needs of the company from business development, strategy, and marketing to coding, design, prototyping, and data analytics. The ACE program is a valuable opportunity for startups to get the extra help they need to succeed.

As part of SkyDeck's SaaS program, participating startups will receive:

- An "@berkeley.edu" address for all team members making them lifetime partners of the University ecosystem
- Registration to Berkeley Acceleration Method (BAM) workshops
- Access to, and oversight from 350+ advisors of UCB faculty, industry executives, VCs, and a network of investors and corporate partners
- At least one undergraduate intern from Berkeley's Accelerating Careers in Entrepreneurship program
- Access to Advisor office hours
- Access to \$500K+ in in-kind resources including data analytics platforms, cloud computing, SaaS, legal, and financial/accounting services

- Opportunity to reach out to advisors individually to schedule unlimited time to connect
- Access to open work areas on the penthouse floor (if visiting SkyDeck)
- Dedicated desk space at SkyDeck (if visiting SkyDeck)
- Opportunity to meet with additional SkyDeck staff 1:1 as requested
- Guaranteed pitch to SkyDeck Fund Manager – Chon Tang
- Possibility to receive follow-on investments from the Berkeley SkyDeck Fund
- Specialty programming provided as requested
- Customized introductions to UC Berkeley Faculty as requested
- Access to postdocs, undergraduates, and Haas School of Business MBAs to offer internship opportunities
- Customized advisor meet and greet events
- Opportunity to present at SkyDeck’s Showcase Event with 200+ attendees
- Dedicated SkyDeck staff member to facilitate tailored programming
- Guaranteed first-round interview for full cohort in subsequent term (if requested)
- Admittance into SkyDeck’s online networking and resource platform
- Certificate of program completion signed by the Executive Director of SkyDeck

Program Criteria

- Startup teams may have no more than four (4) members attending the program at any given time
- Attendance to workshops and core programming is mandatory, however workshops will be recorded and sent to startups if they are unable to attend due to a scheduling conflict
- This program may either be attended in person at SkyDeck at 2150 Shattuck Ave., Penthouse 1300, Berkeley, CA, or online to facilitate accessibility if startups must maintain a local presence due to academic or professional responsibilities, travel restrictions, or are otherwise unable to attend
- Further details are outlined in SkyDeck’s SaaS Partner Program Agreement (upon request)

Partner Criteria

- SkyDeck’s SaaS program is for partners who make strategic investments to accelerate startups to maximize their potential for growth, expansion, and partnership development
- SkyDeck’s SaaS program is made available to select partners pursuant to the approval of the partner’s application, signed partnership agreement, and adherence to SkyDeck’s standards of engagement
- Startups participating in the SaaS program will require approval by SkyDeck prior to the program’s commencement

SkyDeck SaaS Benefits

Institutional Program Collaboration

Participating SaaS partners may apply for the opportunity to have SkyDeck develop a joint accelerator program with other divisions of UC Berkeley, whereby startups can attend SkyDeck’s accelerator, followed by further educational engagement at participating UCB schools. (Ex: 3 month accelerator at SkyDeck, followed by 3 month educational program at UCB College of Engineering, School of Public Health, etc.)

Faculty Resources

SaaS partners will have the opportunity to connect with UCB faculty and postdocs conducting relevant research for sponsorship and partnership opportunities

Accelerate Startup Growth

The program aligns the resources and capabilities of SkyDeck's innovation and startup ecosystem with the specific needs of each startup (e.g. network development, team growth, business modeling, product-market fit, customer development, go-to-market strategy, investor relationship building, fundraising, etc.).

Corporate Innovation Ecosystem

SaaS partners can jumpstart tech innovation at a corporate level by enabling and facilitating the transfer of knowledge, practical innovation skills and expertise, operational methodologies, developing the entrepreneurship and startup culture, and connecting to opportunities

Investor Network

Startups will develop an investor, corporate partner, and advisor network to further support their innovation initiatives

Leverage UC Berkeley for Deep Technical and Scientific Expertise, and Access to Talent

SaaS partners will be provided with access and entry into a university ecosystem renowned for innovation, and opportunities to connect with UC Berkeley faculty, researchers, innovation and technology divisions across UC Berkeley, and an academic ecosystem of 45,000 talented undergraduates, graduates, PhDs, and postdocs for talent recruitment.

Program Structure

Program term: 3 - 6 months

Program dates for Spring '21: May 3 (or optional)

Number of workshops: ~ 55 workshops (60 hrs.)

Number of networking events, fireside chats, etc.: ~ 30 hrs.

Number of office hours available: 200+

- All startups will be invited to attend SkyDeck's SaaS Showcase event to pitch their startup - either in-person or virtually as requested - to our network of investors and partners
- All extra costs of travel and/or room and board for traveling startups will be incurred by the sponsoring entity

Program Outline (for illustrative purposes only, curriculum is updated and modified dependent on cohort needs)

- Advanced Fundraising
- B2B Marketing: Lessons From the Trenches
- B2E Business Development - Partnership and Sales Strategies
- Becoming A Leader: Five Key Hacks Every Founder Needs When Your Team Grows
- Best Practices for Recruiting & Managing Intern
- Best Practice on Managing Customer Success
- BioTech & Medical Device Funding Workshop
- Biotechnology And Life Science Deal Making
- Building Company Culture
- Building an Engineering Team: First Steps
- Building and Scaling a Subscription Business
- Building High Performing Teams
- Business Model Workshop
- Corporate VC: A Different Type of Investor

- Creating a Culture of Innovation for your Startup
- Creating a Financial Budget for your Startup
- Design & Prototyping
- Design & Branding
- Demo Day Deck Design
- FAST Seed Fundraising 2020
- Female Founders: Harnessing Your Inner Confidence
- Female Founders Series
- Finding Product Focus
- Foundations of Good Product Management
- Fundraising Landscape Workshop
- Growing Your Startup Through Outsourcing: How to Engage Offshore Software Developers & Designers
- I Got a Term Sheet! Now What? Structures and Terms for Financing
- Immigration Workshop (optional)
- Introduction to Amazon Web Services: Building Your Cloud Solutions
- Investor Relationship Building Workshop
- Lean Canvas Training
- Legal 101 Workshop
- Managing Culture as a Startup Founder
- Managing Market Expansion
- Measuring Success in a World With Limited Data
- Perspectives on Cross Border Collaboration for Biotech Companies
- PR Workshop
- Pricing Strategy Lessons That Can Impact Your Startup's Success
- Product Story Workshop
- Prospecting 101: How to Get Your First Sales Meetings?
- The Emotional Rollercoaster of Entrepreneurship
- The Growth Strategy Blueprint Used Across Silicon Valley
- Understanding Ethical Innovation
- Understanding & Negotiating the JPM Conference
- User Testing: Why It's Important And How to Do It ?
- Self-Care at Home, Work & Beyond
- Venture Math
- "Working Backwards" Like Amazon
- Your Extremely Successful Grant Application Strategy

Contact: *For more information on the Berkeley SkyDeck as a program, please contact:*

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