

# Custom Program

Innovation, Technology & Entrepreneurship  
with Concentration on  
Innovation Strategy for new Technologies  
July 8 - 12, 2024

# Agenda

- 1) Meet your UCB team
- 2) Program overview
- 3) Innovation Project at the core of the program
- 4) Certificate of Completion
- 5) Logistics



CNAM Custom Program - 2nd cohort - Summer 2022

# CNAM - UCB: A collaboration started in 2019

- The Conservatoire National des Arts et Métiers - CNAM Paris and the University of California, UC Berkeley Extension: **a fruitful collaboration since 2019!**
  - ❑ **Berkeley - Cnam Horizons Series** launched in 2020 while all remote:
    - ❑ Panel discussions with thought leaders on the "new normal" for managers
    - ❑ Recordings available at the following url: <https://bit.ly/3aeXBNE>
  - ❑ **Custom Program** on Innovation, Technology and Entrepreneurship with Concentration on Innovation Strategy for new Technologies (1st cohort in 2021)
    - ❑ **2024: 3rd cohort!**

# Meet our UC Berkeley Team



**Nadège Thorez**  
Director  
Academic Design, Innovation  
Custom Programs



**Andre Marquis**  
Lead Instructor  
UC Berkeley



**Bhavya Kondapaneni**  
Program Specialist



**Melody Wells**  
Program Specialist



**Thelma Howland**  
Program Specialist

# Program Overview: your Lead Instructor



**Andre Marquis**  
Lead Instructor  
Lecturer, Senior Fellow,  
UC Berkeley Haas School  
of Business

**Andre Marquis** is the CEO of Hypershift Systems and Founder of the Innovation Acceleration Group at the University of California Berkeley. He was, most recently, Executive Director of the Lester Center for Entrepreneurship.

He and his teams have built a scalable, global business process that delivers fundable startups and breakthrough product and service innovations for corporations by combining validation-driven strategy, scalable innovation management and hands-on training. Companies like Bosch and UC Berkeley have scaled to manage hundreds of internal startups with Hypershift's process.

Mr. Marquis has a long record of successful startups with a particular focus on winning in markets where scalability is critical. Two web companies Mr. Marquis helped start became publicly traded (including a >\$1b unicorn), third was acquired by Amazon for over \$190 million and a fourth by Pfizer for hundreds of millions. The Chorus Group at Eli Lilly which he co-founded is a significant corporate lean business model innovation that sped up pharmaceutical development 3x and lowered the cost by 6x.

# Program Overview: Focus & Pedagogy

- You will learn how new technologies are used to develop business opportunities and how to market disruptive new solutions through:
  - ❑ **Lectures** that will introduce you to the latest innovations of UC Berkeley and Silicon Valley
  - ❑ **Company visits** to understand how the course content manifests in reality
  - ❑ **Reflection and project times** to apply the concepts & theories to an overarching Innovation project
  - ❑ **Networking/Panel events:** to meet Silicon Valley ecosystem and for sharing of experiences

# Program Overview: What We Will Address

## Main Lectures with your Lead Instructor:

- ✓ Defining Innovation Strategy
- ✓ Using SIMPLE Tools For Business Model Validation
- ✓ Go or No Go? How To Measure Results
- ✓ Generating Continuous Foresight and Driving Digital Transformation

## Other Special Sessions:

- ✓ Introduction to the Business Ecosystem of the Bay - with a representative from a French organization in San Francisco
- ✓ Silicon Valley Mindset: Perspectives from CNAM alumni currently working in the San Francisco Bay Area - *Alumni Panel event*
- ✓ Public Panel event at our UC Berkeley Extension - San Francisco Center
- ✓ Company Visits: visits planned in Silicon Valley & in San Francisco

# Experts from Previous Cohorts

## Speakers from



BNP PARIBAS

## Companies visited



## CNAM Alumni in the Bay



**Florent Blachot**, VP of Data Science & Engineering - Fandom



**Jean-Philippe Kouakou-Zebouah**, CFO and COO - Vida Ventures



**Alexandre Lauhé**, Systems Engineer - Major Accounts - Palo Alto Networks



**Georges Vieux**, Senior Software Architect - IBM



**Aymar Guespereau**, Senior Engineering Consultant, LNG Marine Facilities - Total Energies



# A Project at the core of your Program

## What we will be asking you:

- ✓ **Deciding on a Project** you want to work on during the program  
-> examples: new startup, new product in your company, solution to a problem currently faced in your company, ...
- ✓ **Form teams** of 4-5 working on the same project
- ✓ Working with your team on your project **ahead of Program start (pre-work)**
- ✓ **Break down the project of your choice** into a set of testable business model hypotheses
- ✓ **Elaborate on how to test your Project** using the SIMPLE Framework across Strategy, Customer Need, Product, Sales, and ability to contribute to corporate digital and/or business model transformation.

**Pitching your project/ solutions on your last day!**

# Reflection time & Project time during the program

## Reflection time sessions

- Analyze and discuss the applications of the program/ visits/ events to your project with the UC & CNAM team

## Project time each day of the program

- Work on your project in groups with Andre

# UC Berkeley Certificate of Completion

- Student Learner successfully completing the course and curriculum requirements will be awarded a certificate of completion. The award document will read: <Student Learner > has successfully completed the Custom Program on Innovation, Technology and Entrepreneurship
- Digital certificates of completion will be issued and sent directly to Student Learners through email
- Paper Certificates of completion will be issued and mailed directly to Student Learners within four (4) weeks after the end of the Program



Digital version of certificate

# Logistics

- ✓ ESTA - B1/ B2 visa - invitation letters
- ✓ Locations of our Campus
- ✓ Recommended attire in the Bay Area
- ✓ Additional Information



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## US Entry: Visa or Esta

- Most European citizens need only an ESTA
  - It takes only a few days to process
  - List of eligible countries is available at <https://esta.cbp.dhs.gov/>
- Citizens of countries not covered by the ESTA will need a B1/B2 Visitor visa
  - No student visa!
  - <https://travel.state.gov/content/travel/en/us-visas/tourism-visit/visitor.html>
- Invitation Letters will be provided by UC Berkeley to help with Visa applications.



UC Berkeley - Main Campus



UC Berkeley Extension - San Francisco Center  
160 Spear Street San Francisco, CA 94105

# Program Locations



## Recommended attire in the Bay Area

**No formal wear - no suit or tie**

- Smart-casual attire is best
- Well-fitting, polished business wear with elements of casual attire
- Examples: blouses, skirts, polo shirts, button-downs, chinos, dark-wash jeans, jackets, and practical footwear.

**July usually warm during the day and cold in the evening!**

# Additional information

- ✓ **Two webinars to be planned before program start:**
  - To introduce you to the program + Logistics/ to help you pick a project (1st webinar)
  - To give you a feedback on the project chosen per team before you come (2nd webinar)
- ✓ **Material to be shared with students:**
  - Final brochure shared a few days before program start - Paper version on your 1st day
  - During the program: slides of presentations, pictures, LinkedIn info from speakers
- ✓ **WhatsApp Group** for smooth coordination during the program
- ✓ **Is your LinkedIn profile** up to date?
- ✓ **No masks needed anymore** at the UC Berkeley campus and/ or in companies

**Last but not least:** Enjoy the program!



# A Few Pics from 2022!



Plug And Play - Summer 2022



Public Panel Event - Summer 2022  
Revolutionizing Leadership for the Future of Work

# A Few Pics from 2022!



Google Headquarters - Summer 2022



A wild cyclist from CNAM



San Francisco networking event

# A Few Pics from 2022!



UC Berkeley Extension - San Francisco Center - Summer 2022

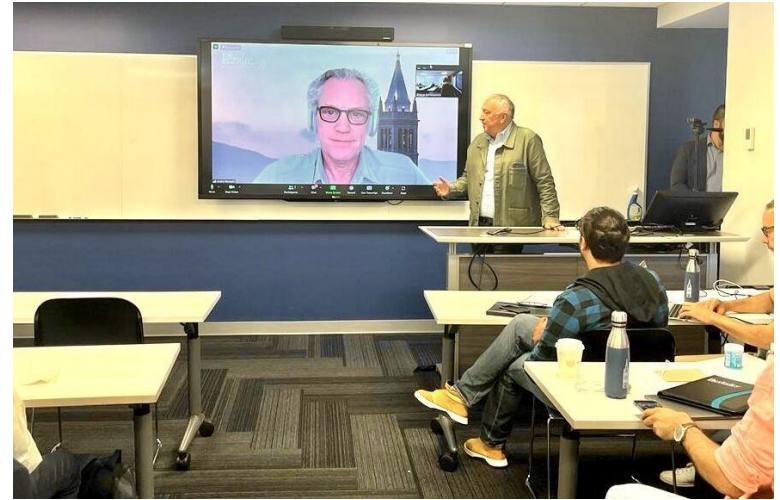


Session with Dr. Michael Wu, Chief AI Strategist at PROS

# A Few Pics from 2022!



Session with Assistant Dean, Henry Tsang - Summer 2022



Our Lead Instructor - Andre Marquis