




Sprint 1: January 2021
Clarify Problem




Sprint 2: January 2021
Design for Impact




Sprint 3: February 2021
Build, Test, Iterate & Optimize



Sprint 4: February 2021
Understanding Data, Measurement & Metrics
March



Sprint 5: April 2021
Transition to stakeholders + Demo and presentations



Sprint 6: August 2021
Showcase & Pitching

Break

DAY	DATE	UC Berkeley Faculty & Experts	Workshops	Mentoring	Special Sessions
01	02 Sat	8am -10am (4:30AM-6:30AM EET/6:30PM-8:30PM PST)	10:30am - 12:30pm (7AM-9AM EET/9PM-11PM PST)	2:30pm - 4:30pm (11AM-1PM EET/1AM -3AM PST)	7pm - 8pm
		Welcome & Introductions Expectations of the Program Why we talk about "business models"	Entrepreneurship for Social Impact (Purpose & Challenges)	Purpose storm 1: Artisans and Tailoring unit, Meraki	
02	03 Sun	Understanding & connecting with "customers" & stakeholders	Systems Thinking fundamentals	Team Building	Office hours: 1:1 student meetings (30 min)
03	09 Sat	Systems Mapping for Social Impact	Problem Selection & Intro to Customer Interviewing	Purpose storm 2: COVID Mitigation	
04	10 Sun	Business Models as Systems	Systems Map-1	Purpose storm 3: Climate change and AI	
05	16 Sat	Causal Models and Metrics	Value Propositions (Pains and Gains)	Purpose storm 4: Career Readiness and Rural Shark Tank	
Research, deliberate with mentors, talk to 10 people and select the problem you want to solve					
Expected Outcome of Sprint 1: Finalize the problem you want to solve					
06	23 Sat	Teams present their selected projects: explain what, why, for whom & initial hypotheses	Customer Interviewing - workshop, lessons learned & best practices	Introduction to AI and Responsible AI	Office hours: 1:1 student meetings
07	24 Sun	Business models - 1: Components of a sustainable business model	Communication and Social media (includes getting customer interviews)	Parallel Mentoring Sessions	Presentation to Board -1
08	30 Sat	Business models - 2: Understanding the business models of your partner NGOs - Teams present their understanding	Creating Competitive Advantage		
09	31 Sun	IT Design	Systems Map -2		
Interview 10 people to validate hypothesis					
Expected Outcome of Sprint 2: Teams have formed hypotheses and testing plan					
10	06 Sat	Impact measurements	Team Presentations: What we did, what we learned, what we plan to do next	Purpose Labs	Office hours: 1:1 student meetings
11	07 Sun	Working with partners	Purpose Labs		
12	13 Sat	Go/No Go Decisions & Pivots	Team Presentations: What we did, what we learned, what we plan to do next	Parallel Mentoring Sessions	
13	14 Sun	Revenue Models & Costs	Final Review of Systems Map	Final Review of Systems Map	
	18 Thu	Only for select students			
Expected Outcome of Sprint 3: Teams are clear on metrics that matter for their projects and justifying pivots					
14	20 Sat	Storytelling	Handling criticism and failures	Parallel Mentoring Sessions	Office hours
15	21 Sun	Storytelling			
16	27 Sat	AI and Optimization	AI Workshop		
17	28 Sun	Scalability design			
18	06 Sat	Data Intelligence			
	11 Thu	Only for select students			
Expected Outcome of Sprint 4: Teams are accumulating real-world data to validate / invalidate project hypotheses					
19	10 Sat	Pitching techniques	Purpose Labs with Manav	Parallel Mentoring Sessions	Office hours
20	11 Sun	Team Issues			
21	17 Sat	Fundraising	Demo Day & Pitch festival with Elizabeth		
22	18 Sun	Sustainability plan	NGO meetings	Parallel Mentoring Sessions	
23	24 Sat	NGO meetings with Ritu and Swati			
Expected Outcome of Sprint 5: Transition map, communication and trainers package for transition ready. Teams can tell their story including data					
May 2021 to August 2021					
24	07 Sat	Pitch festival		Parallel Mentoring Sessions	
25	08 Sun	UC Berkeley presentation & Virtual Summit			
Expected Outcome of Sprint 6: Go/No-Go decisions made & projects handed off to NGO partners					