



Berkeley — SCHOOLAB

Le bridge



# Agenda

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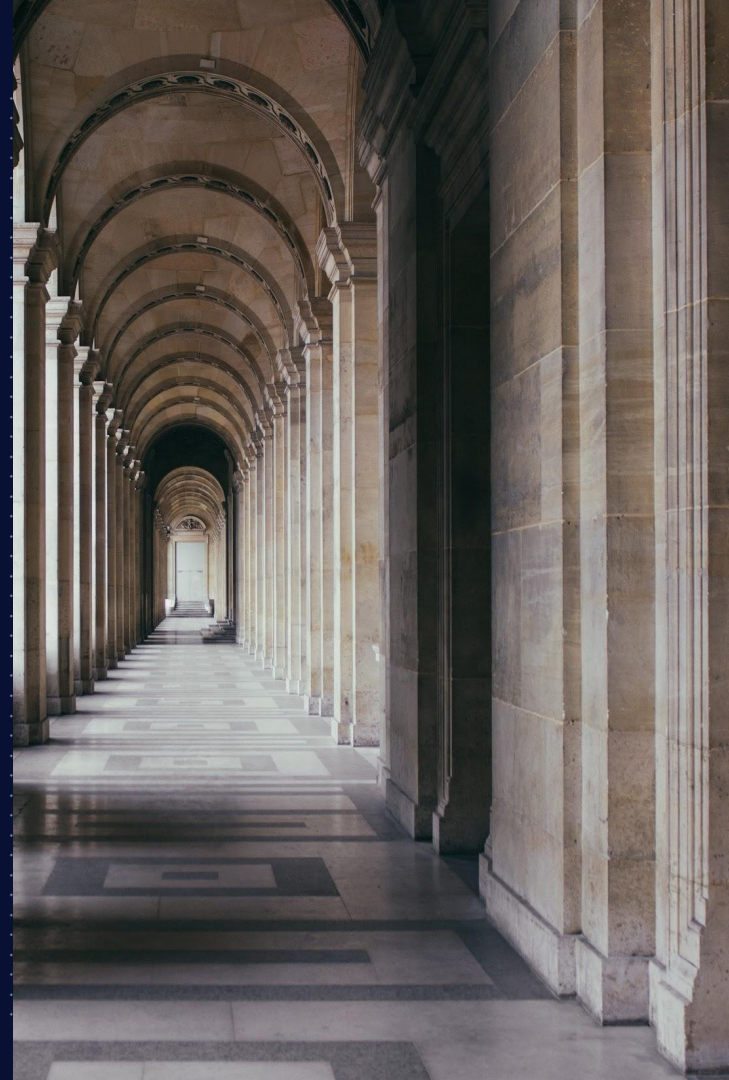
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# 01

—  
WHO WE ARE





### **An International Innovation Studio**

Schoolab Innovation Studio drives organizations, from startups to large companies, to define their projects and build great products and services, faster and better. Schoolab is committed to educate leaders of today and innovators of tomorrow.

For 15 years, Schoolab has been building a unique ecosystem to conceive, make and launch innovation products on the market. Learn more [here](#).



### **A top World University**

UC Berkeley is one of the world's leading universities with elite engineering programs and a strong focus on innovation and business : it is the 3rd American university, which trained the highest number of successful entrepreneurs.

The Sutardja Center for Entrepreneurship and Technology of UC Berkeley equips engineers and scientists with the skills to innovate, productize, and commercialize technology in the global economy. Read more [here](#).



### **L'impulsion Maker**

emlyon business school was founded in 1872 by entrepreneurs. Today, this entrepreneurial DNA along with its level of excellence in academia, emlyon is able to train some of the best entrepreneurs in the world.

emlyon business school is one of the 1% best world class business schools, certified by the three international accreditations : AACSB, EQUIS and AMBA.

# SCHOOLAB

## The Innovation Studio

Schoolab is committed to educate leaders of today and innovators of tomorrow, from students to CEOs, to open their frames of thinking and challenge the status quo.

Schoolab Innovation Studio drives organizations, from startups to large companies, to define their projects and build great products and services, faster and better.

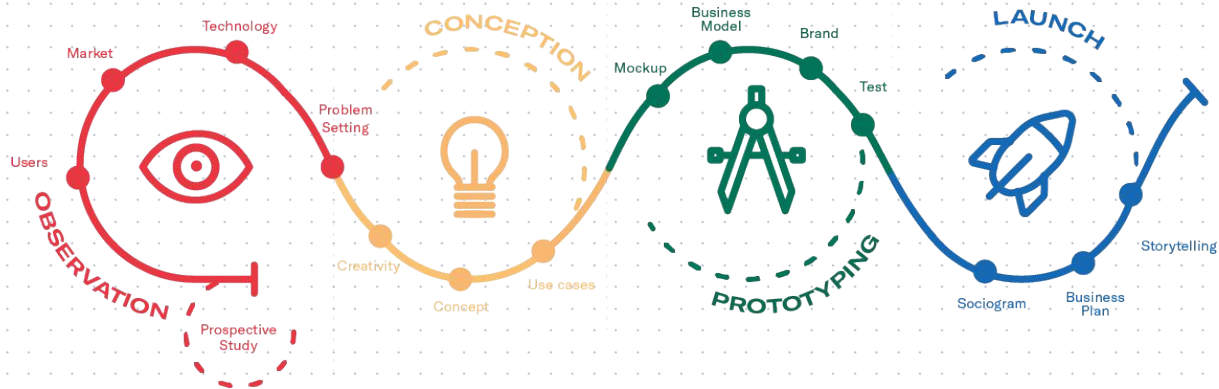
For 15 years, Schoolab has been building a unique ecosystem to conceive, make and launch innovation products on the market. Learn more [here](#).





For 15 years, Schoolab has built a strong and unique ecosystem to help and support organizations in their transition and transformation. Schoolab operates internationally, with spaces in France, the United States and Vietnam.

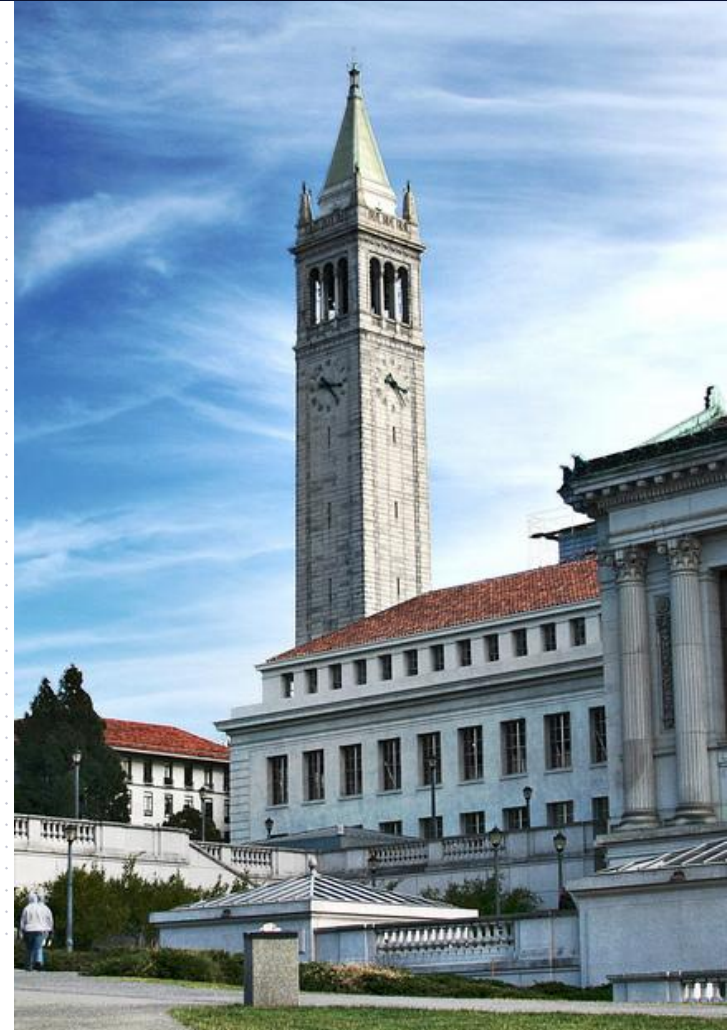
### Schoolab's methodology



# UNIVERSITY OF CALIFORNIA, Berkeley

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## SCET :

*Global innovation hub* at UC Berkeley's  
College of Engineering

The Pantas and Ting Sutardja Center for Entrepreneurship & Technology (SCET) is the premier institution at UC Berkeley for the study and practise of entrepreneurship and technology innovation.

It is famous for developing the Berkeley Method, an internationally recognized approach to teaching technology entrepreneurship to undergraduates, innovation to Ph.D students, and technology firm leadership to professionals and executives.

[Click on this article](#) to read about Global Program students' experience with entrepreneurship at Berkeley (including the experience of le bridge students).





02

DETAILS OF THE  
PROGRAM

# A program co-designed by UC Berkeley and Schoolab to equip students with the right tools and launch a startup

01.09.2020

New year

15.05.2021

15.08.2021

**SCHOOLAB**

*4 months*

Intro and team Building

Observation bootcamp

Product Owner training

UC Berkeley mentoring

**UC BERKELEY**

*4 months*

Mandatory classes (project)

Elective classes

Ecosystem visits

Pitch training

**SCHOOLAB**

*3 months*

*in*

**San Francisco, USA**

*or*

**Paris, France**

*or*

**Ho Chi Minh City, Vietnam**

*Digital or Paris*

## The possibility to launch your startup from three world hubs



# PART 1 : Innovation, team building and finding ideas (september - december)

*Program 100% digital or in Schoolab Paris*

## Discovery

Introduction to entrepreneurship

Values and skills

Team Building

Ideas Exploration

## Observation

Week 1 : Observation tools and methodology

Week 2 : From observation to problematization

Week 3 : Define and pitch your first ideas

Week 4 : Test and validate your first ideas

## Product Owner

Product vision, roadmap

UX, UI

Basics of tech & no code prototyping

Growth

Possibility to work on corporate problematics during workshops



## PART 2 : UC Berkeley, S.C.E.T (January - May)

### UC BERKELEY

Mandatory Class (Challenge Lab) : Project based with a theme

Leadership Bootcamp

Elective classes of entrepreneurship  
(*finance, marketing, product...*)

Possibility to take any additional class within UC Berkeley based on availability

### SCHOOLAB USA

Ecosystem visits (Innovative companies)

Workshops and Pitch training

Possibility to act as a consultant for a corporate partner

## One full semester immersed in the tech capital

While studying at UC Berkeley students get the chance to visit and meet with companies and organisations such as Google, Stirpe, Linkedin, Nasa... Schoolab makes them meet inspirational people and mentors :



**Jonathan Litman**  
Best-seller co-author  
"The ten faces of  
innovation"



**Luc Julia**  
CTO & Innovation Vice  
President at Samsung  
SIRI Co-founder



**Vincent Dureau**  
Senior Technical  
Director  
at Google



## Previous speakers at UC Berkeley



**Mai Lee**  
Head of Business  
Platform Engineering  
**Uber**



**Mike Schroepfer**  
CTO  
**Facebook**



**Marissa Mayer**  
Former CEO  
**Yahoo**



**Marc Tarpenning**  
Co-founder  
**Tesla Motors**

## PART 3 : Scale your business (May - August)

*Entrepreneurs can choose where to settle and focus on their startup. Schoolab has innovation and desk spaces in three world innovation hubs. Students and entrepreneurs should decide where to go depending on their product, market, technology, financing needs, etc.*

### Paris

Paris, **tech hub in Europe**,  
with London and Berlin

- Very diverse startups in terms of sectors and products.
- Multiplication of early-stage startups
- Best talents and research in mathematics

### San Francisco

San Francisco and Silicon Valley, **world tech capital**

- Important flow of startup deals
- Proximity of all actors (startups, big companies, investors, etc.)
- Pool of the best talents in the world

### Ho Chi Minh City

Vietnam, **South East Asia startups hub**

- Highest-performing computer scientists
- Cheap labor costs attracting large multinationals
- Tech-savvy population with a median age of 30



A woman with brown hair, wearing an orange cardigan and a black VR headset, is looking to her right. A man with dark hair, wearing a black jacket over a black t-shirt with white text, is looking down at something in his hands. They are in a crowded room with other people in the background. The image has a white dotted pattern overlay.

# 03

PRE-REQUISITES  
APPLICATION  
PROCESS

## General Information to apply

<b>Eligibility</b>	Post-CPGE 2017, AST 2018
<b>Application timeline</b>	Selection by emlyon : June 9th-21st Selection by schoolab and UC Berkeley : June 21st - July 2020
<b>Program Dates</b>	September 2020 - August 2021
<b># Students to be selected</b>	10
<b>Tuition fee</b>	emlyon tuition fees (no additional cost)
<b>Estimate of the cost of life in California</b>	15 000€
<b>Contact</b>	<a href="mailto:applyforschoolab@em-lyon.com">applyforschoolab@em-lyon.com</a>
<b>Prerequisites</b>	See next slides

REQUIS AU PARCOURS LE BRIDGE EMLYON – Post-CPGE		Post CPGE 2017
Requis pour intégrer le Bridge emlyon (grade master)	Cours	80 ECTS (minimum)
	Année 1	Validée, y compris immersion internationale + PCE : note > 15/20
	Cours fondamentaux masters	25 ECTS
	Cours électifs masters	55 ECTS
	Programme d'Engagement Responsable	-
	PassLAB	-
	Langues	2 cours LV2
	Période internationale	6 mois
	Expérience professionnelle MASTER	9 mois
	early makers' project	-
	Électifs carrière (P/F)	-
	Introduction to SparCk (P/F)	-
Cours suivis lors du partenariat		25 ECTS
Expérience professionnelle	Reconnaissance de l'expérience entrepreneuriale	3 mois
TOEIC ou équivalent		> 850/990
PFE + PPP		15 ECTS
Chef d'œuvre + soutenance 4P		-
TOTAL ECTS requis au master PGE		120 ECTS

Requis au parcours Le Bridge emlyon - AST		AST 2018	AST EcoG 2018
Requis pour intégrer le Bridge emlyon (grade master)	Cours	72.5 ECTS (minimum)	72.5 ECTS (minimum)
	Année 1	60 ECTS dont PCE : note > 15/20	45 ECTS dont PCE : note > 15/20
	Basiques sciences du management	-	-
	Cours fondamentaux masters	12.5 ECTS (OB, Man Strat, Processing with AI)	2.5 ECTS (Processing with AI)
	Cours électifs masters	-	25 ECTS
	Programme d'Engagement Responsable	2.5 ECTS	2.5 ECTS
	PassLAB	2.5 ECTS	2.5 ECTS
	Langues	2 LV1 + 2 LV2	2 LV1 + 2 LV2
	Expérience professionnelle	9 mois	9 mois
	early makers' project	1	1
	Électifs carrière (P/F)	3	3
Introduction to SparCk (P/F)		Pass/Fail	Pass/Fail
Cours suivis lors du partenariat		25 ECTS	25 ECTS
Expérience professionnelle	Reconnaissance de l'expérience entrepreneuriale	3 mois	3 mois
TOEIC ou équivalent		> 800/990	> 800/990
PFE + PPP		-	-
Chef d'œuvre + soutenance 4P		17.5 ECTS	17.5 ECTS
TOTAL ECTS requis au mater PGE		120 ECTS	120 ECTS



## Application process

1

**June 9th - June 21st** : Submit your application to emlyon (in english)

2

Selection by emlyon

3

**Interview** with Schoolab and UC Berkeley

4

**July** : Results

5

**Early September** : Start of the program at Schoolab



## Selection process

emlyon le bridge students should show great motivation to immerse themselves in new environments and be able to explain their interest in entrepreneurship and innovation.

After receiving your application, emlyon will select the best application files, based on your academic excellence and whether le bridge logically fits within your professional trajectory.

Emlyon students will then have to take interviews with Schoolab and UC Berkeley. Interviews are in English and/or French.

Please note that, corporate partners may take part in the interview process.



A wide-angle photograph of the San Francisco skyline. In the foreground, there are dense, multi-story residential buildings with varied architectural styles and colors. The background features several prominent skyscrapers, including the Transamerica Pyramid and the Salesforce Tower. The sky is a clear, pale blue with some light clouds. Overlaid on the image are several small, semi-transparent white dots scattered across the sky and buildings. On the left side, there are five colored circles: orange, red, green, yellow, and blue, arranged vertically. On the right side, the number '04' is displayed in a large, white, sans-serif font.

04

COST  
OF LIVING IN  
THE USA



## Living in the Bay Area, USA

The city of San Francisco is one of the most expensive city in the world. It is important to take the cost of living into account when planning for your journey.

According to immigration (see Visa application process), you should be able to show proof of funding of \$2,100 per month to be able to live in the United States of America.

The majority of this monthly budget goes towards your rent. Living in San Francisco can be very expensive, as such, most students choose to live East Bay, in Berkeley or Oakland, giving them more choices of affordable rents, as well as getting them closer to campus.

In addition to these cost, le bridge students can take out the **UC Berkeley insurance**, which costs **\$800 per semester** or any private insurance.





## VISA

At the start of the program, UC Berkeley will provide assistance to students applying for the F1 VISA. All students will receive information at the beginning of september. The process will take approximately 1 month.

### **Cost incurred by the Visa application process:**

These are not included in the program tuition fees :

- UC extension application fee : \$100
- F1 Visa Fee : \$160
- SEVIS fee : \$350

### **Proof of Funding**

To be eligible to the F1 visa, students need to show proof of funding (PoF) for the entire semester (\$2100 per month).





# 05

ALUMNI



**Le Bridge  
graduation 2017**





@Le Bridge 2017



**The startup to watch in 2019 : [click here](#)**



**Uses machine learning to optimise operations in sea ports**



**Raised 3 Million US\$ in 2018**



**Part of Y Combinator, 2018**



# Doctrine

@Le Bridge 2015



**Legal research engine for lawyers  
using machine learning & big data**



**Raised 2 M€ in 2016  
Raised 10 M€ in 2018**





@Le Bridge 2017



**Snipfeed uses AI to find the news content you want to read**



**Raised 200,000 US\$ in 2018  
Raising in 2019**

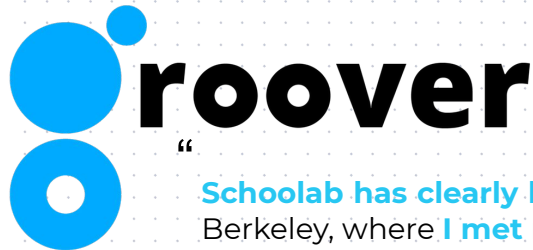


**Incubated at SkyDec**

# TEMPOW

Vincent Nallatamby @Lebridge2014

“ I joined Schoolab in 2014 within **Le Bridge program**. When I arrived at UC Berkeley I discovered the entrepreneurial environment of Silicon Valley and I was **lucky to find my associates!** When I returned to France, I joined the Starter program and had the opportunity to enjoy the **rich Schoolab ecosystem**. I was able to make **crucial meetings** for the development of Tempow and to enjoy the **intervention of many experts**. Today we are a team of 9 people and **have made our first fundraiser**. ”



Raphaël Cohen @Lebridge2017

“ **Schoolab has clearly been the trigger of my entrepreneurial life.** I joined Le Bridge program at UC Berkeley, where **I met my current associates**, this program has allowed us to adopt a more American culture of entrepreneurship that encourages us to execute quickly and without set limit. At the end of the program, we returned to France because we wanted to focus on the European market, **Schoolab was there to welcome us, to ensure the transition and to accompany us on our issues**. We were then accepted in the Techstars Paris program that we have just finished and we are **starting the process of fundraising\***. ”



06

CONTACT

MORE INFORMATION BY EMAIL TO:

[LEBRIDGE@THESCHOOLAB.COM](mailto:LEBRIDGE@THESCHOOLAB.COM)

*or*

[applyforschoolab@em-lyon.com](mailto:applyforschoolab@em-lyon.com)