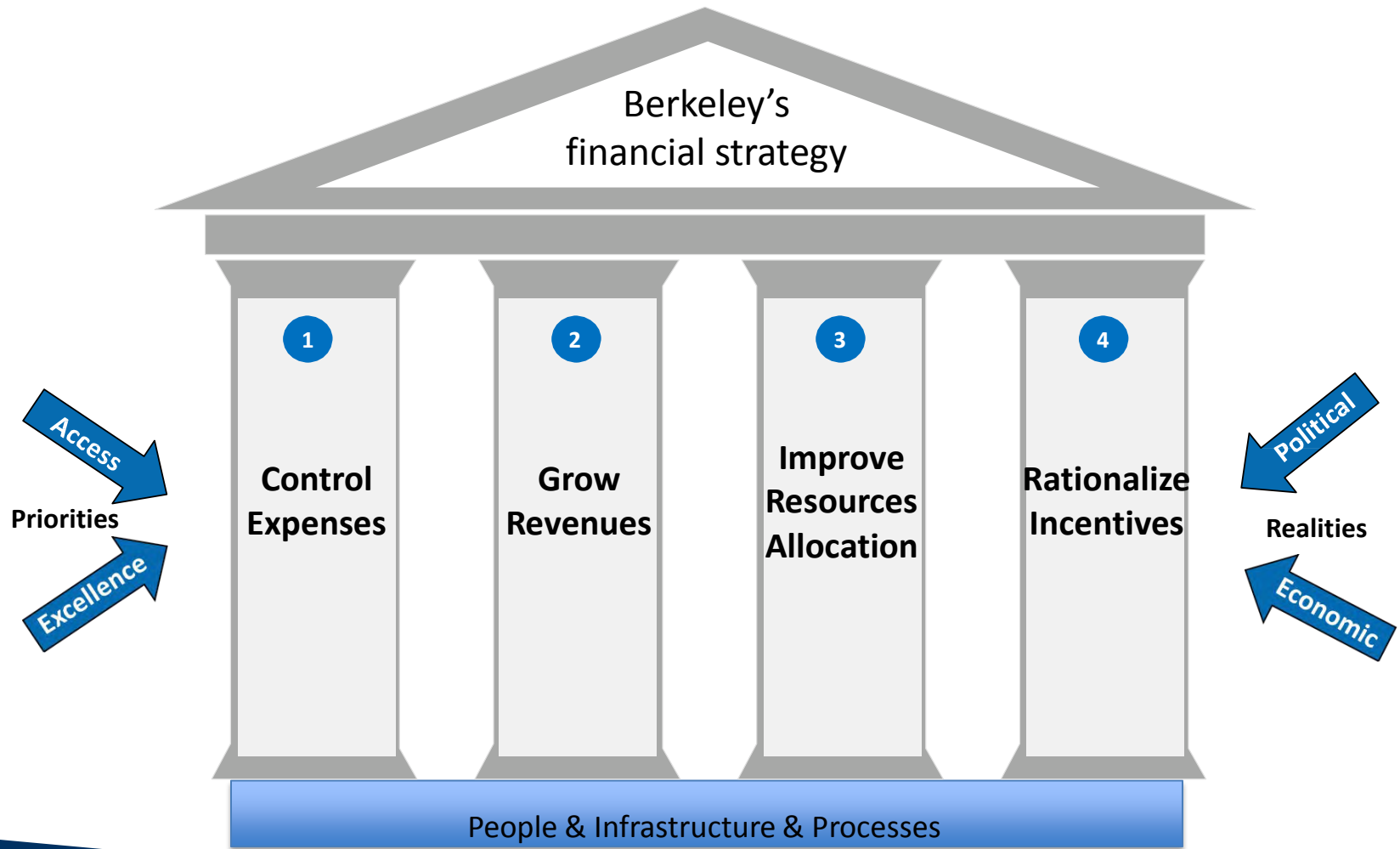


Revenue Generation Thinking **BIG!**

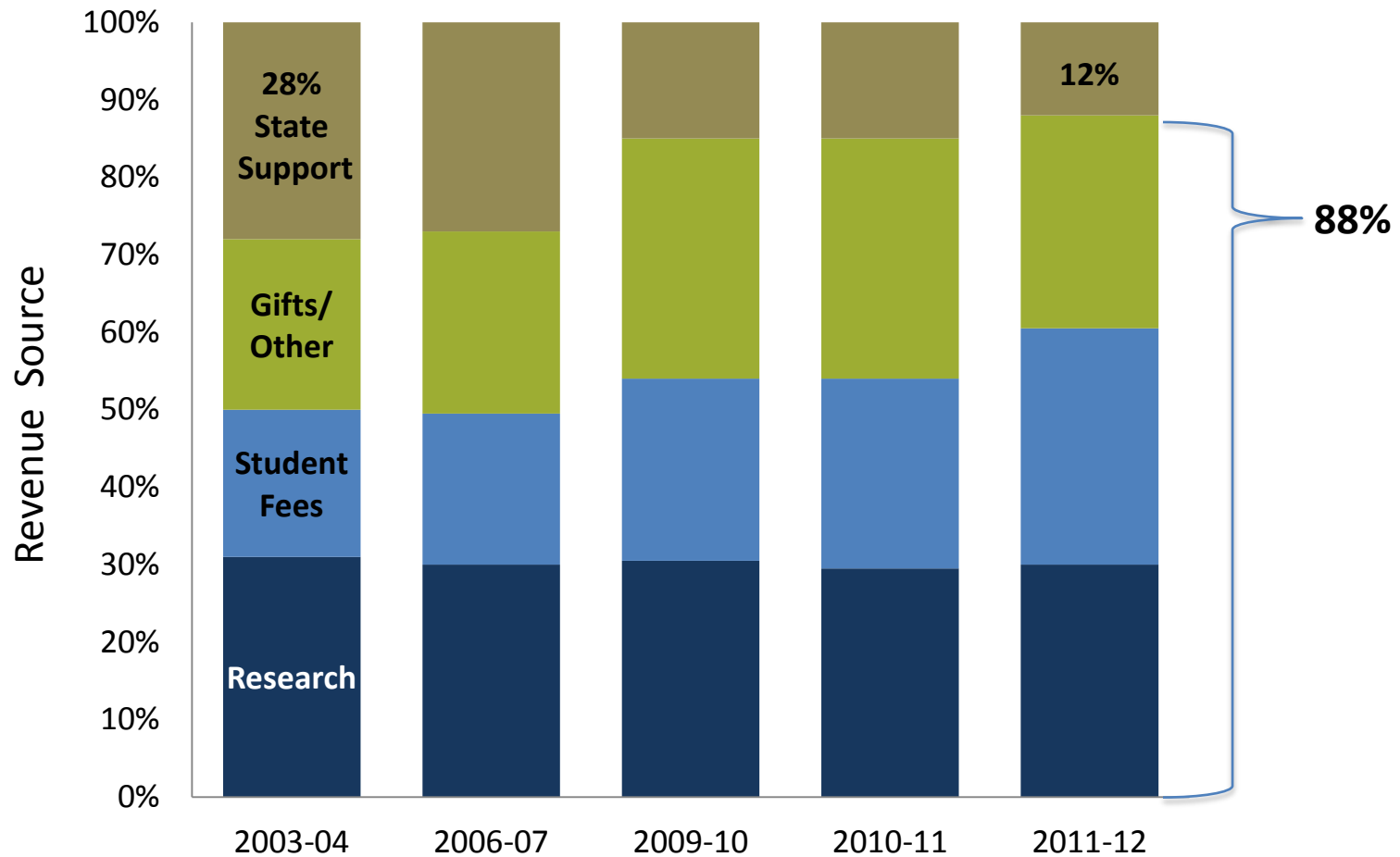
Bridging the Gap

February 12, 2014

While the short-term deficit is manageable, we must remain aggressive and creative in our financial strategy



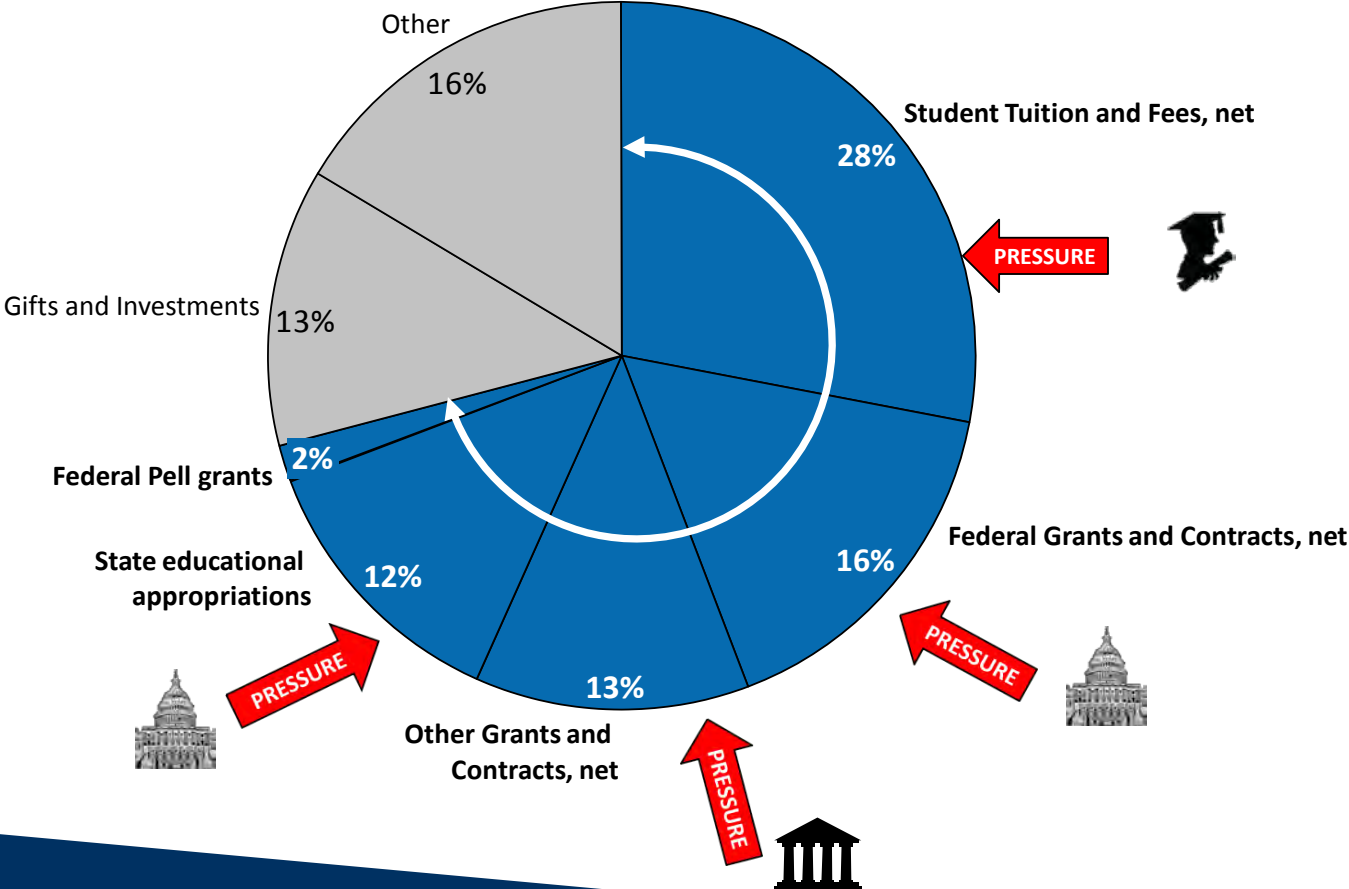
Other revenue sources have had to fill the gap...



Source: UC Berkeley: 2011-12 Financial Report

Constraints on 71% of our key revenue streams reduced our financial flexibility in 2012-13

Operating Revenues from core activities
Actuals - 2012-13



Financial sustainability requires a focus on *efficiency and revenue growth*

savings opportunity
75M+

**Operational
Excellence**

revenue opportunity
\$20-50M

Research

revenue opportunity
\$50-100M

Philanthropy

revenue opportunity

**Online
Strategy**

revenue opportunity

**Richmond
Bay Campus**

revenue opportunity

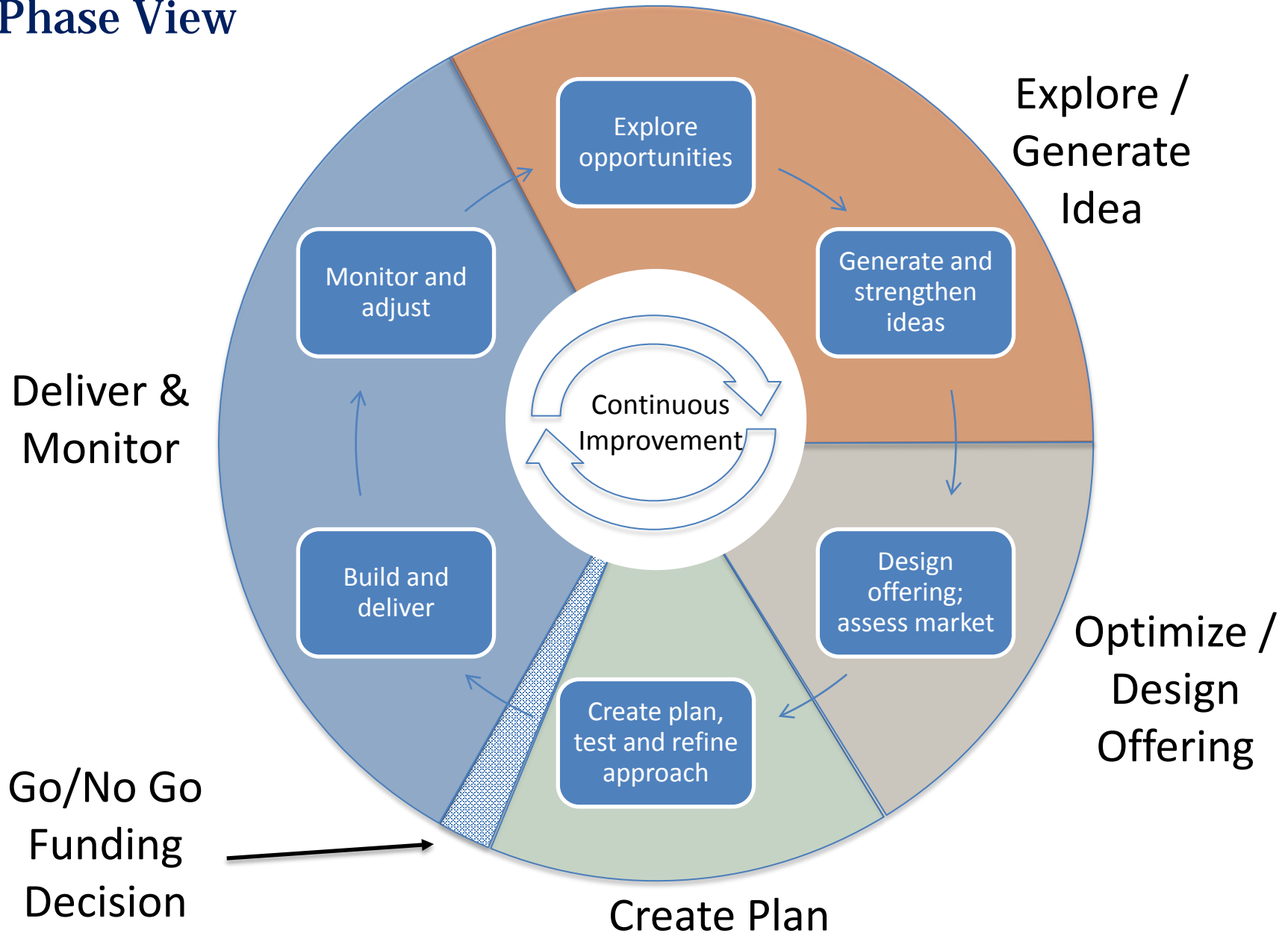
**Unit-level
entrepreneur-
ship**

We imagine and innovate

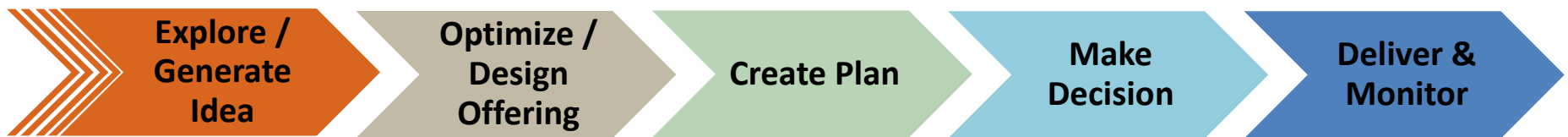
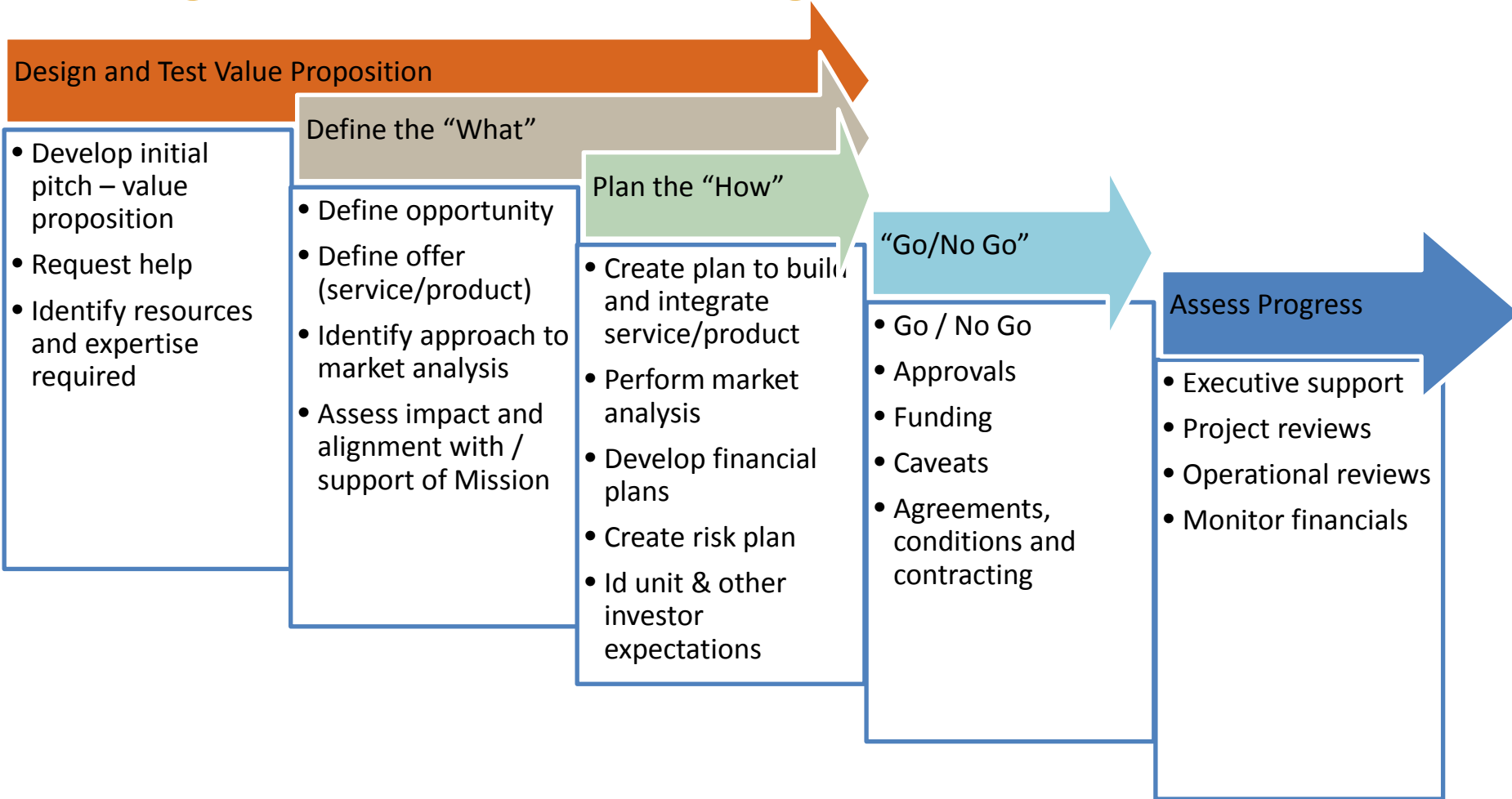
Explore untapped opportunities and make use of creative and innovative potential on campus where a dollar invested today can yield multiple revenue dollars in the future.

Idea → Proposal Development Process

Phase View

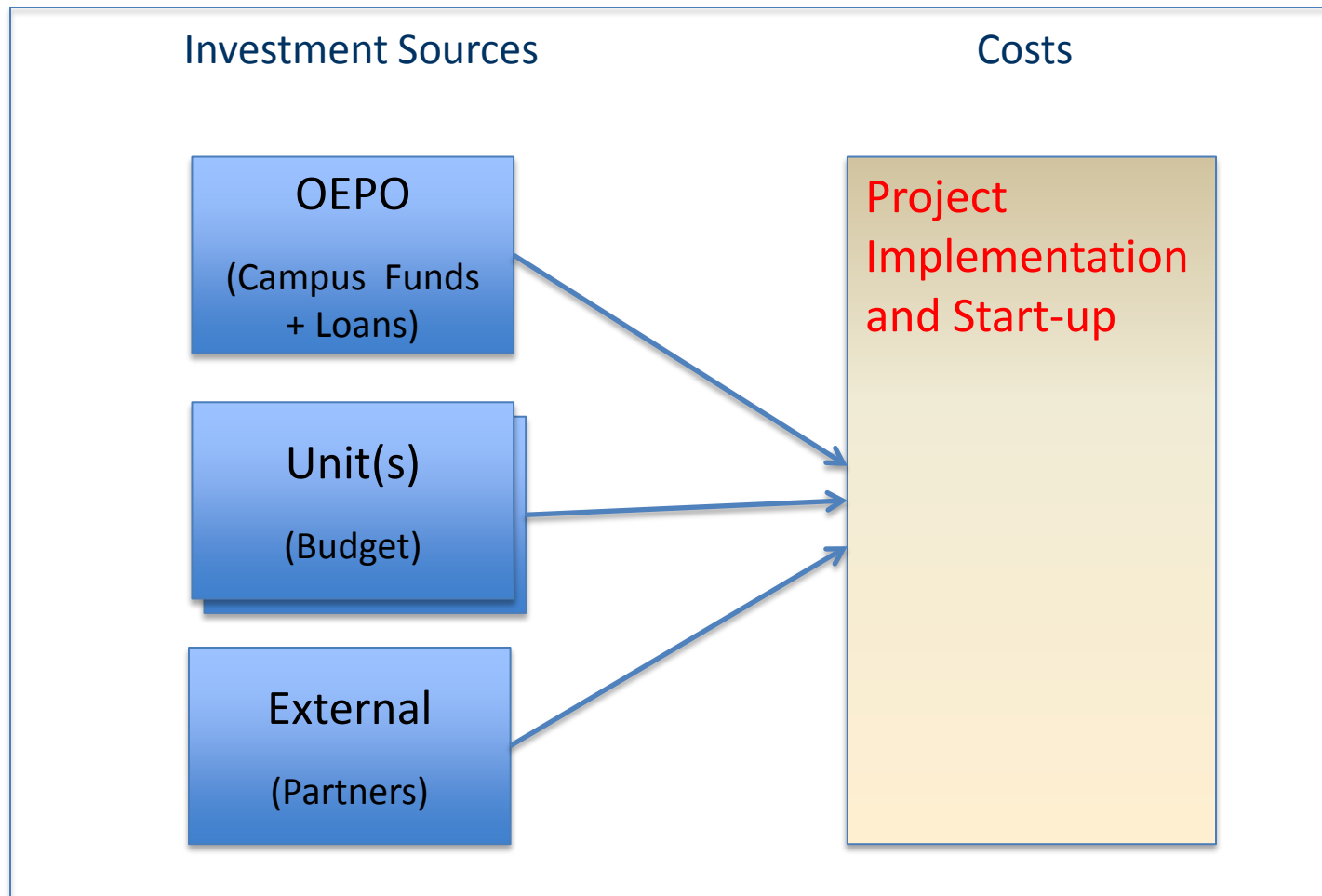


Idea generation to revenue generation



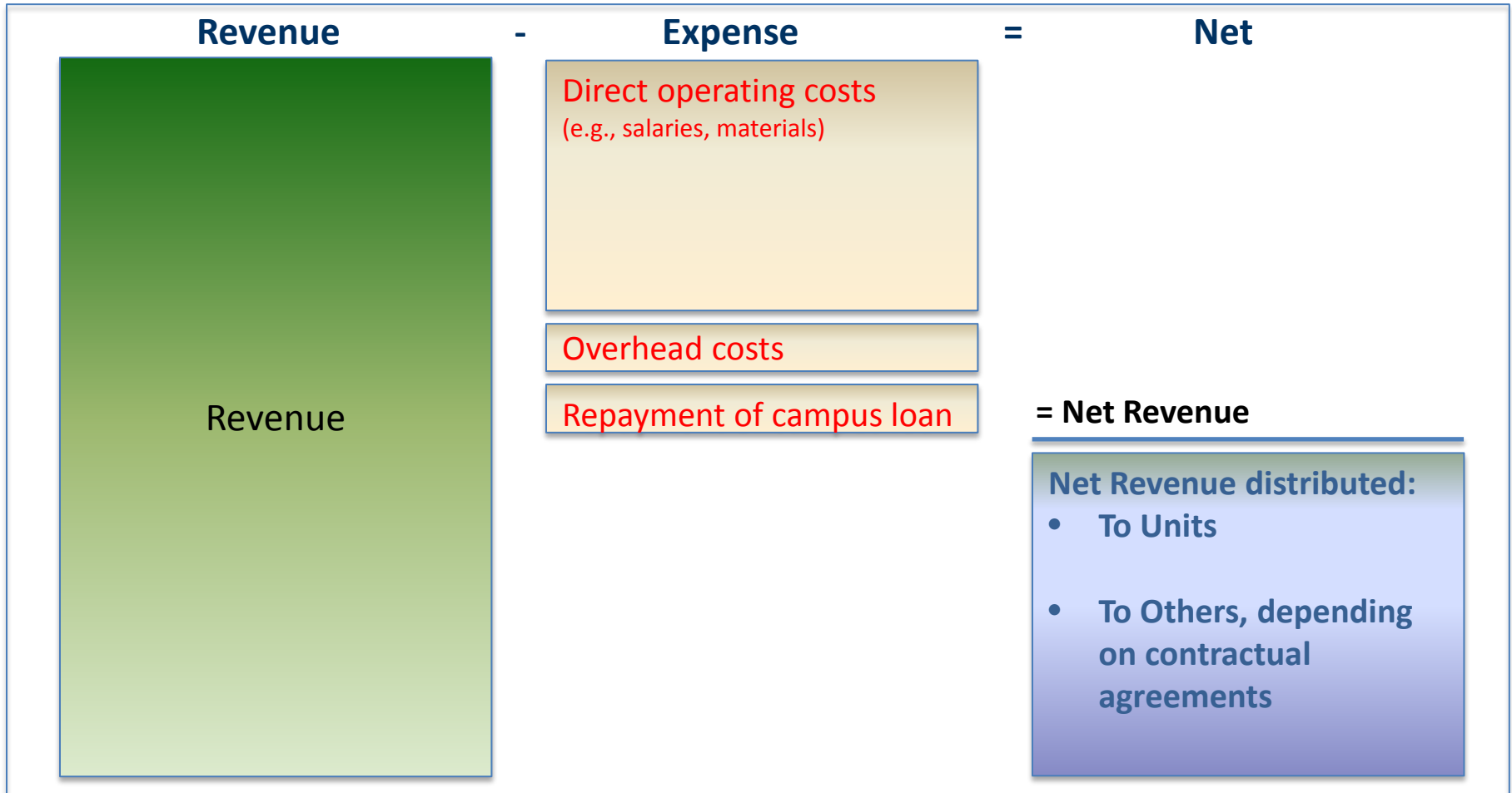
Investment Funding Model

Project Start-up / Investment Period



Revenue Model

Revenue Generation Operations: Project View



Ideas and Projects in the Pipeline

Approved

Project Name	Contact
Wurster Hall Café	Jennifer Wolch
Cal Performances Ticket Sales System	Matias Tarnopolsky

Ideas in Discussion

Project Name	Contact
Ophthalmic Surgical Center	School of Optometry
CEP College Advising Curriculum	Gail Kaufman
Jazzee Admissions Software	Corinne Kosmitzki
Law School Online Program	Patricia Donnelly
B2H – Rec Sports Administration	Mike Weinberger

Ideaction online innovation platform

Reporting

Welcome John Wayne | Help | Logout

Berkeley
UNIVERSITY OF CALIFORNIA

Search...

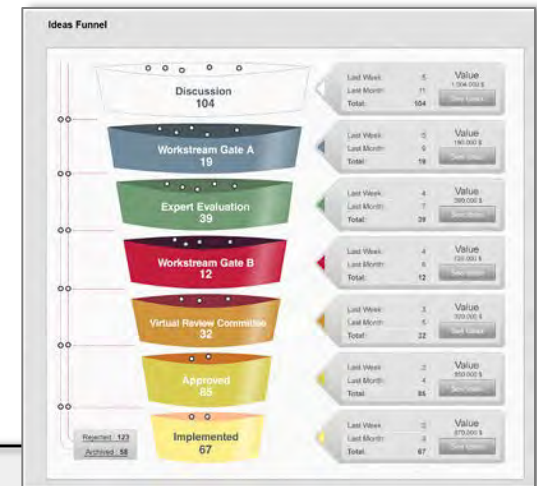
Home | Getting Started | All Campaigns | My Activities | Advanced Search | News | Users | Reports

Participate in Campaigns

Destinations
Welcoming the world to Berkeley and bringing Berkeley to the world.

6 IDEAS | 1 COMMENTS | 4 VOTES

Independent Ideas
Please let us know about any independent ideas you may have, which do not fit a current campaign.



Most Rated Ideas

CAMPUS CONFERENCE CENTER (#1276)

Likes: 2 | Comments: 1 | By Bill Reichle on 02/04/2014 - 17:10

DEVELOP RUSSELL TREE FARM (#1281)

By Paula Milano on 02/05/2014 - 02:...

Submitting Ideas

Home » Destinations » Charge Bitcoin micropayments for viewing online class content (#1278)

Charge Bitcoin micropayments for viewing online class content (#1278)

Sara Quigley | 02/04/2014 - 21:12

Discussion | Tags: more than \$1,000,000, Customers

General Information

Customer:
People around the world can view class content for arbitrarily small amounts of money (a fraction of a penny) which in aggregate would generate revenue for UC Berkeley. Learners could earn the tiny amounts of Bitcoin that they would need by providing a service to other learners on Berkeley's behalf, such as answering other students questions, etc.

Opportunity:
This is in support of UC Berkeley's goal of access. No one knows how to monetize online learning while maintaining access, and this would provide access people around the world who are motivated to learn as well as revenue to Berkeley in aggregate.

Offering:

1

Like

accounts bitcoin campus centers
charge class conference
content create credit events
facilities family learners
merchant micropayments
online pharmacy recharge
russell

Active Campaigns

Independent Ideas

Tags

Keyword	Ideas	Score
campus	3	15
micropaym ents	1	25

Commenting & voting

Let's get started building on ideas...

Our goal today is divergent thinking – developing and expanding on ideas. Four ways you can give feedback to an idea:

1. What I like about your idea is...
2. To grow your idea, you might consider...
3. How would you make that a revenue-generating idea?
4. How could we make your idea ten times bigger?

Two Ideas

Semester Abroad in Silicon Valley

submitted by Aisling Scott, PhD candidate in Haas School of Business

Establish an internship program for current Cal students to live and intern in the Silicon Valley with innovative firms for one semester.

Hungry Bear Dinners

submitted by LeNorman Strong, Assoc. Vice Chancellor, Housing & Dining

Cal Dining proposes to prepare and package ready-to-eat dinners for Cal faculty and staff to pick-up on the way home.

*For further information,
or to get started with your revenue generating idea,
please contact:*

Peggy Huston: phuston@berkeley.edu

Bill Reichle: wreichle@berkeley.edu

OE Program Office: OEProgramOffice@berkeley.edu