Welcome to the NVC Elevator Pitch Mixer
Thank you to our NVC sponsors and donors...

**Donors:**

- Steve Cooper
- Chris Felipe
- Cheryl & John Gerngross
- Michael Holland
Objectives for Tonight

• Practice your pitch
• Receive feedback
• Find teammates
• Find a team
• Identify and meet mentors
• Learn more about TMP 149/269 and NVC Workshop Series
Survey

• Who is looking for a team to join?

• Who has an idea but needs team members or specific expertise?
Leave us your email address if you are not already on the NVC mailing list.
Resources:
MVG Grant

• MVP Grant Money Available
  o Up to $500 for developing MVP for market validation
    • Promotional activities (i.e. website development) do not qualify
  o Includes:
    • Hardware prototype (CNSI makerspace workshop and materials)
    • Coding for functioning App or SaaS prototype
    • Software development tools
    • Other?
  o Pre-approval required
    • Submit for approval with detailed quote
  o Must provide actual receipt of $$ spent w/ reimbursement request form
  o See Sarah for details, request & reimbursement forms
Incubator Work Space

• Wilcox Incubator (The Garage) available for NVC team use
  - First floor Mosher Alumni House
  - Generally open 8 to 5 M-F
  - Not for general use!
  - See or email Sarah for hours, access, guidelines, etc.
NVC Prep Courses & Workshops

- TMP 149/269: Developing a Market Tested Business Model
- New Venture Workshop Series
Developing a Market Tested Business Model

• Provides a formula for developing a startup business model
• Flipped classroom - based on Lean Launch methodology
• Focused on customer discovery and product-market fit
• Conduct 10 customer interviews per week, present to class
• Rigorous and transformational – 4 units credit
• Required: Business idea, team of 3+, commitment

Questions or for more info, email Jason at spievak@ucsb.edu
TMP 149A / 249A

• Details
  • Tues / Thurs, 3:00 - 4:50
  • Limited enrollment – 10 teams max accepted
  • Must apply / interview to enroll
    • Applications to Sarah by Nov 30th
      – https://tmp.ucsb.edu/entrepreneurship/new-venture-competition/resources
    • Interview date Nov. 4th
      – https://www.signupgenius.com/go/60B0D4AABA723A1F85-tmp1491
  • Add codes not provided until accepted into the class
New Venture Workshop Series

- One evening session per week – 2 hours max (Tues / Weds)
- Full team **not** required to participate
- Informal registration through TMP (no UCSB credit)
- Point system
  - Participation, preparation, results
  - A-level points = automatic entry to the New Venture Fair
  - Team and idea required to achieve A-level points
- More details and schedule TBA next week
New Venture Workshop Series Topics

- Customer Discovery
- Product / Market Fit
- Quantifying the Market Opportunity *
- Go to Market Strategies
- Preparing Financial Forecasts *
- Founders Agreements *
- Legal Issues: Founder Agreements, Formation, Patents, Trademarks *
- Developing an Investor Pitch Deck *
- Telling the Story

* Some sessions are mandatory for all NVC teams
NVC Team / Mentor Portal

UCSB Trusted Peer is live: https://ucsb.trustedpeer.org

• Facilitates team formation
  - Use the “Team Building” section to post your idea
  - Use “Skills Offered” to post yourself and qualities offered

• Facilitates mentor search
  - Search mentors by industry and expertise
  - We will review this in January

• Portal for NVC team registration
NVC Team Registration – by Jan 7, 2019

• Team registration via Trusted Peer
  – Create “Team” page
  – Upload summary document of your team / idea – 2 pages max

• Summary should include:
  – Team member information (backgrounds, contact information)
  – Brief description of your idea and preliminary business model
    • Problem being solved
    • Target user
    • Benefit to the customer (value proposition)
    • How the business makes money
    • Inspiration
  – All of this can (and probably will) change as you advance

• Submit by January 7th, 2018
  – Registration helps us identify additional resources for you
Upcoming Events / Deadlines

Objectives for Winter Quarter:

- Form / find a team ASAP
- Establish mentor relationships
- Solidify business idea
- Develop business model
- Prepare for New Venture Fair

Preliminary Winter Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event *</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Jan</td>
<td>N/A</td>
<td>Submit NVC Team Entry</td>
<td>N/A</td>
</tr>
<tr>
<td>15 Jan</td>
<td>6 PM</td>
<td>Winter NVC Activity Info Session: Road to the New Venture Fair</td>
<td>ESB 1001</td>
</tr>
<tr>
<td>7 Mar</td>
<td>6 PM</td>
<td>New Venture Fair Requirements &amp; Mixer</td>
<td>ESB 1001</td>
</tr>
<tr>
<td>22 Mar</td>
<td>N/A</td>
<td>Deadline to Submit New Venture Fair Entry</td>
<td>N/A</td>
</tr>
<tr>
<td>1 Apr</td>
<td>N/A</td>
<td>New Venture Fair Teams Announced</td>
<td>N/A</td>
</tr>
</tbody>
</table>

* Workshop seminars to be announced
Let’s Pitch

Guidelines for your “Pitch” (60-75 seconds)

• Business Idea Pitch:
  – Name
  – Problem being solved
  – Brief product description
  – Help needed to develop it
    • Team members
    • Skillsets
    • Mentors

• Individual Pitch:
  – Name
  – Background
  – Special skills & interests
  – Other?

Anyone with an idea, and anyone looking to join a team are encouraged to pitch!