19th Annual

New Venture Competition

Information Session
Agenda

1. Housekeeping
2. Technology Management Program (TMP) Overview
3. New Venture Competition (NVC)
   - Overview
   - The NVC Process
   - Rules & Answers to FAQs
   - Resources to Participants
4. Panel of NVC Veterans
5. Questions
If you didn’t register for tonight’s session make sure you sign-in and provide your email address.
Here to Help

• Dave Adornetto
  – TMP Lecturer, Entrepreneurship Director
  – NVC Office Hours: Monday 2:30-4pm, Phelps 1314
  – dadornetto@tmp.ucsb.edu

• Sarah Hilliard
  – Phelps 1333
  – swhilliard@tmp.ucsb.edu

• Be on lookout for emails from us!

• These (and all NVC) slides will be posted on the TMP Website
  – NVC Resources Page
Technology Management Program (TMP)
Overview
TMP: A Unique Educational Program

- Open to all majors
- Curriculum focused on **business fundamentals** and developing **professional skills**
- **Emphasis on innovation**: Entrepreneurship & Intrapreneurship
- **Experiential learning**: Many courses lead by business pros, address real business challenges
- **Large and active mentor network**: Practicing professionals and entrepreneurs in the region
- Faster **career trajectory** upon graduation
- Employment opportunities
TMP - Academic Elements

Electives also offered in Sales, Market Research, New Product Development, Managing Operations, Patents & IP
A distinctive business management program:

• One year, single cohort program
• Prepares candidates for leadership roles in tech firms
• Curriculum Modules
  – Managing the Market
  – Managing the Organization
  – Managing the Process
  – Managing People
New Venture Competition (NVC)
Overview
New Venture Competition

Campus-Wide: Open to All UCSB Students

Experiential Curriculum

Transformative Educational Experience

Established 1999

Spans Academic Year

Cash Awards

Mentorship and Network Building

Serious Business Development Opportunities
Prominent NVC Alumni

**inogen**
- Winner 2001 NVC
- 2014 IPO
- Market value $1.9 B
- Revenue $200M +

**TrackR**
- Winner 2009 NVC
- $63M capital raised
- Revenue $50M +
- 5M + devices sold

**APEEL SCIENCES™**
- Winner 2012 NVC
- $40M + capital raised
- Gates Foundation grant recipient
UCSB / TMP Graduate Start-ups

Companies started via the New Venture Competition or founded by TMP alumni
The NVC Journey

Fall

- Ideas & Teams
- Mentoring
  - Mixers
  - Brain Storming
  - Pitch Events

Business Concept

An Eight-Month Educational Experience
The NVC Journey

An Eight-Month Educational Experience
The NVC Journey

An Eight-Month Educational Experience
2017 NVC Highlights

Fall
- 350+ Students

Spring
- 20 Teams at NVC Fair

Winter
- 38 Student Teams

Spring
- 6 NVC Finalists

50+ Mentors
The New Venture Competition

Rules & Answers to FAQs
Team Eligibility

• UCSB students should make up majority of the team
  – Ideal team size is 3 to 5 members
  – Non-students must be approved by TMP faculty (me)

• Only active UCSB students eligible for prizes

• Prior cash funding must be disclosed
  – See me if you’ve raised or invested any capital

• Use of IP requires written approval of its owner
NVC Evaluation Criteria

- Problem Being Solved
- Elegance of Solution
- Product Differentiation
- Value Proposition
- Business Model
- Market Opportunity
- Competitive Analysis
- “Go to Market” Strategy
- Product Defensibility
- Quality / Depth of Team
- Financial Projections
2017 Awards
Total: $40K

Grand Prize
$10,000
Sponsored by: Stradling

2nd Place
$7,500
Sponsored by: UCSB MRL and Dow

3rd Place
$5,000
Sponsored by: SoCal IP Law

Elings CNSI Award
$5,000
CNSI People’s Choice Award
$5,000

3 Honorable Mentions
$2,500 each
Sponsored By: TrackR, Yardi, Procore
New Venture Competition

Resources

• NVC Prep Courses
• NVC Seminars
• Mentors
• Other
NVC Prep Courses & Seminars

• Not mandatory for NVC participation

• TMP 148 / 248
  – Broad curriculum covering business model development to launch

• TMP 149 / 249
  – Developing a market tested startup business model

• TMP 291SC
  – Strategic communications (telling the story)

• NVC Seminars
TMP 148A/268A

3:30 - 4:45, Mon. / Wed.

Instructor: Matthew Stotts
Matthew Stotts
Startup Marketing

• Branding and launch of 21 venture-backed startups
• 6 startup fundraisings
• Extensive Tech M&A / IPO
• Current advisor to four venture capital firms with over $7B
  – FinTech, EdTech, BioTech, HealthIT, SaaS, Digital Media & CyberSecurity
About TMP 148 / 268

Hypothesize, design, test, build and present your own **viable, fundable startup**.

Learn from proven, tested case studies of the best startup successes AND failures.

Get tips and tricks from in-class sessions with top startup founders from LA, SF and SB.
TMP 148/268 Students go on to...

New Venture Competition Every Year...but also...

Internships

Top PhDs

Top Jobs

Startups/Exits
TMP 148A / 268A

- Instructor: Mathew Stotts, Principal, Tenor Marketing
- Limited enrollment (30 to 40)
- Acceptance based on business idea, team, and NVC commitment
- Priority given to teams of 2 or more people
- 2 Units
TMP 149A/269A

4:00 - 5:50, Tues / Thurs

Lead Instructor: Jason Spievak
TMP 149: “Creating a Market-Tested Business Model” Winter 2018

Interested in exploring career opportunities in entrepreneurship or tech marketing? TMP 149 could change your life.

“Best class I’ve taken at UCSB.” – 2016 TMP 149 student

“Most ‘real world’ class I’ve ever had.” – 2017 TMP 149 student

Instructors rated at 100% ”superior” in 2016 compared to 72% campus-wide average

TMP 149 prepares student teams to enter the New Venture Competition. In fact, 10 of the 20 teams at the 2017 UCSB New Venture Fair were selected from TMP 149.

This year’s teaching team’s real world experience includes:

• 3 IPO’s
• 10+ companies started
• 20+ mergers and acquisitions
• $3B+ in market capitalization created
• 500+ jobs created
• $300M+ in investor capital raised

You will learn how to determine whether a business concept is a good one and how to start your own company. You may even win the New Venture Competition and make tens of thousands of dollars this year. And you’ll have a great time. Different than any other class you’ve taken. (T/R 4:00pm-5:50pm)

Questions or for more information, email Jason Spievak at spievak@ucsb.edu
• Developing a Market Tested Business Model
  – Lead instructor: Jason Spievak, CCO – Apeel Sciences
  – Limited enrollment - 10 teams accepted
  – Application / interview process
  – Must have full team (4 to 5 members) to apply and enroll
  – Flipped classroom - based on Steve Blank’s “Lean Launch”
  – Weekly: Conduct 10 customer interview, present to class
  – Rigorous and transformational
  – 3 units
# Lean Launch: The Business Model Canvas

<table>
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<tr>
<th>Key Partnerships</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
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<td>Cost Structures</td>
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Lean Launch: Build, Measure, Learn

- The Goal: Maximize learning through incremental and iterative engineering
  - Product features, customer needs, pricing, distribution channel, etc.

- Minimum Viable Product (MVP)

- Test Hypotheses (Measure Customer Response)

- Pivot or Persevere
NVC Seminars

1. Navigating the Business Model Canvas
2. Preparing Financial Forecasts
3. Legal – General
4. Legal – IP, Patents, Trademarks
5. Developing an Investor Pitch Deck
6. Telling the Story
Mentors and Advisors

Who are they?

- Local entrepreneurs and business professionals
- Passionate about start-ups
- Industry and domain experts
- Well connected
- Want to help you

How can they help?

- They speak from experience
- Great “sounding boards”
- Might be an investor or business partner later
- Often can connect you with their professional networks

Mentors are vetted before becoming involved, and monitored and evaluated by TMP. See me if a mentor offers you anything unusual!
Other Resources

• TMP Web Site: https://tmp.ucsb.edu/

• NVC Web Site: https://tmp.ucsb.edu/entrepreneurship/new-venture-competition


• Resources for Entrepreneurs: http://steveblank.com/tools-and-blogs-for-entrepreneurs

• Additional resources will become available, and will be posted to the TMP website, as the competition advances

   And, if you are successful…
The “Garage” Startup Incubator

1,500 sq. ft., Co-Working & Event Space

Garage Floor - UCSB’s Mosher Alumni House

Available to qualified UCSB students, alumni, affiliates
The “Garage” Startup Incubator

Critical Incubation for High-Potential Startups

• Support for startups when they are most vulnerable

Easy Access to Key Campus Resources:

• Makerspace & development labs
• TMP / Alumni mentor network
• Investor contacts

Future home of: “G2” Startup Launchpad
“G2” Startup Launchpad

Summer program to facilitate transition from academic environment to the real world

Focus shifts from ideation and business model development...

to

...product commercialization and business launch
New Venture Competition

Next Steps
Next Steps

• Provide your email address before you leave tonight!
  – Does not commit you to participating in the NVC
  – It does enable us to contact you to provide more information

• Attend Fall mixers and NVC events
  – Designed to get individuals together, complete teams, discover mentors who may help

• Meet team deliverables
Fall Events

Primary Objectives for Fall Quarter:

• Ideate and brainstorm
• Form a team
• Meet potential mentors
• Apply for NVC prep classes

Schedule

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<tr>
<td>25 Oct</td>
<td>6:00 PM</td>
<td>NVC Orientation 2</td>
<td>ESB 1001</td>
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<tr>
<td>7 Nov</td>
<td>6:00 PM</td>
<td>Mixer and “Big Idea” Event</td>
<td>ESB 1001</td>
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<td>16 Nov</td>
<td>6:00 PM</td>
<td>Student Mixer</td>
<td>ESB 1001</td>
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<tr>
<td>30 Nov</td>
<td>6:00 PM</td>
<td>Elevator Pitch Social &amp; Mixer</td>
<td>Loma Pelona</td>
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Team Deliverables: December 2017

• Submit team entry application by December 31st
  – Earlier for acceptance into NVC prep courses (early December)
  – Late entries for NVC may be accepted, but not for prep courses
    1. Team member names, email addresses
    2. Business name (can change later)
    3. Brief summary of product / business idea (one page)

• Teams / ideas that are accepted will participate in Winter quarter activities and events
Team Deliverables: March 2018

• Submit business / team entry by March 23rd to be considered for the New Venture Fair

1. Business name & logo
2. Business “tag line” (i.e. Subway: “eat fresh”)
3. Business model canvas
4. Executive summary (2 pages max)
5. Team member names, email addresses

• All teams must submit an entry by March 23rd
• NVC Fair participants will be announced April 2nd
NVC Information Sessions

Tuesday, October 17th
6pm, Broida 1640

Wednesday, October 25th
6pm, ESB 1001

- Learn what it takes to launch your own venture
- Important information about how to enter the NVC
- Key timelines and expectations for NVC entrants
- Resources available to support you

Check out the TMP website for more info and to register!
Panel & Questions