The Next Great Business Idea...
Agenda:

• Announcements
• TMP Prep Courses
• Fundamentals of a good business idea
• NVC examples
• Resources & Mentor pitches
• Network (7PM -8PM )

We’ll be doing a lot of “mixing” throughout
Announcements
Announcements

Please pick up your trash!
Announcements

• Key Dates Ahead:

  – NVC Student Mixer, Thursday, Nov 17

  – Elevator Pitch Social, Tuesday, Nov 29

Details can be found on the TMP Website
Announcements

• NVC Team-finder Google group is live:

• https://groups.google.com/forum/#!forum/nvc-team-finder-2017
TMP Prep Courses

• TMP 148/268: New Venture Seminar
• TMP 149/269: Developing a Market Tested Business Model
• TMP 291: Strategic Communications
New Venture Seminar: Starting Your Startup

Pick a Market, Build a Product, Find First Customers, Create a Brand, Earn Real $$$

MAKE THE NVC FINAL ROUND!!!

TMP 148/268 MONDAY NIGHTS: 5PM

Hands-on help from Entrepreneurs and Investors.

Contact: mstotts@tmp.ucsb.edu
Interested in exploring career opportunities in entrepreneurship or tech marketing?
TMP 149 could change your life!

“Best class I’ve taken at UCSB.” – 2015 TMP 149 student

“Most ‘real world’ class I’ve ever had.” – 2015 TMP 149 student

Instructors rated at 100% “superior” in 2015 compared to 72% campus-wide average

TMP 149 prepares student teams to enter the New Venture Competition

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

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.

Tuesdays and Thursdays 4:00pm-5:50pm

Questions or for more information, email Jason Spievak at spievak@tmp.ucsb.edu
TMP 291 SC
Strategic Communication for Technology Managers

Mon & Wed
12:30-1:45
HSSB 1228
Units: 3 or 4
Instructor:
Dr. Sheetal Gavankar
sheetal@tmp.ucsb.edu

A very “practical” course.
**
Lots of in-class exercises.
**
Lots of opportunities for getting feedback on your presentation and public-speaking skills.
**
Learn how to simplify complex data and specialized information.
**
No new material or projects required for this class.
**
Come with what you are already working on (projects, research, ideas) and learn to effectively talk about it and present it.

“The single biggest problem in communication is the illusion that it has taken place”

George Bernard Shaw
TMP Prep Courses - Reminders

• For 148/268 and 149/269 you will need an add code to enroll
  – Add codes not provided until accepted into the class by the instructor

• TMP 148 / 268:
  – Application for early acceptance must be submitted by Nov. 28
  – Required: Business Idea, Team of at Least 2, Commitment

• TMP 149 / 269:
  – Application for early acceptance must be submitted by Nov. 28
  – Interviews week of 11/28
  – Required: Business Idea, Team of at Least 2 (3 - 4 better), Commitment, Thick Skin

• Application forms will be posted tomorrow
Mix

Introduce yourself to somebody you don’t know
Fundamentals of a Good Business Idea
Fundamentals of a Good Business Idea

• Product / service solves a real problem
  – Products looking for a problem have a tough road to success
  – New technologies may enable a new solution

• Product / service clearly performs better than the incumbent
  – You don’t have to be first, but you do need to be notably better

• Product / service has a compelling value proposition
  – Benefit exceeds the cost to the buyer

• Disrupts or leverages an established market
  – Addresses an under-served segment of market
Startup Ideas – Other Suggestions

• Apply what you or a teammate know
  – Domain knowledge is critical to establishing credibility

• Don’t be deterred by not being first to market
  – Have a thesis about what alternative products are missing
  – Make sure your product / service solves the problem better

• Don’t shy away from ideas that aren’t exciting
  – Some very good and successful ideas lie in the messy and tedious
While home for Thanksgiving, a UCSB student sees her grandmother who has fallen ill and is required to take oxygen with her everywhere she goes. Despite being “portable,” the tank is heavy and doesn’t travel well. Additionally, once the tank is empty, it is not easily refilled. The grandmother comments, “These days everything is smaller and cheaper. Why can’t someone do that for my oxygen tank?”
Inogen Inc., NVC Winner 2001

*Portable oxygen concentrator*

- Founded 2001 in NVC
- Challenging road to success
- IPO Q1, 2014
- Projected 2015 Revenue $150M+
- Market cap of $1B+

Entrepreneurs of the Year, *Ernst & Young*
30 Under 30: Coolest Entrepreneurs in America, *Inc. Magazine*

Alison Perry, Brenton Taylor and Byron Myers
• Solves a real problem
• Offers a superior product for mobile oxygen users
• Product has a compelling value proposition and willing buyers
• Disrupts an established market
• Caters to an under-served segment of the market
NVC Example:

Two UCSB engineering undergrads are enjoying the beach and lose their keys. The tide is rising and they are parked on the sand. If they cannot find their keys quickly, their car may be submerged in salt water. They get lucky when somebody with a metal detector happens along, but they can’t help but start thinking there must be an easier way.
Phone Halo Inc., NVC 2009 Winner

TrackR

Featured on Regis & Kelly
CNBC TechSpot March 2011
Popular Mechanics Editors
Choice Technology Award 2011
• Solves a real problem in elegant fashion
• Offers a superior solution for finding small personal items
• Has a compelling value proposition
• Creates a platform for additional products
How many “greens” still looking for teammates?

Mix

- Have a Team, or Partial Team
- Do Not Yet Have a Team

Introduce yourself to somebody you don’t know
Startup Ideas – Other Suggestions

• Focus on the idea first
  – Value proposition
  – Business model
  – You can worry about launching and building later

• If an idea isn’t coming to you, look outward
  – Brainstorm ideas with teammates
  – Keep a notebook so you can iterate ideas
  – Listen for frustrations, complaints, wishes, dreams, etc.

• Join a team with an idea that is looking for help
Ideas from the Community

• Phil Delio, MD
• Mark Kram, Ph.D
• David Kerr, MD / Charis Hoppe
• Virgil Elings
Groundswell Sensor Portal
Automated Data Management, Processing, Visualization, Alerting, Response

Mark Kram, Ph.D.
CTO
Groundswell Technologies, Inc.
Groundswell Sensor Portal Overview

• Web Based User Interface
  – Sensor/Media neutral
  – Dozens of commercial applications

• Data Translation and Integration
  – Data conversion from multiple sensor formats
  – Brings all of the analytical data together from both Sensors and existing historical databases

• Role Based Project Portfolio
  – Different users have access to different projects

• Visualization Dashboard
  – Traditional time series
  – 2D heat maps using standard IDW for guiding offline modeling

• Alerting
  – Email alerts based on real time data

• Export
  – Export data to Excel in one spreadsheet

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Visualization Dashboard

- Heat maps show areas of interest for additional investigation
- Zero in on peaks and valleys in the data with a click of a button
- 3 windows show current and averages over user selectable time periods
- Time Series to view trends over time
- Alert summary
Questions?

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CALORIES PER DOLLAR
Mix

Introduce yourself to somebody you don’t know
Other Resources for Ideas
TIA – Technology Industry Alliance at UCSB

- UCSB has over 240 technologies available for licensing in a diverse array of markets – from software to clean-tech to medical

- To locate potential technologies:
  - Technology Transfer Office “Available Technologies” Website
  - Searchable by keyword, inventor, market area
  - UCSB technologies disclosed to TIA & available for licensing are included

- Can also review UCSB press releases / publications

- Networking with student researchers
TIA Available Technology Database

http://tia.ucsb.edu/find-technologies/
TIA – Technology Industry Alliance

• If you locate a technology interesting for NVC:
  – Contact Lauren Dobis, TIA Marketing Manager
    • dobis@tia.ucsb.edu
  – Information on the technology
  – Verify availability
  – Connect you with associated faculty
  – Discuss intent to start a business
Show of Hands

Introduce yourself to somebody you don’t know
Some Additional Resources

- TMP on Facebook: http://www.facebook.com/TMPUCSB
- Paul Graham: www.paulgraham.com/startupideas.html
- Quora: www.quora.com
- Steven Johnson:
  http://www.ted.com/talks/steven_johnson_where_good_ideas_come_from?language=en
- UCSB, Technology and Industry Alliance: http://tia.ucsb.edu/find-technologies/
Please Like our Facebook Page

Search TMP New Venture Competition
https://www.facebook.com/tmpnewventurecompetition/

Easiest way to stay informed on all the latest with the New Venture Competition
Please pick up your trash!
Questions?

Do not fall into this trap!

VOTE!

BUT I DON'T WANNA VOTE!

I DON'T LIKE ANY OF THESE PEOPLE!