Welcome to the NVC Elevator Pitch Social
Program

- Networking / food & drink 6:00 to 6:20
- Announcements / guidelines 6:20 to 6:30
- Mentor introductions 6:30 to 6:45
- Business idea and personal pitches 6:45 to 7:30
- Network! 7:30 to ?
  - Find a team
  - Find a teammate
  - Find a mentor
Objectives

- Practice your pitch
- Receive feedback from peers and mentors
- Find teammates to help you develop your business idea
- Find a team that you can help
- Find and meet mentors
Survey

• Who is looking for a team to join?
• Who has an idea but needs team members or a specific expertise?
• How many are new to TMP and the New Venture Competition?
  – TMP academic advisors are here tonight to answer questions

Name Tags

• Color codes:
  – Red dot: Individual looking for a team
  – Blue dot: Team / idea looking for help
Announcements / Reminders

• NVC preparation courses
  – TMP 148A / 268A
  – TMP 149A / 269A
  – Applications due now!

• Submitting an entry for the NVC

• Upcoming events
NVC Preparation Courses: TMP 148A/268A, TMP 149/269

• Designed to help you be successful in the competition
• They are highly suggested but are not mandatory
• Offered for credit because of the work they require
• They *will* enhance the entrepreneurship learning experience!
Enrolling in TMP 148A/268A
Business Model Development and Launch

• Form a team (3-5 optimal)

• Define your business idea (it will evolve...)

• Complete and submit an application
  – Application: http://www.tmp.ucsb.edu/nvc/resources
  – Email to: dadornetto@tmp.ucsb.edu
  – Applications accepted until January 4th, or class is full

• If accepted, add code will be provided

• Preference to full teams with a qualified idea

• Further questions: see instructor, Matthew Stotts
Enrolling in TMP 149A/269A
Developing a Market Tested Business Model

• Form a team (team of 3 to 5 required)
• Define your business idea (it will evolve...)
• Complete and submit an application
  – Application: [http://www.tmp.ucsb.edu/nvc/resources](http://www.tmp.ucsb.edu/nvc/resources)
  – Email to: dadornetto@tmp.ucsb.edu and katie@tmp.ucsb.edu
  – Applications deadline extended to December 4th
• Schedule your instructor interview ASAP!
  – Contact Katie Trigg ([katie@tmp.ucsb.edu](mailto:katie@tmp.ucsb.edu))
• Further questions: see instructor, Steve Zahm
Submitting an Entry for the NVC

- Team registration will commence this week
  - Link to be provided
- Submit team entry by January 11th
  - Extensions / exceptions will be considered case by case
- Complete the entire questionnaire
- Things to consider in your executive summary
  - Target user
  - Problem being solved
  - Benefit to the customer (value proposition)
  - How it makes money and scales (business model)
Upcoming Events / Deadlines

Primary Objectives for Winter Quarter:

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

## Winter Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 Jan</td>
<td>N/A</td>
<td>Submit NVC Team Entry</td>
<td>N/A</td>
</tr>
<tr>
<td>14 Jan</td>
<td>6:00PM</td>
<td>NVC Info Session: The Road to the New Venture Fair</td>
<td>ESB 1001</td>
</tr>
<tr>
<td>18 Feb</td>
<td>6:00PM</td>
<td>Quick Pitch Event &amp; Mentor Mixer</td>
<td>ESB 1001</td>
</tr>
<tr>
<td>21 Mar</td>
<td>N/A</td>
<td>Last Day to Submit Entry for the New Venture Fair</td>
<td>N/A</td>
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<tr>
<td>28 Mar</td>
<td>N/A</td>
<td>New Venture Fair Entrants Announced</td>
<td>N/A</td>
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Thank you to our sponsors...
Pitching Tips
Suggestions for the “Pitch” (60 seconds)

- **Business Idea Pitch:**
  - Target user
  - Problem being solved
  - Product name
  - Benefits
  - How it’s different
  - Help needed to develop it
    - Team members
    - Skillsets
    - Mentors

- **Individual Pitch:**
  - Name
  - Background
  - Special skills & interests
  - Other!

Anyone with an idea and anyone who wants to find a team is encouraged to pitch!
Mentor Introductions
Mentor Introductions

- Name
- Profession / background
- Industry expertise
Let’s Pitch!
From the UCSB Office of Technology & Industry Alliances
Flexible Arrays of MicroLEDs

• New approach to existing LED technology
  – Developed by Nobel prize winning Shuji Nakamura and others in UCSB Solid State Lighting center
  – Enables flexible displays using inorganic LED technology that has better performance, longer lifetimes than organic LED technology currently used for flexible displays
    • Apple watch, mobile phones, etc.
  – Relatively inexpensive manufacturing
Bio-electrochemical Sensor

• Bio-electrochemical sensor for clinical tests that measures specific target molecules in blood and tissues in real-time for patient diagnosis
  – Monitors continuously and in real-time for over 5 hours with no significant signal degradation (much longer than existing technologies)
  – Minimally invasive, sub-millimeter-diameter probe
Questions?

Contact:
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