17th Annual

New Venture Competition

Prep Course

Information Session
Agenda

1. The “Road to NVC”
2. TMP 149 – Developing a Market-Tested Business Model
3. TMP 148 – Business Model Development & Launch
4. Calendar Review
5. Questions
Here to Help

• Dave Adornetto
• TMP Lecturer and Entrepreneurship Program Director
• Phelps 1324
• dadornetto@tmp.ucsb.edu
• NVC Office Hours: Wed 2 to 3PM

* These slides will be posted on the TMP Website ("beyond the classroom" page) by tomorrow
The New Venture Competition

The Road to NVC

NVC 2016
UC Santa Barbara
NVC Process

**Fall**
- Idea Generation
- Team Formation

**Winter**
- Development Course Work
- Mentoring
  - TMP 149: Market-Tested Business Model
  - TMP 148: Business Model Development & Launch
  - NVC Seminars
  - CoE Capstone Projects
  - Bren School Eco-E Projects

**Spring**
- Competition Fair and Finals

**New Venture Fair**

**NVC Finals**
NVC Process

**Fall**
- Idea Generation
- Team Formation

**Winter**
- Development
- Course Work

**Spring**
- Competition
- Fair and Finals

**Mentoring**
- TMP 149: Market-Tested Business Model
- TMP 148: Business Model Development & Launch
- NVC Seminars
- CoE Capstone Projects
- Bren School Eco-E Projects

**Idea Submission**
- Mixers
- Brainstorming
- Elevator Pitch Social

**Accepted**

**Selected**

**New Venture Fair**

**NVC Finals**

**Brainstorming Mixers Social**
NVC Prep Courses – Winter Quarter

• Administrative Matters
  – Must have an add code to enroll in TMP 148 and TMP 149
    • Provided by Katie Cabanatuan-Trigg in the TMP office
    • For TMP 148, up to January 4th or until the class is full
    • For TMP 149, by December 7th

• TMP 148 - New Venture Seminar (Business Model Development & Launch)
  – 3 Units, P/NP, Meets Wed 5:00-7:30PM
  – Requires application and instructor approval (application available in Nov.)

• TMP 149 - Creating a Market Tested Business Model
  – 4 Units, letter grade, meets Mon/Wed 5:00-6:50PM
  – Requires application, interview and instructor approval (application available in Nov.)
Creating a Market-Tested Business Model

Steve Zahm
TMP 149 Course Objective: 
Learn to Transform an Idea into a Business

• What does it take to go from an idea to a business?
  – Business Model + Customer Development
  – Hypotheses testing of the business model(s)

• Getting Out of The Building
  – This class is not about our lectures
  – The class is about the work you do outside the building
  – It’s the difference between guessing and knowing
What Will You Learn?

• How to Evaluate a Business Opportunity
  – Tool: Business Model Canvas
  – Framework: Steve Blank’s Lean Launchpad methodology

• Defining and Proving a Business Model

• Customer Discovery and Validation

• Decision Making with insufficient data

• Team Pursuit of an Objective
How To Get In to TMP 149

• Form a Team (important: start right now!)
  – Ideal/maximum team size is 4 people
  – You need a team in order to split up the course workload

• Define Your (First) Business Idea

• Apply and Show Up for the Team Interview
  – Applications accepted November 15 to November 29th
  – Interviews concluded by December Dec 4th

• Up to Eight Teams Will Be Admitted
  – Preference to full teams (4 people) who want to take class and have an idea
  – Not based on whether we think your business idea is great
  – Based on whether you can validate your business model
How Much Work Is There?

• 10 Customer/Market Interviews Each Week
  – Blog the findings of your Customer Validations – 10 per week
  – Time “outside the building” to conduct 10+ market validation interviews
  – In-Class Presentation: 10 to 15 minutes, once per week
    • Hypothesis – “Here’s What We Thought”
    • Experiments – “So Here’s What We Did”
    • Results – “Here’s What We Found”
    • Iterate – “Here’s What We’ll Do Next”

• Final Presentation
  – 20 minute Lessons Learned Presentation
    • Collect photos and videos along the way
How Do I Get Graded in TMP 149?

• Every in-class presentation is scored by each instructor
• Four instructors on the teaching team
• Plus, completeness of customer interview write-ups
• You are not graded on the success of your business idea
• You are graded on the effort you put into validation
• You are graded on “smart pivots” based upon market data
• You are graded on your ability to “work the process” of market validation
Entrepreneurial Teaching Team

• Steve Zahm
  – President, Procore Technologies

• John Temple
  – Co-Founder and COO, A Place for Mom
  – Venture Investor

• Jason Spievak
  – Founder & EVP, Invoca
  – Venture Investor, Board Member at multiple start-ups

• Alex Kehaya
  – Partner, C21 Accelerator
  – Winner of Santa Barbara Start-Up Weekend, 2014
TMP 148a / 268a

Business Model Development & Launch

Matthew Stotts
mlstotts@tmp.ucsb.edu
text: 415.786.2231
WHY TAKE MY CLASS?

• Build a Startup
• Prepare and compete for NVC $$$
• Am I Entrepreneurial?
• Don’t have to have full team to enroll, but will be difficult to complete alone
WHAT WILL I LEARN?

• How to:
  1. Start a Startup
  2. Discover Opportunity
  3. Define a Market
  4. Build a Value Proposition
WHAT WILL I LEARN?

• How to:

  5. Test and Prove your Business Model
  6. Find and Win Customers
  7. Launch / Go to Market
WHAT WILL I LEARN?

• How to:

  8. Refine your Biz Model
  9. Brand and Communicate
  10. Make it to the New Venture Fair and NVC Finals
HOW AM I GRADED?

• Your work as a team
• Presentations and contributions to class
• Customer interviews and how you respond
WHAT DO I NEED TO DO NEXT?

• Attend NVC mixers and events
• Come up with an idea
• Form a team
• Apply for the course
• Obtain an add code and enroll
The New Venture Competition

Next Steps
Nest Steps

• If you haven’t already, 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 events
  – They are designed to get individuals together, complete teams, discover mentors who may help
    – There is an event next Thursday evening at 6PM

• Start thinking about an idea and looking for teammates

• Network!
Next Steps: Upcoming Fall Events

Primary Objectives for Fall Quarter:

- Come up with a business idea
- Form a team
- Meet mentors
- Apply for NVC prep classes

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 Oct</td>
<td>5-6PM</td>
<td>NVC Prep Course Information Session</td>
<td>Buch 1920</td>
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<tr>
<td>29 Oct</td>
<td>6-8PM</td>
<td>Seminar &amp; Mixer: The Next Great Idea</td>
<td>ESB 1001</td>
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<tr>
<td>10 Nov</td>
<td>5-6PM</td>
<td>NVC orientation (if you missed the first one)</td>
<td>Phelps 2524</td>
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<tr>
<td>1 Dec</td>
<td>6-8pm</td>
<td>Elevator Pitch Social &amp; Mixer</td>
<td>Corwin</td>
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Team Deliverables: December 2015

• Register and submit team entry by December 31\textsuperscript{st}
  – Earlier for acceptance into prep classes (probably Dec 4\textsuperscript{th})
  – Late entries may be accepted, but you will miss consideration for NVC prep courses

• Team member names, email addresses

• Business name (if established)
  – This can change later

• Brief summary of product / business idea
  – One page

• Teams / ideas that are accepted will participate in Winter quarter activities and events
Team Deliverables: March 2016

- Submit business / team entry by March 18th to be considered for the New Venture Fair
- Business name & logo
- Business “tag line” (i.e. Subway: “eat fresh”)
- Business model canvas
- Executive summary (2 pages max)
- Team member names, email addresses
- All teams must submit an entry by March 18
Questions?