New Venture Competition 2016
Agenda

• Announcements
• New Venture Fair Deliverables
• The Process
• Missed NVC Seminars
• Upcoming events / calendar
• MVP grant Money
• Summer Accelerator
Pick up your trash!
Replace Chairs
Leave us your email address if you are not already on the NVC mailing list
To Apply for the New Venture Fair
April 28th, 2016

• Prepare and submit application by Mon, Mar 21, 2016
  – No exceptions

• Prepare text sections in MS Word or PDF format
  – 1.5 spaced, no exceptions

• Prepare financial projections in MS Excel format
  – Summary data (tables / charts) in PDF format
  – Attach complete Excel file for support
To Apply for the New Venture Fair
April 28th, 2016

Application Contents

1. Summary Information (1 page max)
2. Executive Summary of the Business (2 pages max)
3. Draft of Business Model Canvas (1 page max)
4. Financial Projections
   - Summary (1 page summary max)
   - Detail (attach Excel file)
1. Summary Information

• Business name
• Business tag line (if you have one)
• Logo (will need for the NV Fair)
• Inspiration for your product / business
• Team Bios
  – Name
  – Major area of study
  – Degrees earned, being pursued
  – Anything else you’d like us to know about you
2. Executive Summary of the Business

• Suggested Inclusions:
  
  – Overview of the business / product
  
  – The problem you are solving, and how you solve it
  
  – The benefits your product offers, and how it’s different
  
  – The value proposition for your customers
  
  – The business model (how your business makes money)
  
  – The market your business / product serves
    
    • i.e. market size, market growth rates, competition, etc...
  
  – Financial highlights
    
    • Revenue and cost projections
3. Business Model Canvas

<table>
<thead>
<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>6</td>
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<table>
<thead>
<tr>
<th>Cost Structures</th>
<th>Revenue Streams</th>
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</thead>
<tbody>
<tr>
<td>9</td>
<td>5</td>
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</tbody>
</table>
4. Financial Projections

- Identify / quantify market size
  - TAM (Total Addressable Market)
  - SAM (Served Addressable Market)
  - TARGET / SOM (Served Obtainable Market)

- 3 year revenue & COGS projections (required)
  - Detailed revenue and COGS projections
    - Market penetration assumptions, projected unit sales, avg. selling price
    - Direct product costs related to your sales assumptions

- Pro-Forma Income Statement (optional for New Venture Fair)
Resources

• NVC Seminars
  – Business model development (completing your Bus. Model Canvas)
  – Developing financial projections
  – Legal: Business formation, protecting IP
  – Developing Investor Presentation & Poster Board

• Mentors

• MVP Grant Monies

• Office hours: Weds 2 to 4PM, & by appointment, Phelps 1324
MVP Grant Monies

Up to $300 reimbursed to each team for creation of a Minimum Viable Product (MVP)
MVP Grant Monies – The Process

1. Identify what you need to purchase

2. Submit a request for funds via email
   - To your instructor (TMP 148 / 149)
   - To me
   - Title your email “Request for MVP Grant Funds”

3. Once approved, spend the money - up to $300
   - You may not be reimbursed if you spend before getting approval

4. Complete and submit signed reimbursement form and actual receipt
   - Scan both and email to me
   - Form can be found on the TMP Website

5. Be patient and allow the UCSB machine to work its magic
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Exceptions</th>
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<tr>
<td>21 Mar</td>
<td>Noon</td>
<td>Last Day to Submit NV Fair Application</td>
<td>Email</td>
<td>No Exceptions</td>
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<tr>
<td>28 Mar</td>
<td>Noon</td>
<td>NV Fair Entrants Announced</td>
<td>ESB 1001</td>
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<td>31 Mar</td>
<td>6PM</td>
<td>Spring Kick-Off Preparing for NVF</td>
<td>ESB 1001</td>
<td>Mandatory</td>
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<td>5 April</td>
<td>6PM</td>
<td>Seminar: Developing Investor Presentation &amp; Poster Board</td>
<td>ESB 1001</td>
<td>Mandatory</td>
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<td>12 April</td>
<td>6PM</td>
<td>Seminar: Legal Issues for Startups / IP</td>
<td>ESB 1001</td>
<td>Mandatory</td>
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<td>18 April</td>
<td>6PM</td>
<td>Poster Board Pitch Practice w/Mentors</td>
<td>ESB 1001</td>
<td>Mandatory</td>
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</table>
The G2 Summer Accelerator

- 7 week intensive “startup” program
- 2 sessions / week: Core Topics + Lessons Learned / Best Practices Series
  - All SB community startup entrepreneurs welcome to apply
  - Practical curriculum to help launch and run a business
  - TMP Network of instructors, mentors, angel investors
- Aiming to provide instruction and programming at minimal cost
- Co-working space provided by GEM, classrooms provided by UCSB
The G2 Summer Accelerator

Core Curriculum

1. Customer Discovery / Market Analysis
2. Business Model Development & Validation
3. Selling Strategies and Tactics
4. Resource Acquisition and Management
5. Raising Capital
6. Legal and Financial Management
The G2 Summer Accelerator

Applications Accepted Beginning May 2016
Here to Help

• Dave Adornetto
• Phelps 1324
• dadornetto@tmp.ucsb.edu
• NVC Office Hours: Wed 2 to 4PM & by appointment

* These slides are posted on the TMP Website ("beyond the classroom" page)
Teams

- Ascent Solutions
- Coach Link
- DermaChill
- DOORS
- EV Match
- Fruit Forward
- Hearthwood Path
- Hot Box Meals
- InGrain
- Ingulea
- Kite
- OBEI
- OPAL
- Optic
- Osmo
- Park It
- Plan3
- PLUG
- PorchPack
- Pure Organics
- Powerhouse
- RuBy
- Single Device Authentication
- Skin IQ
- Splash
- Spotlight
- SNTRY
- Torus
- Triameter
- Vibe
- Vidsesh
- Wearable Pet
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Mixing Instructions

• Teams
  – Form X number of groups
  – Number of teams in attendance / 4 = X
  – All team members go to same group
  – Each team has one minute to pitch
  – Each mentor can provide up to one minute of feedback
  – We will rotate every 15 minutes

• Mentors
  – Split evenly into X groups
  – Provide one minute (max) of input per mentor / per pitch
  – Make arrangements to follow-up later if you want / need more time
Helpful Hints

• Pitch
  – Business / product name
  – Problem you are solving and how you solve it
  – Value proposition (why your customer will buy it)
  – How it's different / better
  – Who will use it (target customer)

• Networking
  – Teams: If you find a mentor you like, get a name
  – Mentors: If you find a team you like, please engage
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Sign in, if not receiving emails

Replace Chairs