17th Annual
New Venture Competition
Orientation
Who’s heard of Inogen, Inc.?
Inogen Inc., NVC Winner 2001

Portable oxygen concentrator
Inogen One

The Inogen One received a Gold award in the Medical Design Excellence Awards competition

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

Alison Perry, Brenton Taylor and Byron Myers
Agenda

1. Technology Management Program (TMP) Overview
2. New Venture Competition (NVC)
   - Overview
   - Process (the road to NVC)
   - Rules
   - Resources
3. NVC Preparation Courses
4. Panel of NVC Veterans *(not tonight)*
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 are posted on the TMP Website ("beyond the classroom" page)
Technology Management Program (TMP)

Overview
Technology Management Program

Innovation
Professional Development
Skills for Career Success

University Knowledge Exploration

TMP

Business Society Economy
# Technology Management Program

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<thead>
<tr>
<th>TMP Element</th>
<th>Programs</th>
<th>Objective</th>
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| **Academics** |  • Experiential coursework  
   • Certificate Programs  
   • New Masters Degree Program (MTM) |  • Well educated entrepreneurs, intrepreneurs, and managers of technology |
| **Acceleration** |  • New Venture Competition  
   • Incubators (GEM)  
   • Career Counseling  
   • Job Fairs |  • Innovative start-ups that are investment ready  
   • Successful new technology businesses  
   • Graduates who are ready to lead |
| **Advocacy** |  • Advisors & Mentors  
   • Community Partnership  
   • Networking Events  
   • Entrepreneur at the Table (EAT)  
   • Lecture Series |  • Furthering the role of start-ups and technology managers in the economy and society |
TMP: A Unique Educational Program

- Open to all majors on campus
- Curriculum focused on business fundamentals and developing professional skills
- An emphasis on innovation, internal and external: Entrepreneurship & Intrepreneurship
- Experiential learning: TMP courses address real problems and often use a flipped-classroom approach
- Large and active mentorship network of practicing professionals and entrepreneurs in the region

Impact:

- Prepares students for post-graduate employment
- Adds tangible value to campus degrees
- Faster career trajectory upon graduation
- Jobs, internships, regional economic stimulus
TMP - Academic Elements

Electives also offered in Sales, Market Research, New Product Development, Managing Operations, Patents & IP
The New Venture Competition

Overview
USCB New Venture Competition (NVC)

- One of the longest-running venture competitions in the US
- University-wide participation
- Students form teams, develop an idea, and build and validate a business model
- Coursework and seminars offered to prepare teams for the competition
- Broad and deep mentor network assists and advises teams
- A serious business development exercise!

NVC 2016
UCSB / TMP Graduate Start-ups

Companies started via the New Venture Competition or founded by TMP alumni
Phone Halo Inc., NVC 2009 Winner

Featured on Regis & Kelly
CNBC TechSpot March 2011
Popular Mechanics Editors
Choice Technology Award 2011
Next Energy Technologies, NVC 2010 Winner

Plastic Solar-Cell Technology developed at UCSB by founder Corey Hoven
aPEEL Technology, NVC 2012 Grand Prize

An organic and edible spray coating that preserves fruits and vegetables for longer shelf-life

Received grant from Bill & Melinda Gates Foundation “Grand Challenges Exploration”

Have closed two rounds of funding
Inogen Inc., NVC Winner 2001

Portable oxygen concentrator **Inogen One**

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Alison Perry, Brenton Taylor and Byron Myers
Inogen Then and Now

2001
- 3 UCSB undergraduates
- Business Econ and Biology
- An inspiration for an idea
- TMP & UCSB support

2015
- 400+ employees
- 20+ US patents
- 2014 IPO
- $100M+ annual revenue
- $870M market valuation

2001 Isla Vista Apartment

2003 single room behind hamburger habit

Current offices in Goleta, CA and Richardson, TX
2015 New Venture Competition

Entrants
• 150+ students and 40 business ideas at the start
• 19 teams in New Venture Fair (April)
• 100+ community judges determined finalists
• 6 Finalists presented to 300 attendees and panel of 4 judges to compete for $40K+ in prizes
• Approximately 40 mentors participated

Finalists
• Milo (grand prize winner)
  Wearable blood alcohol sensor for safe drinking and public safety
• Insignt
  Marketing analytics software using eye-tracking technology
• Caugnate
  Computer vision and augmented reality technologies used for remote collaboration
• Chemoguard
  Diagnostic to assess a patient’s toxicity to breast cancer chemotherapy drugs
• Sesamo
  Hardware and mobile app for hotel locks, to replace inconvenience of magnetic keys
• Slightly Nutty
  Cricket powder as a source of protein in human and animal foods
The New Venture Competition

The Road to NVC

NVC 2016
UC Santa Barbara
NVC Process

Fall
- Idea Generation
- Team Formation

Winter
- Development
- Course Work

Spring
- Competition
- Fair and Finals

Mentoring
- Lean Launch: TMP 148/268, TMP 149/269
- NVC Seminars
- CoE Capstone Projects
- Bren School Eco-E Projects

Idea Submission
- Mixers
- Brainstorming
- Elevator Pitch Social

Accepted
Selected

New Venture Fair
NVC Finals
Most Common Avenues to the NVC

- TMP Prep Courses
- Bren Eco-E Program
- COE Capstone Projects
- Other
Most Common Avenues to the NVC

1. TMP Prep Courses
2. Bren Eco-E Program
3. COE Capstone Projects
4. Other
NVC Prep Courses – Winter Quarter

• **TMP 148 / 268: Business Model Development & Launch**
  – Instructor: Mathew Stotts, Principal, Tenor Marketing
  – Limited enrollment (30 to 40)
  – Acceptance based on business idea and intent to enter the NVC
  – Do not need to have (or enroll) full team to apply
  – Course based on Alexander Osterwalder’s Business Model Canvas
    • Lean start-up template for developing a new business model
    • Drives alignment and tradeoffs between the elements of value proposition, customers, finances and infrastructure
NVC Prep Courses – Winter Quarter

• **TMP 149 / 269: Developing a Market Tested Business Model**
  – Instructor: Steve Zahm, President, Procore Technologies
  – Limited enrollment - 9 to 10 teams accepted
  – Application / interview process
  – Must have full team (4 to 5 members) to apply and enroll
  – Flipped classroom approach based on Steve Blank’s “Lean Launch”
  – Weekly deliverable: Conduct and present 10 customer interviews
  – Get ready to pivot!
  – Rigorous and transformational
Most Common Avenues to the NVC

- TMP Prep Courses
- Bren Eco-E Program
- COE Capstone Projects
- Other
Alternate Routes to the NVC

• Bren Eco-Entrepreneurship
  – TMP Prep courses won’t apply (repeat Eco-E curriculum)
  – Eligible to attend all TMP seminars leading up to the NVC
  – NVC Entry requires Bren and TMP faculty approval

• College of Engineering – Capstone Projects
  – May take TMP prep courses if schedules allow and full team assembled
  – Eligible to attend all TMP seminars leading up to the NVC
  – NVC Entry requires Bren and TMP faculty approval

• Open Applications
  – Eligible to attend all TMP seminars leading up to the NVC
  – NVC Entry requires TMP faculty approval
NVC Process

**Fall**
- Idea Generation
- Team Formation

**Winter**
- Development
- Course Work
- Mentoring
  - Lean Launch: TMP 148 / 268
  - TMP 149 / 269
  - NVC Seminars
    - CoE Capstone Projects
    - Bren School Eco-E Projects

**Spring**
- Competition
- Fair and Finals

An Eight-Month Educational Experience
NVC: A Transformative Learning Experience...
...but also a Competition

- Fall events open to all interested in NVC
- Continuation to Winter / Spring events is competitive
  - Must be selected to advance
- Do a thorough job in feeder courses and it will be more difficult to deny you!
- Put your best foot forward!
  - Attend Fall events
  - Form your team early
  - Develop your idea, and start to validate it
The New Venture Competition
Rules and Guidelines

Crap!
Rules & Guidelines: Team Eligibility

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

• Only active UCSB students are eligible for prizes

• Prior cash funding must be disclosed, including your own
  – Grants not included
  – Significant capital raised may disqualify a team
  – See me if you’ve raised or invested any capital

• Use of IP requires written approval of its owner

- Problem Being Solved
- Elegance and Effectiveness of the Solution
- Product Differentiation
- Value Proposition
- Business Model
- Market Opportunity / Competition
- “Go to Market” strategy
- Product / Technology Defensibility
- Quality / Depth of the Team
- Financial Projections
# 2015 Awards

## Grand Prize
$10,000

## “Tech-Driven” Awards

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<thead>
<tr>
<th>Place</th>
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<tbody>
<tr>
<td>1st</td>
<td>$7,500</td>
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## “Market Pull” Awards

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## Elings Prize
$5,000

## People’s Choice Award
$2,500
The New Venture Competition

Resources
Resources: Mentors and Advisors

Who are they?

- Entrepreneurs and business professionals with local ties
- Passionate about start-ups
- Industry and domain experts
- Well connected
- Want to help you with your business

How can they help?

- They speak from experience
- Can be great “sounding boards”
- Might be an investor or business partner some day
- Most 2015 NVC finalists logged significant time with their mentors
- 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: http://www.tmp.ucsb.edu
- NVC Web Site: http://www.tmp.ucsb.edu/nvc
- Team finder group: https://groups.google.com/forum/#!forum/nvc-team-finder2016
- More links to resources on “Next Great Business Idea” slide deck
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
TMP 149 / 269:

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
The New Venture Competition

Next Steps
The New Venture Competition

Next Steps
Nest Steps

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

• Attend Dec. 1 Elevator Pitch Mixer event
  – Designed to get individuals together, complete teams, discover mentors who may help

• Start thinking about an idea and looking for teammates NOW

• 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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<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>22 Oct</td>
<td>5-6PM</td>
<td>NVC Prep Course Information Session</td>
<td>Buch 1920</td>
</tr>
<tr>
<td>29 Oct</td>
<td>5-6PM</td>
<td>Seminar &amp; Mixer: The Next Great Idea</td>
<td>ESB 1001</td>
</tr>
<tr>
<td>10 Nov</td>
<td>5-6PM</td>
<td>NVC orientation (if you missed the first one)</td>
<td>Phelps 2524</td>
</tr>
<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 31st
  – Earlier for acceptance into prep classes (probably Dec 4th)
  – 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?