New Venture Competition 2016

Team Deliverables for Applying to the New Venture Fair - April 28th, 2016
Agenda

• Dinner
• Announcements
• New Venture Fair Deliverables
• Network
Here to Help

• Dave Adornetto
• TMP Lecturer and Entrepreneurship Program Director
• Phelps 1324
• dadornetto@tmp.ucsb.edu
• NVC Office Hours: Wed 2 to 4PM

* These slides are posted on the TMP Website ("beyond the classroom" page)
Announcements:
Pick up your trash!
Leave us your email address if you are not already on the NVC mailing list
Startup Weekend at UCSB

Friday 1/15 through Sunday 1/17
To Apply for the New Venture Fair
April 28th, 2016

- Prepare and submit application by Fri, March 18, 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
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
• 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

• Include a draft of your Business Model Canvas
• What’s a Business Model Canvas?
• A lean startup template for developing a business model
• Critical elements:
  – Value proposition
  – Customers
  – Infrastructure
  – Finances
• Helps to align activities by illustrating potential trade-offs
### Lean Launch: The 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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<tbody>
<tr>
<td>6</td>
<td>7</td>
<td>1</td>
<td>4</td>
<td>2</td>
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</table>

<table>
<thead>
<tr>
<th>Key Resources</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
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<table>
<thead>
<tr>
<th>Cost Structures</th>
<th>Revenue Streams</th>
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<tr>
<td>9</td>
<td>5</td>
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*Image source: UC Santa Barbara*
4. Financial Projections

• Market size (total, servable, target)

• 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)
  – Summary operating cost projections
    • High-level estimates of operating costs
    • i.e. Selling & Marketing, Research and Development, General and Admin.
### Pro-Forma Income Statements

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>% of Revenue</th>
<th>Year 2</th>
<th>% of Revenue</th>
<th>% Δ (Yr 2 v. Yr 1)</th>
<th>Year 3</th>
<th>% of Revenue</th>
<th>% Δ (Yr 3 v. Yr 2)</th>
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<tbody>
<tr>
<td>Revenue</td>
<td>0</td>
<td>100%</td>
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<td>100%</td>
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<td>0</td>
<td>100%</td>
<td></td>
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<tr>
<td>Less: Cost of Goods Sold</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
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<tr>
<td>Gross Profit</td>
<td>0</td>
<td>100%</td>
<td>0</td>
<td>100%</td>
<td>0%</td>
<td>0</td>
<td>100%</td>
<td>0%</td>
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<tr>
<td>Less: Operating expenses</td>
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<td></td>
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<td>General and Admin Expense</td>
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<tr>
<td>Selling Expense</td>
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<td>Depreciation Expense</td>
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<td>Research &amp; Development Expense</td>
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<td>0</td>
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<tr>
<td>Total Operating Expenses</td>
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<td>0</td>
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<tr>
<td>Operating Profit/Loss</td>
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<td>Interest Expense (Income)</td>
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<tr>
<td>Net Income/(Loss) Before Taxes</td>
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<tr>
<td>Less: (Tax Expense)</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Net Income/(Loss)</td>
<td>$-</td>
<td>$-</td>
<td></td>
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Resources

- NVC Prep Courses (TMP 148/268, TMP 149/269)
- Topical Seminars
  - Legal: Business formation, protecting IP
  - Business model development (completing your Bus. Model Canvas)
  - Developing financial projections
  - Seminar schedule to be announced shortly
- Mentors
- Office hours: Wednesdays 2 to 4PM, and by appointment, in Phelps 1324
Upcoming Winter Events

Primary Objectives for Winter Quarter:

- Form and finalize teams
- Develop product / idea
- Meet and work with mentors
- Create a business model
- Refine “Elevator Pitch”
- Apply for the New Venture Fair

Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>14 Jan</td>
<td>6:30-8:30</td>
<td>Winter Quarter Information &amp; Mixer</td>
<td>ESB 1001</td>
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<tr>
<td>18 Feb</td>
<td>6:00PM</td>
<td>NVC Updates and Quick Pitch Event</td>
<td>ESB 1001</td>
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<tr>
<td>TBD</td>
<td>TBD (evenings)</td>
<td>NVC Seminars</td>
<td>TBD</td>
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<tr>
<td>18 March</td>
<td>12PM</td>
<td>New Venture Fair Applications Due</td>
<td>email</td>
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Tentative

No exceptions
1. Who has a team and business idea and is looking for teammates?

2. Who is enthusiastic, intelligent, hard working, and available to join a team?

3. Who has a team and business idea and is looking to meet potential mentors?

4. Who is a mentor looking to help?
Opportunity Looking for a Team

• **Troyka** - *Your Business Networking - Video Solution*
  – Strengthen connections and increase business referrals

• **Problem:** Professional business videos are being produced in increasing numbers with no effective platform to showcase and share them with contacts, prospects, clients

• **Problem:** “Business networking groups” have no effective platform to house and share member’s business videos, structured to help generate referrals
Opportunity Looking for a Team

- **Troyka** - *Your Business Networking - Video Solution*
  - Strengthen connections and increase business referrals

- **The Troyka solution:**
  - Provides an innovative platform for professionals to easily upload, create, organize and share impactful business videos with group members / contacts
  - Provides a tracking system for all referrals given and those received by group members - to stimulate and improve the referral process

If interested email Phil; Butts at: emailbutts@gmail.com