The Next Great Business Idea….Mixer 1
Agenda

• Announcements / Reminders
• Ideation: Kevin O’Conner
• Mixing (7:00PM to 8:30PM)

These (and all NVC) slides will be posted on the TMP Website NVC “Resources” Page
Announcements

Please pick up your trash!
Announcements

If you didn’t register for tonight’s session and we don’t have your email address, make sure you scan the QR code in back before you leave.
Here to help!

Dave Adornetto
- Entrepreneurship Director
- NVC Office Hours: Weds 3:00 - 4:00pm, Phelps 1314
- Email in advance: dadornetto@ucsb.edu

Sarah Hilliard
- Entrepreneurship Coordinator
- NVC Office Hours: Tue. & Thurs. 2:00-3:00pm, Phelps 2220
- swhilliard@ucsb.edu

These (and all NVC) slides will be posted on the TMP Website
NVC “Resources” Page

Be on the lookout for emails from us!
NVC Workshops – Begin Winter Quarter

• Broad Curriculum
  • Market Validation
  • Business Model Development
  • Go to market strategies
  • Quantifying Market Opportunity
  • Preparing Financial Forecasts
  • Legal: Corporate Formation, IP, Patents, Trademarks
  • Developing an Investor Pitch Deck
  • Telling the Story
TMP 149A / 249A – Winter Quarter

Developing a Market Tested Business Model

- A unique academic opportunity - transformative
- Focus on customer discovery and product-market fit
- Flipped classroom - based on Lean Launch methodology
- Must apply and interview to be considered (8-9 teams)
  - Interviews / Applications Due early December
- **Market validation workshop, Nov 21, if you want to learn more**

Questions: email Jason Spievak at spievak@ucsb.edu
Upcoming NVC Events

• Student Mixer, Weds, Nov 20th, 6PM, Loma Pelona

• Market Validation Workshop, Nov 21, 6PM, Phelps 1420
  • Learn more about TMP 149
  • Optional

• Elevator Pitch Social, Weds, Dec. 4th, 6PM, Loma Pelona

Details can be found on the TMP Website, Register today!
Ideation

Kevin O’Connor
Managing Partner  ScOp Venture Capital
Founder, CEO, Graphiq,
Founder, CEO, DoubleClick
Survey:

• Idea
• Looking for team members
• Looking for a team
• STEM vs. Liberal Arts / Humanities
• Interested in hardware vs. software
Mix:

- Students with ideas on outside of the room
- People looking for a team on the inside
- Mentors on the inside
- Team “finders” move to next station every 3-4 minutes (we’ll dim the lights)
- Move clockwise only!