Beall New Venture Competition
at The Paul Merage School of Business

Welcome to the Kickoff!

UCI Paul Merage School of Business
Beall New Venture Competition
at The Paul Merage School of Business

Thank You to our Sponsors

UCI Blum Center for Poverty Alleviation

SCHOOL OF MEDICINE
UNIVERSITY OF CALIFORNIA · IRVINE

Boeing

CB CAPITAL
PARTNERS, INC.

Leveraging the Power of Undergraduate Education

UCI Claire Trevor
School of the Arts

UCI Paul Merage
School of Business
Beall New Venture Competition
at The Paul Merage School of Business

Middle School Moguls – Gina Heitkamp

Winner of 2014 Business Plan Competition

#UCINewVenture
Beall New Venture Competition
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StackTek – Matt Zimmer

Participant of 2011 Business Plan Competition

#UCINewVenture
Let’s take a Social Media Minute

#UCINewVenture
Overview of the Competition

The 2017 New Venture Competition at The Paul Merage School of Business is one of the nation’s premier new venture competitions offering all UC Irvine students, staff and researchers the opportunity to form a team, create a startup and potentially fund their idea all within six months.

#UCINewVenture
Objective of the Competition

1. Provide students with hands-on opportunities to be able to understand, experience and get involved in the process of launching a business.

1. Help students achieve their dreams by launching startups that are fundable.
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New Venture Competition
at The Paul Merage School of Business

consumer products
first place
second place
if more than 8 semi-final teams in track

toams are evaluated on their ability to address a real world, poverty-related problem in an area such as financial inclusion, energy, water, health, and services.

specialty awards

school of medicine award

Designing Solutions for Poverty
Awarded by the Blum Center

Tech Surge: Awarded by UCI Applied Innovation

teams are evaluated for using UCI intellectual property (IP) as a core element of their business plan.

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Requirements

Must be an original idea
Teams must present an original idea for a company which may not have been in existence prior to January 2016. Teams must be in pre-incubator form and must not have received financial backing by professional third-party accelerators, incubators, existing companies or venture capitalists in an amount greater than $10,000.

Who can participate?
All UCI graduate and undergraduate students, plus faculty and staff are invited to participate in the New Venture Competition. Teams are required to have a minimum of three members, two of whom must be registered UC Irvine students.

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Competition Phases

Phase #1 -- Concept Paper due January 30
Phase #2 -- Pitch Deck due May 5

#UCINewVenture
Concept Paper

- Phase 1: Submit a 3-page Concept Paper by January 30.

- Pain point
- Value proposition
- Clearly defined target customer or market segment linked to the pain point
- Evidence of market research
- Clear competitive edge
- $$$ Explain how to make money
- Is there enough evidence to make the above points believable?
- Capability of the team
After the Concept Paper

1. Judges will review concept papers between February 2-12
2. Semi-finalists will be announced February 14-17
3. Semi-finalists will then be paired with a coach/mentor to help them structure and present a compelling new venture
4. Teams will then present their new venture to judges on May 12
# Pitch Deck

**Phase 2:** Selected teams who advance to the next round will verbally present their pitch decks to a panel of judges at the final presentation round on May 12, 2017. This will be a 12-minute presentation with an 8-minute questions and answer session.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>(Clear evidence of a market and business solution)</td>
</tr>
<tr>
<td>Problem</td>
<td>(Whether or not the problem has been fully and clearly addressed)</td>
</tr>
<tr>
<td>Solution</td>
<td>(New venture presents something novel, unique or special to provide competitive advantage in the target market)</td>
</tr>
<tr>
<td>Business Model</td>
<td>(Whether or not the business model presents a viable opportunity and favors success)</td>
</tr>
<tr>
<td>Market Research Outcomes</td>
<td></td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>(Whether or not the marketing plan is realistic, fully understood and favors success)</td>
</tr>
<tr>
<td>Competition</td>
<td>(Whether or not the competition was fully and clearly addressed)</td>
</tr>
<tr>
<td>Management Team</td>
<td>(Whether or not the management team was addressed; is fully capable)</td>
</tr>
<tr>
<td>Financial Projections</td>
<td>(Whether or not the team has a solid understanding of financial requirements of the startup; clear evidence of profitability)</td>
</tr>
<tr>
<td>Summary and Call to Action</td>
<td>(Summary was clearly and fully addressed. The call to action was understood)</td>
</tr>
<tr>
<td>Response to Questions</td>
<td>(Ability to understand judges’ inquiries and respond appropriately to questions with substantive answers)</td>
</tr>
</tbody>
</table>

#UCINewVenture
1-Minute Elevator Pitch on Indi.com

- Optional when you submit your Concept Paper
- Required when you submit the Pitch Deck
How to Get Started

Merage2017.startupcompete.co

1. Create a profile
2. Submit your concept paper by January 30

We will send directions to you via email

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Calendar

• November 9 at 5:30 p.m. – New Venture Competition Kickoff at the Merage School Auditorium
• **November 15 at 5:30 p.m. – Workshop #1 “Assessing the Market” at the Merage School**
• January 11 at 5:30 p.m. – Team Networking Mixer at the Merage School
• January 18 at 5:30 p.m. – Workshop #2 “How to Create a Concept Paper” at the Merage School
• January 20 at 5:30 p.m. -- Workshop #3 “How to Transform an Idea into a Business Model” at The Cove
• January 25 at 5:30 p.m. – Workshop #4 “Intellectual Property and Protection” at The Cove
• **January 30 – CONCEPT PAPERS DUE**
• February 14-17 – Semifinalists announced by the Antrepreneur Center
• February 21 – Teams are paired with a coach
• March 8 at 5:30 p.m. – Workshop #5 “Financials” at the Merage School of Business
• April 5 at 5:30 p.m. – Workshop #6 “How to Deliver a Pitch” at RapidTech
• April 12 at 5:30 p.m. – Workshop #7 “How to Build a Pitch Deck” at the Antrepreneur Center
• April 19 at 5:30 p.m. – Workshop #8 “How to Deal with Q&A and answer Investors’ Questions” at RapidTech
• April 24 at 5:30 p.m. – Blum Center Workshop with participants, coaches and judges
• April 28 at 5:30 p.m. – Tech Surge Workshop with participants, coaches and judges
• **May 5 – PITCH DECKS DUE**
• May 12 (All Day) – Competition Semifinalists Present to Judges

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ANTrepreneur Center at UCI

#UCINewVenture
ABOUT INDI.COM

Neel Grover

#UCINewVenture
ABOUT TECH SURGE

Doug Crawford
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ABOUT TECH SURGE

Separate parallel track for teams. Uses UC intellectual property (IP) as core part of business idea.

$20,000+ ADDITIONAL PRIZE MONEY
4 AWARDS
IMMERSIVE, GUIDED EXPERIENCE

UCI Applied Innovation
UCI Paul Merage School of Business
VALUE OF UC IP

• The product of world-class researchers and enormous amounts of funding
• Pre-vetted by UCI Applied Innovation staff
• Ready to mobilize
• Often already patented

A clinical operations management and patient analytics system for healthcare

A technique and apparatus for high purity radioisotope production
## INCENTIVE

<table>
<thead>
<tr>
<th>Place</th>
<th>Prize</th>
<th>Unrestricted Cash</th>
<th>Restricted Grant</th>
<th>Added Bonus</th>
</tr>
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<tbody>
<tr>
<td>Winner</td>
<td>$10,000</td>
<td>$2,500</td>
<td>$7,500</td>
<td>Cove Share Program</td>
</tr>
<tr>
<td>Runner-up</td>
<td>$7,500</td>
<td>$2,500</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Honorable Mention</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$1,500</td>
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<tr>
<td>Honorable Mention</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Outstanding Undergraduate</td>
<td>$1,000</td>
<td>-</td>
<td>-</td>
<td></td>
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</tbody>
</table>
ADDED BENEFIT

• Immediate access to UCI Applied Innovation staff
• Tailored, hand-on coaching, mentoring, and training
• Extended resources and domain expertise
• Winners - Invitation to Cove Share summer program

We stick with you!
PURPOSE

1. Experiential Education
2. Successful Commercialization of University IP

The NVC is just the beginning!
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NEXT STEPS

• Review Existing UC IP
• Tech Surge IP on NVC Website: merage.uci.edu/researchandcenters/beall/BPC.aspx
• Library of Invention Transfer Group Available Technologies: ota.uci.edu/industry-resources/available-technologies.html
• Contact (required):
  Doug Crawford
  Senior Licensing Officer
  UCI Applied Innovation
doug.crawford@uci.edu
ABOUT THE SCHOOL OF MEDICINE AWARD

Hayley Young
Beall New Venture Competition
at The Paul Merage School of Business

ABOUT

Separate parallel track within NVC.
Focus on use of university IP and post-competition commercialization activity.

ELIGIBILITY

• Meet the criteria for NVC competition AND

• Have ≥ 1 team member with current School of Medicine affiliation OR

• Be using School of Medicine intellectual property
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INCENTIVE

$15,000
ADDITIONAL PRIZE MONEY

$1,000
UNRESTRICTED CASH

$14,000
RESTRICTED GRANT FUNDS

INCUBATION

UCI Applied Innovation
REGISTRATION

When submitting your Concept Paper to NVC:

“UCI School of Medicine Award”

SOM Track teams will give separate pitches in the Spring and be evaluated by an independent set of judges.
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CONTACTS

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ABOUT THE DESIGNING SOLUTIONS FOR POVERTY ALLEVIATION AWARD

Richard Matthew

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Tips for Success from a Judge – Dan Jenkins

#UCINewVenture
FunBand – Rehema Feleka and Simon Loo

Winner of 2016 Business Plan Competition
QUESTIONS?
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Next Steps

• Let’s go listen to some 30-second pitches (in lobby) from students looking for team members
• Form teams, meet past mentors, judges, Beall Center Board of Advisors

Name Badges

• **ORANGE** – Have a business idea, may need teammates
• **GREEN** – Looking to join a team
• **BLUE** – Business Executives, Past Judges, Coaches

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