



# UCI New Venture Competition 2021

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*Report*

**UCI** Paul Merage  
School of Business

Beall Center for Innovation & Entrepreneurship

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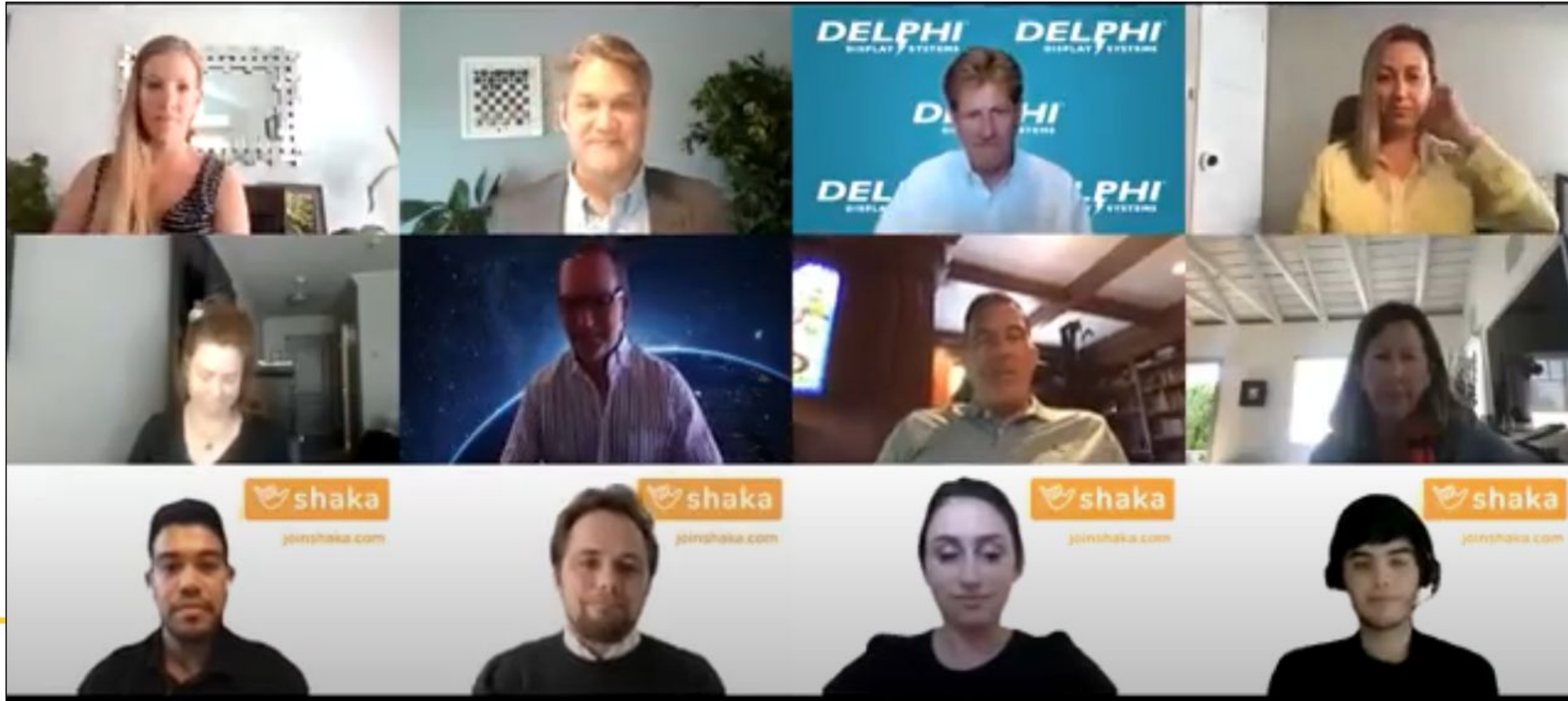
**UCI Paul Merage  
School of Business**  
Leadership for a Digitally Driven World™



# NVC Update



- **2021 Stats:**
  - **85 Concept Papers Submitted**
  - **54 Semi Finalists in the Boardroom Round**
  - **10 Finalists**
  - **\$61,000 in CASH awarded to teams**
  - **Almost 300 participants**
  - **39 Coaches**
  - **59 Judges**



# NVC Update



- **2021 Winners:**

- Business Products and Services:

- 2<sup>nd</sup> place: **Health Libero**: A dual-sided marketplace focused on redefining price transparency in healthcare for patients, while also providing physicians with a CRM system to reduce overall costs.
- 1<sup>st</sup> place: **Shaka**: A culture-building application for companies to keep employees engaged.

- Consumer Products:

- 2<sup>nd</sup> place: **Hydroflow**: A smart water bottle cap that tracks water intake and monitors hydration levels.
- 1<sup>st</sup> place: **MONI**: An NFC activated pet tag with a community-based app to monitor pet health and safety.

- Consumer Services:

- TIE! 1<sup>st</sup> place: **MoodCloud**: An AI lifestyle/health management app that helps users improve their long-term health. -and- **REMSYS**: A resume management system designed for college students to alleviate the hassle of managing multiple resumes when applying to multiple jobs.

# NVC Update



- **2021 Winners:**
  - Life Sciences:
    - 2<sup>nd</sup> place: **HydroVasc**: A platform injectable hydrogel that has the capability to regenerate tissue and organs.
    - 1<sup>st</sup> place: **StyloSonic**: A handpiece that provides key periodontal metrics to accurately diagnose gingivitis in the early stage and reduce the rate of advanced periodontitis.
  - Social Enterprise:
    - 2<sup>nd</sup> place: **Tooke Fabrics**: An environmentally conscious means of producing fabric that contributes to climate action and the creation of jobs for widows who are financially marginalized.
    - 1<sup>st</sup> place: **Circular**: A service that picks up food waste, composts it using worms, and uses that compost to fertilize a vertical farm growing organic produce, which is distributed back to partner restaurants.
  - Audience Favorite: **MONI**
  - Grand Prize Winner: **Shaka**

# NVC Update



## New Venture Competition

Powered by the Merage School's Beall Center for Innovation and Entrepreneurship



Date May 27th, 2021

Pay to the order of

# Shaka

\$10,000.00

Ten Thousand dollars and zero cents Dollars

Beall Center for Innovation and Entrepreneurship

UCI Paul Merage School of Business

For New Venture Competition Grand Prize Winner

*New Venture Competition*



# NVC Participant Testimonials



“NVC was a huge **learning experience**. There’s so much that goes into running a startup, and I had to think of my business in ways that I wouldn’t have otherwise. I **met some awesome people** along the way and can’t thank the committee enough for making this possible.”

“NVC offers a great opportunity for students to **connect to create and implement a great idea**. I enjoyed being a part of this competition and have definitely **learned a lot**--from marketing strategies to financials to pitching.”

“The New Venture Competition was the best place for me to not only **learn about developing my business into a viable entity** but also having the chance to **receive mentorship** and the chance to **win funding**.”

“After NVC, I felt prepared to **pitch my business to any audience at any time in any format**. The process helped me to clearly **verbalize my value proposition, business model, key differentiators and investment potential**. I would highly recommend this opportunity to any early-stage founder who has a problem they are passionate about solving.”



# NVC Update



- New tracking survey implemented. Here are some highlights:
  - 2020 Winner, Baby Box recently accepted into Long Beach Accelerator
  - 2020 Winner, No Decaf Allowed, hired their first employee
  - 2020 Winner, ImmunoTarget Therapeutics secured DoD funding for R&D
  - 2019 NVC Winner, Kontess, acquired by StartupTree
  - 2019 NVC Winner, Wing, got accepted to UC Berkeley SkyDeck Accelerator
  - 2017 NVC Winner, Syntr Health Technologies has raised over a 1M in non dilutive and dilutive capital and is on track for regulatory approval and human data
- Created participant, judge, and coach banners for LinkedIn







# New Venture Competition Data Report






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Prepared by Selina Han

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School of Business

Beall Center for Innovation & Entrepreneurship

## Participants: Majors represented

202+		The Paul Merage School of Business
148+		The Henry Samueli School of Engineering
73+		Donald Bren School of Information and Computer Sciences
33+		School of Social Sciences
18+		School of Physical Sciences

\*Based on data from 2019-2021

# Types of Participants 2019-2021

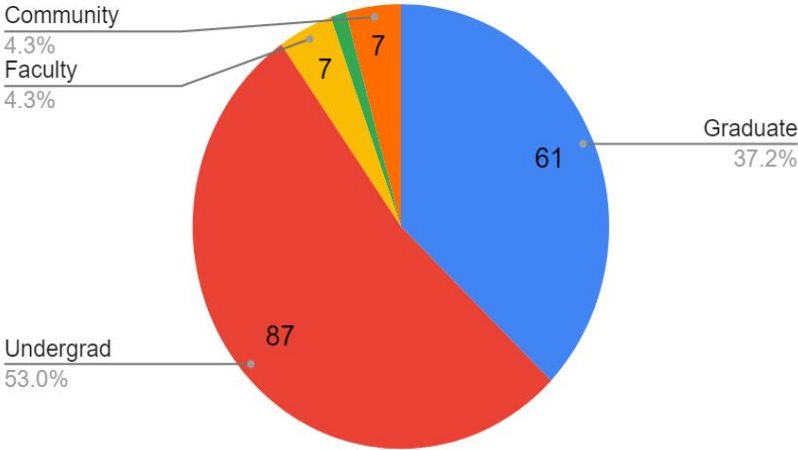
## Categories represented:

Graduate students, Undergraduates, Faculty/Staff, Community, Student at Another University

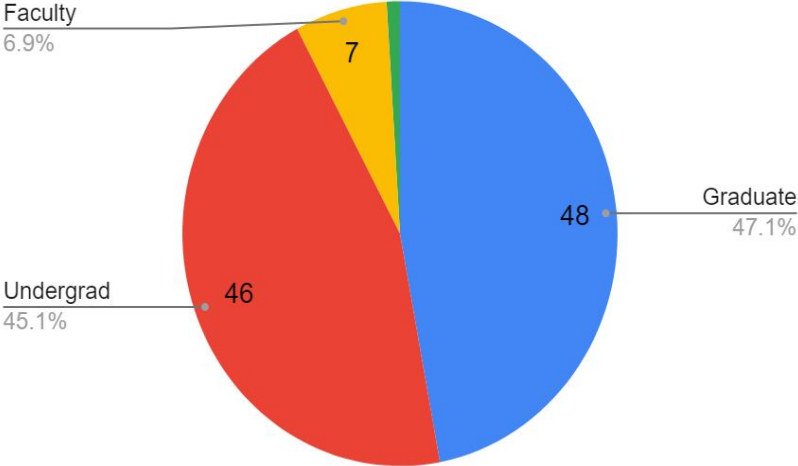
## Participants from outside of UCI

2021: Highest # of community members/students at other university

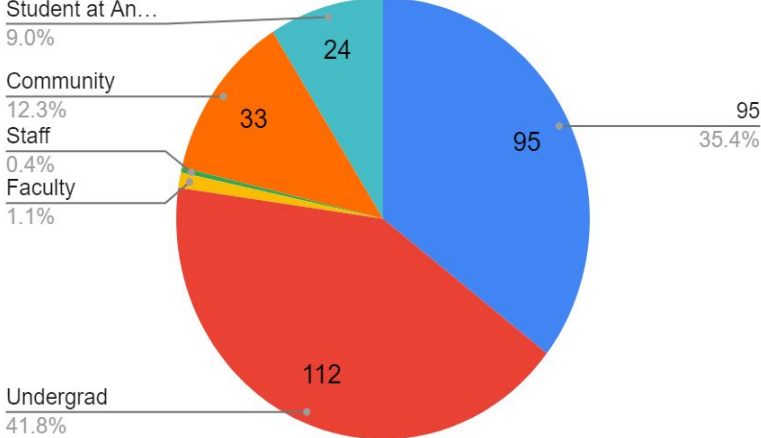
2019 NVC Participants



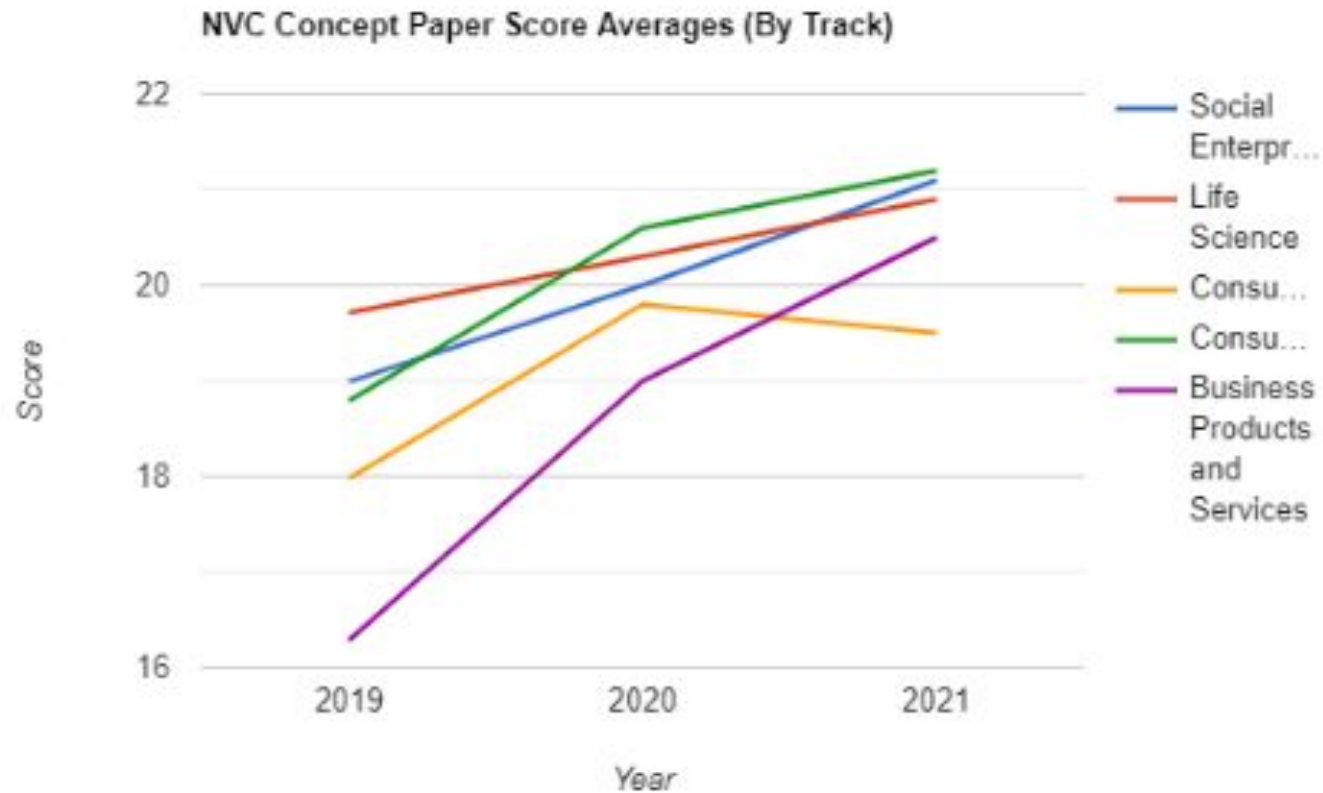
2020 NVC Participants



2021 NVC Participants



# Concept Paper Score Averages. (By Track)



Yellow: Consumer Services  
Green: Consumer Products

## Positive trend

Average scores increased in every track from 2019 to 2021.

Average scores increased year-after-year in almost every track.

# 60 NVC teams

Have gone to Wayfinder

**~33.52%**

Of Wayfinder teams come from NVC

# Workshop Attendance

## At least one workshop

Attendance Rate: 172/881 participants  
**19.5%**

## Boardroom Pitch and Up

Of the 38 participants that have attended AT LEAST 5 workshops, 22 of them have advanced past the concept paper stage.  
**57.89%**

## Data used:

- Workshops #1-10 (2020)
- Workshops #1-9 (2019)
- Workshops #1-7 (2018)



# THANK YOU!

**Beall Center for  
Innovation and  
Entrepreneurship**

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**#UCINewVenture**