NEW VENTURE COMPETITION 2020

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#UCINew Venture Competition
more info: haleb@uci.edu
Agenda

• Entrepreneurship Research Explained
• Tour of the Entrepreneurship Research Guide
• Key Research Questions
  • What is the outlook for my industry?
  • What is my market size?
  • Who are my competitors?
• Database Demonstration
  • IBISWorld, Mintel, and Mergent Intellect
• Research Questions Answered
• Questions?

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Entrepreneurship Research
Entrepreneurship Research Guide

Welcome to the Entrepreneurship Research Guide!

The "Research" tabs represent various stages of entrepreneurial research. Jump in with whichever tab fits your current research needs!

- Ideation
- Business Models
- Industries & Markets
- Market Validation
- Companies
- Patents
- Funding
- Pitching

How Does This Guide Work?

Access Key

Access: UCI - Current Affiliates
Access is available only for current UCI affiliates.
These are users with an active UCI NetID and password (i.e., current students, faculty, and staff).

Access: UCI
Access is available to users physically on the UCI campus, including users who are not current UCI affiliates.
Remote access is available to current UCI students, faculty, and staff.

Schedule Appointment
How To Get To The Guide

• UCI Libraries’ website: lib.uci.edu

• Direct URL: guides.lib.uci.edu/entrepreneurship

• Google: uci entrepreneurship research
Key Research Questions

1. What is the outlook for my industry?
   • Ex: growth rate, trends, opportunities, etc.

2. What is my market size?
   • Ex: estimate using TAM/SAM/SOM model

3. Who are my competitors?
   • Ex: direct and indirect
Fictional Venture Example:

• Sports Equipment Rental App
  - Post equipment you’re not currently using and make money
  - Rent equipment for a limited time instead of purchasing expensive equipment you may only use once
List of Companies by Industry and Location

NAICS Code  Orange County, CA
NAICS Codes

<table>
<thead>
<tr>
<th>Level</th>
<th>NAICS Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sector</td>
<td>44-45</td>
<td>Retail Trade</td>
</tr>
<tr>
<td>Subsector</td>
<td>441</td>
<td>Motor Vehicle and Parts Dealer</td>
</tr>
<tr>
<td>Industry Group</td>
<td>4412</td>
<td>Other Motor Vehicle Dealers</td>
</tr>
<tr>
<td>NAICS Industry</td>
<td>44122</td>
<td>Motorcycle, Boat, and Other Motor Vehicle Dealers</td>
</tr>
<tr>
<td>National Industry</td>
<td>441221</td>
<td>Motorcycle, ATV, and Personal Watercraft Dealers</td>
</tr>
</tbody>
</table>

Source: [www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html](http://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html)
Key Research Questions

1. What is the outlook for my industry?
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   • Ex: direct and indirect
Research Questions Answered

1. What is the outlook for my industry?

Things I might mention:

- Overall Sporting Goods Retail Industry is worth $49.4bn
- Expected growth rate of 1.2% over the next 5 years (up from 0.3% the previous 5 years)
- Increased participation in team sports is expected to drive demand
- Consumers are becoming more environmentally conscious, leading to growth in the resell market

Sources: IBISWorld: Sporting Goods Stores in the US; Mintel: Sporting Goods Retail - US
Research Questions Answered

2. What is my market size?

Estimate using TAM/SAM/SOM model:

- **$21.35bn**
  - TAM (Total Attainable Market)
  - Sporting equipment segment of Sporting Goods Retail in the US
  - 29% purchase online

- **$6.19bn**
  - SAM (Serviceable Available Market)
  - Sporting equipment purchased online
  - 27% interested in trying rental service

- **$1.67bn**
  - SOM (Serviceable Obtainable Market)
  - Potential US market for rental service

Sources: **IBISWorld**: Sporting Goods Stores in the US; **Mintel**: Sporting Goods Retail - US
3. Who are my competitors?

Depending on the scale of my venture, competitors may include:

- National (US): Bass Pro Shops, Dick’s Sporting Goods, Big 5, REI
- Local (Orange County, CA): Golf Mart, Huntington Surf and Sport, Rock ‘N Road Cyclery

Sources: IBISWorld: Sporting Goods Stores in the US; Mergent Intellect
Thank You & Good Luck!

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