Educating, Coaching and Funding Entrepreneurs for Success

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Jacobs School of Engineering
University of California, San Diego
UC San Diego

Discoveries and Opportunities Abound

Funnel of Ideas

- Alumni
- Professors
- Post Grads
- Students

- ICORPS I, II, Nat’l
- Seminars
- Workshops
- Lab to Market

- Tech Transfer
- Licenses
- Patents
- Research Labs

- Engineering
- Rady
- Medical
- Scripps

- Start R
- My Start up XX
- TriNet Challenge
- Ad Hoc Requests
The Qualifying Process

Funnel of Potential Opportunities

EIR Involvement

Entrepreneur Showcase

Triton Fund

A Funded Start-up
A Process That Works

IDEA → REVIEW → QUALIFY → EDUCATE → COACH → SHOWCASE → REFINING → TRITON FUND

von Liebig Entrepreneurism Center
ICORPS Phase I, ICORPS Phase II
Von Liebig Accelerator, National ICORPS

Subject Matter Seminars and Workshops
(Hack for Defense, Medical Devices, etc.)

UCSD Entrepreneurship Courses
Rady School of Business

Entrepreneur Showcase
## Entrepreneur Showcase

### Held Every 60 Days

<table>
<thead>
<tr>
<th>Audience:</th>
<th>Event:</th>
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</thead>
<tbody>
<tr>
<td>VC’s, Angel Investors, Faculty, CEO’s and Subject Matter Experts</td>
<td>20 Minute Presentation</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>20 Minute Q&amp;A</td>
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<td>10 Minute Feedback</td>
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<td>Written Critique</td>
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### Results:

- Action Items to Enhance Presentation
- Prepared for Investment Committee
- 4 Sessions Held; 20 Teams Reviewed
Funding Roadmap

- Pitch Competitions $100–$5,000
- ICORPS Phase I $1,000
- ICORPS Phase II $2,000
- National ICORPS $50,000

- Triton Technology $50K–$250,000+
- SBIR’s and Grants $150,000 and up

Qualified Applicants
16 Teams Per Class
8–10 Teams Per Class
Referrals Only
Highly Competitive
“The key point I learned from the program at UCSD was that I should validate if my hypothesis is true by going out of the laboratory and meeting industry people to find their pain, the real problem that they have.” From his interviews with Toyota and Mazda, Dr. Hisatake of Osaka University received a $1 million grant for his research on electromagnetic waves.

<table>
<thead>
<tr>
<th>Partners</th>
<th>Topics</th>
<th>Attendees</th>
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<tbody>
<tr>
<td>Connect Bogota–Colombia</td>
<td>Lab to Market, Business Model</td>
<td>62</td>
</tr>
<tr>
<td>Cubic Corporation</td>
<td>Brainstorming, Strategic Focus</td>
<td>50</td>
</tr>
<tr>
<td>Osaka University–Japan</td>
<td>Customer Discovery, Product Design</td>
<td>50</td>
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<td>KIAT–Korea</td>
<td>Technology Assessment Workshop</td>
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<td>The Biomimicry Institute</td>
<td>Value Proposition, Market Sizing</td>
<td>36</td>
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<td>GSRAC–Korea</td>
<td>Assessment of Stem Cell Technologies</td>
<td>33</td>
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<tr>
<td>CAF LADB–Latin America</td>
<td>Feasibility of Technology Incubator</td>
<td>19</td>
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<tr>
<td>UANDES–Chile</td>
<td>Commercialization in Life Sciences</td>
<td>18</td>
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<tr>
<td>UNITEC–Honduras</td>
<td>Pitch Deck, Marketing, Finance, IP</td>
<td>15</td>
</tr>
<tr>
<td>Sanofi Corporation</td>
<td>Technology Assessment Reports</td>
<td></td>
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<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>339</strong></td>
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</table>
UC San Diego Partnerships and Global Initiatives
In less than 10 months UCSD Triton has funded
どうもありがとうございました

質問は？
ADDITIONAL SLIDES
### Triton Fund Portfolio
**(Current Additions)**

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Portfolium</td>
<td>Portfolium’s cloud-based platform creates an instant portfolio that conveys a clear picture of abilities beyond what can be displayed in a resume, transcript or LinkedIn profile.</td>
</tr>
<tr>
<td>GrollTex</td>
<td>GrollTex is an early stage company with breakthrough technology for the mass production of graphene. The company has developed a method by which graphene is grown on a copper substrate and overlaid with a sheet of nickel.</td>
</tr>
<tr>
<td>General Automation Lab Technologies</td>
<td>We are committed to enabling and supporting our customers and partners in the discovery, development, and commercialization of next generation microbial products, and advancing the understanding of microbial systems.</td>
</tr>
<tr>
<td>MANTA Instruments</td>
<td>Scientific instruments that characterize nanoparticles more effectively than existing products. MANTA sells directly to customers that use nanoparticles in their products or services.</td>
</tr>
<tr>
<td>Abreos Biosciences</td>
<td>Abreos is developing point-of-care devices that monitor the levels of biologic drugs in patients for precision dose guidance. Abreos has tests for the top biologic drugs used in autoimmune, neurology disorders, and cancer.</td>
</tr>
</tbody>
</table>
Nacho Cove is building a next generation email client and associated services that will revolutionize corporate communications. Nacho Cove has technology that can: Extract and promote high priority email, Specify message intent and expected outcomes, Index and expose information, and Learn user priorities over time.

PathSense is a software developer kit for any iOS or Android app. It uses sensor fusion and inertial navigation to provide location accuracy comparable to, and often better than, GPS, with 90 percent less battery drain. Their customers are developers who need location in their apps, without battery drain -- there are more than 500,000 of them.

Abreos Biosciences is developing point-of-care devices that monitor the levels of biologic drugs in patients for precision dose guidance. With this capability, patients can ensure they are receiving and maintaining the right amount of these expensive and efficacious medications, enabling better outcomes at a lower cost. Abreos has tests for the top biologic drugs used in autoimmune, neurology disorders, and cancer.

Scientific instruments that characterize nanoparticles more effectively than existing products. MANTA sells directly to customers that use nanoparticles in their products or services.
Portfolium’s cloud-based platform creates an instant portfolio that conveys a clear picture of abilities beyond what can be displayed in a resume, transcript or LinkedIn profile. Students can get their portfolio of work on the radar of corporate recruiters by following companies, entering talent challenges, and applying directly to jobs on Portfolium’s job board.

GrollTex is an early stage company with breakthrough technology for the mass production of graphene. The company has developed a method by which graphene is grown on a copper substrate and overlaid with a sheet of nickel. Because graphene adheres better to nickel than to copper, the entire graphene single-layer can be easily removed and remains intact over large areas.

We are committed to enabling and supporting our customers and partners in the discovery, development, and commercialization of next generation microbial products, and advancing the understanding of microbial systems overall, by providing high throughput instruments and tools for the microbial research and product development communities.
**Objectives:**

- Transfer commercialization skills to industry and global partners.
- Turn research into products that benefit society (Lab to Market).
- Create jobs to improve local and global economy.
- Expand global opportunities for UC San Diego.

**Program Description:**

- Practice customer discovery and visit local companies.
- Meet startup entrepreneurs and do human-centered design exercises.
- Work with mentors on value proposition, marketing, finance and intellectual property (IP) protection.
- Present pitch decks to investors.
ようこそグッドアフタヌーン
## 8 Sessions

Focus on Customer Interviews and Refining Presentations

<table>
<thead>
<tr>
<th>Business Model Canvas</th>
<th>Competitive Matrix</th>
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<tbody>
<tr>
<td>Value Propositions</td>
<td>Revenue Streams</td>
</tr>
<tr>
<td>Customer Segments</td>
<td>Cost Structures</td>
</tr>
<tr>
<td>Product–Market Fit</td>
<td>Potential Partners</td>
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<tr>
<td>Elevator Pitch</td>
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</table>

### Results:
- Business Model Creation
- Customer Validation
- Team Formation
**ICORPS Phase II**

**4 Sessions**

Focus on Developing a “Pitch Deck” & Enhancing Presentation Skills

<table>
<thead>
<tr>
<th>Problem Identification</th>
<th>Financials, Projections &amp; Pro Formas</th>
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<tr>
<td>Product Differentiation</td>
<td>Key Milestones</td>
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<tr>
<td>Go to Market Plan</td>
<td>Fundraising</td>
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<tr>
<td>Capitalization Table</td>
<td>Exit Strategies</td>
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<tr>
<td>Team Formation</td>
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**Results:**

- Commercialization Roadmap
- Investor “Pitch Deck”
- Viable Business Model with Evidence