Kickoff and Matchmaking

Dr. Forouzan Golshani, Dean of College of Engineering (COE)
Cyrus Parker-Jeannette, Dean of College of the Arts (COTA)
Dr. Michael Solt, Dean of College of Business Administration (CBA)
Agenda: Kick off and Matchmaking

- Competition Overview
- Important Dates
- Content/Format Requirements
- Judging Criteria
- Team Mentor Program
- The Awards Event – Finalist Presentations
- Matchmaking
Objective

Conduct a competition to identify, evaluate, select, and seed **innovative ideas** that have **potential for commercialization**

Encourage and support CSULB students to pursue innovative ideas, learn how to create business plans, and reward the best plan with business-related services and seed funding
The Competition

- Conducted annually
- Open to all current CSULB students
- Each team prepares a brief business plan
- Judged by business professionals (business owners & investors)

The winning team will receive:
- Business related services and facilities
- Seed funding
What Do Students Get Out of It?

- An environment to develop business ideas
- Learn to form and work on a multi-disciplinary team
- Advice and networking with a business professional who is a mentor to the team
- An opportunity to learn how to be an entrepreneur
- Develop experience and knowledge in starting a business, intellectual property, financial plans, etc.
- Resources and financial support ($K)
Competition Rewards – Up to $50,000 Value

- Business-related services worth up to $40,000, based on availability:
  - Office space
  - Legal assistance
  - Printing services: business cards, stationery, brochures, ...
  - Marketing services/consultation
  - Accounting and tax assistance
  - Communication services: web, phone, ...
- Seed business funding of $10,000
You have an idea!

Build a team!

Develop your business plan

Review with mentors and support team

Present to Investors and Judges (Final 4 teams)

Winning team receives start-up resources and funding
## Competition Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>September - November 2015</td>
<td>Attend information sessions</td>
</tr>
<tr>
<td>December 8, 2015</td>
<td>Deadline to submit Letter of Intent (LOI)</td>
</tr>
<tr>
<td>Mid-October thru December, 2015</td>
<td>Match teams with mentors</td>
</tr>
<tr>
<td>February 26, 2016</td>
<td>Business Plans due by 5 pm</td>
</tr>
<tr>
<td>March 12-27, 2016</td>
<td>Notification of finalists &amp; runners-up</td>
</tr>
<tr>
<td>April 7, 2016</td>
<td>Finalists’ presentations and business plan judging, winner announced</td>
</tr>
</tbody>
</table>
Letter of Intent (LOI)

Submit LOI form (see website for one page form) between October 14 and December 8, 2015

LOI Includes a summary of:
- Business/technology area and the market description
- Project team members
- Other relevant information
Business Plan Submittal

- Due: February 26, 2016
- Requires team’s mentor approval
- Submit to the Innovation Challenge email mailbox in PDF format
- Must adhere to the provided guidelines
Business Plans

Team’s Business Plan:

- No more than 20 pages. That’s everything, cover sheet, plan, finances, etc.

Workshops: How to Write a Business Plan

- TBD Early Nov. check the website

Checklist posted on the website

Need help getting started? See “Getting Help/Resources” section on the website
General Judging Guidelines

**Written business plan** (evaluated to determine the top finalists)
- Clear identification of customer needs/requirements
- An innovative solution/approach to address the need
- Sound marketing and sales concept
- Reasonable business concept and revenue model (financial projections)
- Experience of team members and projected ability to implement the business plan
- Written presentation quality and style

The **Four Finalist teams** are judged on their **Oral Presentation and final Business Plan**
Mentors

- Assigned once Letter of Intent is submitted
- Team may have 2 mentors (1 from industry & 1 academic)
- Contact mentor(s) early and often. Advise the Innovation Challenge coordinator if the team has trouble connecting
- Mentors should sign-off midway through the competition and **MUST** sign-off the final business plan via an email to the Challenge website
- **Use the mentor’s time wisely**
- Great opportunity to network and start a valuable relationship
Finalist Presentations

- Scheduled on **April 7, 2016**
- All Innovation Challenge participants invited
- Finalist teams will present to judges and attendees
- Venture Capitalists, industry leaders, community leaders, advisory board and CSULB leaders will be invited
- Great event for networking
Meet us

Office Hours:

Larry Pate (CBA), CBA 343 MW 11am-12:30pm and TW 6:30-7:00pm

Christiane Beyer (COE), ECS 631 TTH 3:30-5pm

Wesley Woelfel (COTA), DESN 112B
MW 8:30-9:30am and 7-7:30pm, F 8:30-9:30am
Or by appt.
Final Note …

Check this site regularly for guidance, updates and resources:
www.csulb.edu/innovationchallenge

Send inquiries to innovate@csulb.edu

Innovation Challenge Office Hours:
Contact innovate@csulb.edu to setup an appointment.

www.facebook.com/csulbinnovationchallenge
@Innovate_CSULB
Good Luck

We hope you will participate!!

Need help getting started? Email or stop by during office hours