

Entrepreneurship & Finance

How to change the world

Mark Pearson, Technology Transfer and Business Enterprise

Topics

- The idea
- The business model
- Execution
- Finance and Resources

Technology Transfer Business Enterprise (TTBE)



Our mission:

*Provide services to the research community that increase the impact of research through the creation of **strategic partnerships** that foster **innovation** and facilitate **technology development and commercialization.***

Our services:

- Facilitate contract research and collaborations
- Invention review, protection, transfer to partners
- Entrepreneurship and Innovation



The banner features a central orange background with a blue corrugated metal door on the left. To the right of the door, the text "startup garage démarrage" is written in a bold, sans-serif font. Below the door, there are silhouettes of four people in business attire. In the center, there are logos for "Invest Ottawa", "uOttawa", "gowlings", "Ottawa Centre of Excellence", "CAPITAL ENTREPRENEURS", and "LOGAN KATZ & CO.". At the bottom, there are two orange arrows pointing outwards, with the text "ÉTUDIANTS À L'ENTRÉE STUDENTS GO IN" on the left and "ENTREPRISES À LA SORTIE BUSINESSES COME OUT" on the right. On the right side of the banner, there are silhouettes of four people in business attire.

startup
garage
démarrage

Invest Ottawa | Investir Ottawa

uOttawa

gowlings

Ottawa Centre of Excellence

CAPITAL ENTREPRENEURS

LOGAN KATZ & CO.

ÉTUDIANTS À L'ENTRÉE
STUDENTS GO IN

ENTREPRISES À LA SORTIE
BUSINESSES COME OUT

Start-up Tuneup January 14, 2016

Applications due February 4, 2016 at www.startupgarage.ca

Recipe for Successful Startup Companies

42% timing - is the customer ready

32% team / execution

28% Idea

24% Business model

14% funding

Bill Gross - Idea Lab

The Customer and the Idea

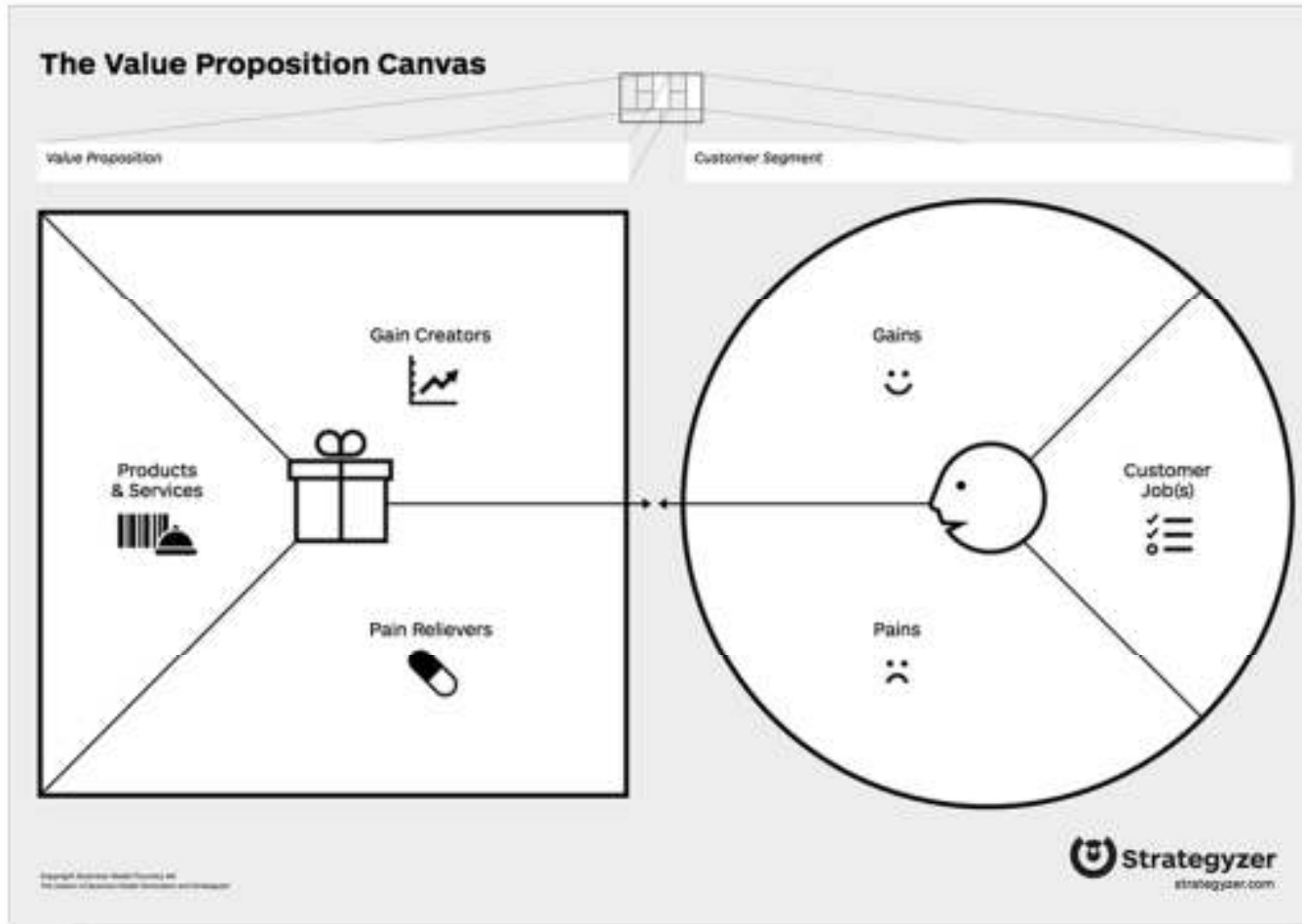


- Where are your interests - Who? What?
- Where are the pains?
- Who are you? Skills? Resources?
- How can you address the pains?



The Value Proposition

http://businessmodelgeneration.com/canvas/vpc?_ga=1.177693536.458871471.1446294202



Is this a business?










Business model <http://www.entrepreneurship.org/business-model-canvas.aspx>

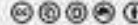
- **Market** - Who and how many people have this problem?
- **Competition** - How is the problem being addressed, and what prevents them from addressing the problem?
- **Revenue Potential** - What solution is the market willing to pay you for, and how much (consider pains and gains)?
- **Operations** - How much will it cost you to sell solutions?
- **Plan** - How do you get there?
- **People / Team** - Who will do it?
- **Investment** - How can you fund the plan?

The business model canvas


The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

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DESIGNED BY: Strategyzer AG
The masters of Business Model Design and Strategy

 **Strategyzer**
strategyzer.com

uOttawa wa

The Team

Choose a team that can achieve what your company needs to do.



Intellectual Property

- **Copyright ©**
- **Trade Secret**
- **Trademark TM, ®**
- **Patent**
- **Industrial Designs, IC Layout**
- **Know How**

Execution - How are you going to get there?

- Milestones - business, technical, [Lean Startup](http://www.entrepreneurship.org/business-model-canvas.aspx)
<http://www.entrepreneurship.org/business-model-canvas.aspx>
- People and resources
- Detailed activities to achieving milestones
- Time and costs
- Revise as required

The Pitch - Getting others on your side

- Finance
- Co-founders
- Customers
- Suppliers
- Advisors

The Elevator Pitch

- Simple summary of your business
- Relevant to the listener
- Different version for different needs
- Practice, practice, practice!

Elevator Pitch Framework

For (customer) who (need or opportunity)

the (product/service) is a (familiar product /service category)

Our customers take away (statement of takeaway)

Unlike (competitive alternative), our product (main differentiation)

Financing

- Consider what you bring to the table
- Consider the needs of the investor (value proposition)
- Reduce your financing needs where possible

Sources of Cash

- Personal
- Friends, Fools, Family
- Government programs
- Crowdfunding
- Angels
- Venture Capital
- Banks

Consider what is within reach of your business

uOttawa Resources - PEI, SG, Profs, Maker, EHUB, Bridges, EntreClub, IEEE



Startup Garage
Garage Demarrage

[TECDE](#)

(Telfer entrepreneur club)
<http://tecde.ca>

Faculty of Engineering
PEI, EIC

[E-HUB](#)

<http://entrepreneurship.uottawa.ca/>

[Richard L'Abbé Makerspace](#)

<http://engineering.uottawa.ca/makerspace>

Entrepreneurship Bridges
Lecture Series (Telfer)



ENGINEERING
ENTREPRENEURSHIP
CLUB

uOttawa resources help you prepare for community based programs

- Invest Ottawa
- Ottawa Community Loan Fund (OCLF)
- Ontario Centre of Excellence
- Federal Programs - IRAP, NSERC

Investor Pitch Template

Crowdfunded

<https://www.crowdfunder.com/blog/crowdfunding-startups/investor-pitch-deck-template/>

- 1) Elevator Pitch
- 2) Momentum, Traction, Expertise: Your key numbers
- 3) Market Opportunity: Define market size & your customer base
- 4) Problem & Current Solutions: What need do you fill? Other solutions
- 5) Product or Service: Your solution
- 6) Business Model: Key Revenue Streams
- 7) Market Approach & Strategy: How you grow your business
- 8) Team & Key Stakeholders (Investors, Advisors)
- 9) Financials
- 10) Competition
- 11) Investment: Your 'Ask' for funding, Basic use of funds

Successful ventures linked to founders who received uOttawa support

GYMTRACK RAISES \$2.5 MILLION SEED ROUND FROM REAL VENTURES & WHITE STAR CAPITAL

[Spartan Bioscience announces strategic investment from Canon U.S.A.](http://www.prweb.com/releases/2015/03/prweb12583968.htm)

March 18, 2015 <http://www.prweb.com/releases/2015/03/prweb12583968.htm>

Startup spreads Ottawa home chefs' dishes

PETER HUM, OTTAWA CITIZEN
In an article about eCelery



Thank You

- Expand your network
- Practice your pitch
- Participate in Startup Garage, PEI, Entrepreneurship Bridges, MakerSpace, etc.
- Change the World!

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