Successful Entrepreneurship for Microsystems

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Course presented at UCSD CSE 190, Fall Quarter 2014
CSE 190 - What we covered…

- Entrepreneurship Overview
- Projects and Projects selected, Round 1 presentation
- Microsystem – History, Market Drivers, Lifecycle
- Mobile Apps opportunities - Dr. Greg Hoovers’s session
  - Intro to Business Plan, Business Model Canvas
- Presentation template, Sample Presentations
- Success Stories – Yapert
- Microsystem Development Lifecycle, Roadmaps, and Schedules
- Lean Canvas, Business Plan, Product Positioning
- Financials – Income Statements, Balance Sheets, Dilution, Case studies
- Company Lifecycles
- Outsourcing, Value/Supply Chain
- Business Structure, Legal Considerations
- Presentations
CSE 190 – KEY Takeaways for Entrepreneurial Success

➢ TEAM

➢ ID the CUSTOMER and their PROBLEM

➢ Map your SOLUTION to the Customer Problem

➢ PIVOT

➢ EXECUTE

➢ Develop a Business CANVAS and a PLAN

➢ Funding

➢ Product Development

➢ Product “Manufacturing”

➢ Sales and Marketing

➢ ....
Exit Strategies

- Stay private
  - scale up company at least for some years, especially if profitable
- IPO (Initial Public Offering) - go public
- M&A (Merger and Acquisition) – merge with or get acquired by a larger company
## CSE 190 – Quick survey

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rate your level of Entrepreneurial KNOWLEDGE</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>2</td>
<td>Rate your LEVEL OF INTEREST in being an Entrepreneur</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>3</td>
<td>How HELPFUL was this class if you were to pursue a Startup idea?</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>4</td>
<td>Rate your SATISFACTION with this course</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>5</td>
<td>How likely are you to RECOMMEND this course to others?</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>6</td>
<td>Suggestions to IMPROVE the class</td>
<td></td>
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</tbody>
</table>
Final Report – Business Plan

…1 per Team, 4 pages max
…due on Tuesday, December 16th …no later than midnight..
…use example Table of Contents from Class 8-2, content must include the following

1. Your Entrepreneurial IDEA?
2. What Customer problem does your idea solve?
3. Who are the potential Customers?
4. Who is your Competition? How will you DIFFERENTIATE your product?
5. Who will make it?
6. How big a company do you want to build?
7. Income Statement - Revenue, Expenses, # Units sold, # people
8. Business Model Canvas
9. Introduce your Team

Final Report – Individual Summary ….Optional, for extra credit

…1 per Individual, 1 page max

1. Your contributions to your team
2. Your top 3 learnings from the class and team?
Business Plan example Table of Contents

➢ Executive Summary
  o Objectives
  o Mission
  o Key to Success

➢ Company Summary
  o Startup Summary
  o Management Team
  o Technical Team
  o Company Locations and Facilities

➢ Market Analysis
  o Industry Overview
  o Market Size
  o Market Opportunities
  o Competition

➢ Product Summary
  o Product Description
  o Sourcing and Technologies
  o Product Development Schedules
  o Competitive Analysis
  o Product Advantages
  o Product Roadmaps

➢ Marketing and Sales Strategy
  o Targeted Markets
  o Customers
  o Strategic Alliances
  o Advertising and Promotion
  o Selling Tactics

➢ Manufacturing and Operations Plan
  o Wafer Sourcing
  o Backend Manufacturing Plan

➢ Organization and Personnel Plan
  o Organization
  o Personnel Plan

➢ Financial Plan