Successful Entrepreneurship for Microsystems

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Course presented at UCSD CSE 190, Fall Quarter 2015
Objectives today

• Success Stories
• What it takes to be successful
• Product Ideas
_and Some Discussion_

Don’t forget to:
• Submit your ideas by the end of class today
• Vote for your favorite ideas by the end of Wednesday
Startup Success Story…You can do it, too!

https://www.youtube.com/watch?v=mHVJF9VaWfo
Ref: Stanford Graduate School of Business
Make something people **WANT** and **LOVE**!

https://www.youtube.com/watch?v=KKYkmYuk5I8

Ref: Google for Entrepreneurs
The ThingCharger

Ref: Google for Entrepreneurs
White House Demo Day – select Projects

- BLUE OAK – find treasure in trashed Smartphones
- DECLARA – new kind of Search Engine
- OPEN HEALTH NETWORK – connect patients to improve healthcare delivery
- PRIVAIL – portable and low cost HIV testing
- COCOON CAM – baby heart rate monitoring using computer vision and cloud based analytics
- BASE DIRECTORY App – providing troops with needed info when they arrive at a new base
- SWORD & PLOUGH – transform surplus military gear into stylish fashion pieces
- PARPTIC – using image recognition and machine learning to simplify finding parts replacements
- GO ELECTRIC – using a combination of solar, wind, battery power to provide stable grid power
- BOUNCE IMAGING – low cost, dispensable sensors to detect/assess hazardous, unseen space
- EMERALD – using sensors and data analytics to make senior living safer
- DETROIT DIRT – convert food waste into rich soil
- SPARO LABS – pocket sized sensor and app to measure lung function in asthma patients
- PIGEONLY – app allows prisoners stay in touch with family and friends
- DUOLINGO – app for learning Spanish
- SPROUTEL – Smart Teddy Bear provides kids education and helps administer drugs for chronic illnesses
- LOAN GENIUS – app for assessing solutions for student loans and debt
- The MUSE – app to familiarize new grads get familiar with the new job environment
White House Demo Day for Entrepreneurs

Duo Lingo

The Muse

https://www.whitehouse.gov/demo-day
In-class Quiz 1-2

- What are the **Top 2 lessons from the Reddit Video clip?**

  *(one-word answers, please)*

1.
2.
HW 2.1 – Top 2-3 lessons from 3 Video clips
Due on Thursday, October 8th.

Stanford
1.
2.
3.

Reddit:
1.
2.
3.

One of your choice form the other videos:
1.
2.
3.
## HW 2.2 – Project Assessment

*Due on Thursday, October 8th.*

<table>
<thead>
<tr>
<th>Product</th>
<th>Customer</th>
<th>Problem it Solves</th>
<th>Problem Rating</th>
<th>Market Size</th>
<th>Biz Potential</th>
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<tbody>
<tr>
<td>ThingCharger</td>
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<tr>
<td>The Muse</td>
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<tr>
<td>DuoLingo</td>
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</tbody>
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Individual Entrepreneurial Inventory Presentations

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? Revenue? # people?
CSE 190 Entrepreneur TEAM for “NewCo”

- **CEO, Chief Executive Officer**
  - Promoter, “Top Boss”
  - Business, General Management, Investor engagements,

- **CTO, Chief Technology Officer**
  - Technical Idea, Implementation, Product definition and Specification,

- **CMO, Chief Marketing and Sales Officer**
  - Strategy and execution to win the Business, Channel connections,

- **Customer “Representative”**
  - Take the customer viewpoint to match the NewCo product to the customer need

- **COO, Chief Operations Officer**
  - Manufacturing, engaging with subcontractors, managing the employees,

- **CFO, Chief Financial Officer**
  - Manage Cash Flow, the Income Statement, the Balance Sheet, Investor Relations,
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Key Successful Entrepreneur Skills

- TEAM work
- Presentation Skills - Customers, Investors, Partners
- Motivated - Drive and Desire for YOUR Business
- LISTEN to the Customer, the Team
- Technical
- Knowledge Awareness in a Broad set of areas

- Confidence
- Self-Motivation
- Tenacity
- Understand your Limits
- Healthy disrespect for Rules
- Willingness to Fail

have PASSION! on a MISSION!

ask WHY?