Successful Entrepreneurship for Microsystems

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Course presented at UCSD CSE 190, Spring 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 – Plumtree, Redfin, Yapert, GrollTex
- 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 - Background

- First ‘for credit’ class focusing on Entrepreneurship
- Feeling good about project and team progress
- Need your help moving the class forward…
CSE 190 – Quick survey

1. How worthwhile was this class?

2. Would you take the class again?

3. Should this be taught earlier in the year (better follow-thru opp’s)?

4. What could have been better…your suggestions:

Best

| 5 | 4 | 3 | 2 | 1 |

Worst

Yes No

Yes No
Final Report – Business Plan

…1 per Team, 4 pages max
…due on Wednesday, June 4th…no later than Friday, 6th

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. Introduce your Team

Final Report – Individual Summary

…1 per Individual, 1 page max

1. Your contributions to your team
2. Your top 3 learnings from the class and team?