Technology Entrepreneurship Program (TEP) - 2015

Discovery and Innovation

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Am I an Entrepreneur?

If you’ve ever considered this question, these are the next one’s you should ask...

• How do I know if my idea has value?
• What steps do I take to evaluate that?
• If there is an opportunity, what to do next?
Big Picture

TEP; Technology Commercialization Training

Part of the ‘Venture Launch Pathway’ at UO

• TEP, Summer Program
• New Venture Planning (MGMT 625), Fall
• Venture Start-up (MGMT 609), Winter/Spring
WIIFM?

Differentiate yourself!

Focusing on early stage/Intellectual Property
   – Learn by teaching – Share your expertise
   – Interdisciplinary Teams = Real world business

Exposure to new connections and opportunities
Learn the ‘language of business’
Technology Sources

University of Oregon – Office of Tech Transfer

Oregon Research Centers

National Labs
The Journey

From humble beginnings...

2005 TEP
- H20 uphill
- Chicken Slurry
- SNPs

2005-2006 Venture Pathway
- Competitions
- Coaching
- Support

2006 – 2007 Startup
- Licensing
- Launch
- Labspace

2007-2012 Building
- Funding
- Customers
- Growth

4 employees: All UO Science grads
2 Lab, 2 Informatics and Sales
Expectations

• Team commitment from April-August
  – Shared workload, active mentoring
  – Commitment to presentations and deliverables

• Solve problems, deep-dive research, presentation of tech and market issues

• Interpret/explain points from your knowledge & perspective. Offer your vision for where the analysis may lead the team
Estimated Timeline

April 13th TEP 2015 Orientation Meeting –
Teams and technology assignments revealed

May 15th

*Business Model Development & Research seminar*,
Team dinner for all, including families (Saturday event)

June 25th

*Intellectual Property Seminar*

July 23rd

*Venture Financing Seminar*

August 20th

TEP Team final presentations to sponsors, partners, and community.
A Learning Experience

Seminars enrich TEP Experience, guide discovery

• **Business Model Development** – What is it, and how do I do this?

• **Business Research** – How to dig deep and build a complete picture of the opportunity

• **Intellectual Property** – Evaluating IP as an asset and tool for the business

• **Venture Financing** – Options for early stage technology company development
The Movement
The Product...

... is not the Product.

The Business Model is the Product!
“Business Plans never survive first contact with a customer” – Steve Blank
The Discovery Cycle

IDEAS

LEARN

DATA

MEASURE

BUILD

PRODUCT
Fall - New Venture Planning

1. BUSINESS Model and plan for your...
   - TEP project
   - Business Idea from Opportunity Recognition
   - Partnership opportunities with local entrepreneurs
   - Any other well-conceived idea

2. Financial Model
3. Investor Presentation Skills
4. Elevator Pitch Delivery
Winter / Spring - Venture Start-Up

Make it Real! Convert NVP Plan and Presentation into a viable, fundable venture

- Boot Camp (half-day intensive review)
- Practice, Practice, Practice
- International Business Plan Competitions (Thailand, Canada, Texas, Louisville)

Venture Startup is focused on what you want out of it – Potential startup and/or the best learning experience.
Results

~5% Launch a Venture based on identified opportunity
  – Perpetua – 2005
  – Floragenex – 2006
  – Corrosion Solutions – 2012
  – Red Duck Ketchup - 2013
  – Cowbucker - 2014

25% who participated in Venture Startup became involved in a startup within 5 years

100% gain transferable skills useful in any size or type of organization – teaching these skills is our focus
What now?

February: Applications Solicited – link to apply below:
https://business.uoregon.edu/mba/experiential/venture-launch-pathway/tep-application

**March 12th**  Applications Due – By 5 PM

**March 20th**  Selected Fellows and alternates notified

**March 27th**  Selected Fellows must confirm; alternates are offered unclaimed spots.

**April 3rd**  TEP Fellows announced to Law, Business, and Science communities.
Summary

TEP – Technology Commercialization Training

• Evaluate Technologies, Market Potential, Business Opps
• Build and Develop Leadership and Teamwork skills

Gain skills that will Differentiate you in the job marketplace

Find out more: Talk with previous TEP Fellows

• Contact Program Leaders: Nathan Lillegard nlillega@uoregon.edu
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