



“Fueling technology, entrepreneurship and innovation at ICS”

Competition Goals

- ▶ Promote entrepreneurial spirit among ICS students
- ▶ Encourage creation of IT products by UCI students
- ▶ Help students understand
 - o what is a product
 - o what makes a product successful
 - o how a product is developed (including market analysis, team building, specifications, etc.)

Why should you participate?

▶ Cash Prizes

- 1st Place Team \$5,000
- 2nd Place Team \$2,500
- 3rd Place Team \$1,500

▶ First three places are qualified finalists for Merage School Business Plan competition

- Teams will qualify for BPC cash prizes
- Teams will be matched with Business mentors to develop their plan
- Teams will qualify for VC funding of up to \$1 million
- Team MUST include a Merage School Student in order to advance

▶ Experience

▶ Exposure

Former Competition Winners

▶ Adball.com: First Place, hITEC 2008

- An online collaborative platform that creates content for advertising campaigns by leveraging the creativity of the online community. (working on launch)

▶ Tutorz.com: First Place, hITEC 2007

- A vertical search engine catering to students, parents and tutors, which helps users find tutors online. (currently operating)

▶ NavSense: First Place, hITEC 2006

- A traffic-aware, in-vehicle navigation system designed to provide drivers with routes that avoid road hazards and heavily congested areas.

Products vs. Class Projects

- ▶ Needed/wanted by users
- ▶ Economically viable
- ▶ Work reliably
- ▶ User friendly
- ▶ User, developer documentation
- ▶ Different development approach
 - have to consider product lifetime
 - may be modified many times
 - may have successor products
 - may need to inter-operate with other products

Competition Flow

- ▶ Attend an info session and the competition kickoff
- ▶ Competition rules and forms
 - Rules and forms needed available on line at: www.ics.uci.edu/hitec
 - Must be familiar with competition rules
- ▶ Register online by January 23, 2009, at midnight
- ▶ Assignment/Selection of mentors
 - Teams encouraged to seek their own
 - ICS will match teams with scientists/managers from industry, faculty
- ▶ Form team
 - Three to six people required
 - Complementary skills

Competition Flow

- ▶ Attend hITEC kickoff event
 - January 21, 2009 kickoff and panel presentation by entrepreneurs
- ▶ Mentors submit project approval prior to PPD
- ▶ Submit a short preliminary product description
 - address potential market demand and business opportunity
 - i.e. why would someone want/need to buy it?
 - analyze the competition
 - Is this product already on the market?
 - Why is your idea better than other similar products (if there are any)
- ▶ Submissions judged, feedback provided
 - Judges evaluate feasibility, team credibility, product potential

Competition Flow

- ▶ Submit product specification
 - describe the product
 - how it is going to work
 - how it can be implemented
 - as detailed as you can
- ▶ Submit full product description and prepare Demo
- ▶ Implement a prototype
 - show that your idea is feasible
 - not a full product, simply a demo of a critical functionality of your product
- ▶ Submissions and demos judged, top three teams selected and announced
- ▶ Awards ceremony and showcase, prizes awarded

Resources: Refining Your Idea

- ▶ Luis Vasquez, OCTANe
 - o luis.vasquez@octaneoc.org
 - o Thursdays at Calit2
- ▶ Jeff Greenberg, TechCoast Works
 - o jeff.greenberg@techcoastworks.com
 - o In Bren Hall 6064

Resources: Mentors

- ▶ Teams are encouraged to select their own mentors
- ▶ ICS can match mentors in the following general areas:
 - Software design
 - Hardware design
 - Systems Integration
 - Databases/Data Mining
 - Web Retail/e-commerce
 - Bioinformatics
 - Networks
 - Embedded Systems
 - Artificial Intelligence
 - Graphics
- ▶ Teams are responsible for working closely with their mentors

Resources: Team Building

- ▶ The Matrix Mixer
 - Open to graduate students
 - Next Mixer: January 14, 2009
- ▶ Undergraduate Student Mixer
 - October 29, 2008
- ▶ hITEC Web site recruit forum http://www.ics.uci.edu/community/events/extreme/extreme_recruit.php
- ▶ hITEC Kickoff
 - January 21, 2009, 6:00 p.m.

Team Building

- ▶ All teams must
 - include at least one currently registered ICS student
 - have between 3 and 6 members
- ▶ Competition is open to undergraduate and graduate students
- ▶ Teams that wish to move to the SYCR Business Plan competition **MUST** include a Merage School student
- ▶ Complete details available online
 - www.ics.uci.edu/hitec
- ▶ Crucial part of the competition
 - as well as of a successful startup or product!

Team Building

- ▶ Members are successful only if team is successful
- ▶ Key ingredients
 - team members have expertise in all the needed areas; they complement each other
 - team has to be large enough to tackle the tasks before it
 - team members can work well together
 - team members can back each other up
 - team members have enough time and energy to deliver
 - team members can divide the tasks among themselves
 - team members need the ability to communicate effectively

Team Building

- ▶ A team needs to be managed
 - tasks, deadlines, man-power allocation, coordination
 - resolve disagreements
 - one of you may have to do it!
- ▶ Some of the key team tasks
 - brainstorm for ideas
 - conceptualize a product before development
 - market survey
 - management
 - PR
 - technical writing
 - implement a prototype

Good Luck and Last Reminders

- ▶ Deadlines are strictly enforced, no exceptions
- ▶ Resources available to support each team
 - Mentors (industry, faculty, alumni)
 - Faculty advisors: Dan Frost, Prof. Ramesh Jain
 - Merage School Workshops
 - Logistics questions: ICS Office of External Relations, lfarhadi@uci.edu
- ▶ Competition kickoff meeting in January, mandatory
- ▶ Questions?

Thank You

ICS thanks its partners and sponsors:

- ▶ OCTANe Orange County and Gary Augusta
 - o www.octaneoc.org
- ▶ The Donald Beall Center for Entrepreneurship and Innovation at the Paul Merage School of Business
- ▶ Jeff Greenberg and TechCoast Works