“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
  - what is a product
  - what makes a product successful
  - how a product is developed (including market analysis, team building, specifications, etc.)
Why should you participate?

► Cash Prizes
  o 1st Place Team $5,000
  o 2nd Place Team $2,500
  o 3rd Place Team $1,500

► First three places are qualified finalists for Merage School Business Plan competition
  o Teams will qualify for BPC cash prizes
  o Teams will be matched with Business mentors to develop their plan
  o Teams will qualify for VC funding of up to $1 million
  o 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 online 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
  - luis.vasquez@octaneoc.org
  - Thursdays at Calit2

- Jeff Greenberg, TechCoast Works
  - jeff.greenberg@techcoastworks.com
  - In Bren Hall 6064
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
  o Mentors (industry, faculty, alumni)
  o Faculty advisors: Dan Frost, Prof. Ramesh Jain
  o Merage School Workshops
  o 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
  - www.octaneoc.org
- The Donald Beall Center for Entrepreneurship and Innovation at the Paul Merage School of Business
- Jeff Greenberg and TechCoast Works