Seed Fund Award Program

Workshop

Ben McClure
Manager, TAKEOFF
University of Malta
Innovators
Entrepreneurs
Great Ideas

+ TAKEOFF

Start ups
We help aspiring technology and knowledge-based entrepreneurs create successful start-up businesses

Take them from idea to investment and, well, to takeoff

Bring together innovators, entrepreneurs, experts, and investors to build an active start-up community here on campus
Do you have an innovative idea / application / software / technology, that might have market potential?

Motivated to learn and adapt to challenges?

Want to launch a start up? JOIN US
WHAT ARE YOU LOOKING FOR?

- Share Ideas with Like-Minded People - Networking
- Guidance on Commercialisation and Starting Up
- Access to Management, Partners and Early Stage investment
- International Connections

GAINS

Successful New Businesses
Vibrant Start Up Community
Our Team
Mentors and Advisors

Seasoned Entrepreneurs / Investors
Talented Executives and Professionals
Education and Training

TAKEOFF

Centre for Entrepreneurship and Business Incubation Intensive Training Program

GO BEYOND EARLY STAGE INVESTING

Startup Weekend powered by the Kauffman Foundation

ISIS INNOVATION

Intel Business Challenge Europe 2013
Basic Rule of TAKEOFF: Test, Sell, Then Build

1. Test concept with users
2. Incorporate feedback
3. Repeat 1 & 2… □
4. Prototype
5. Validate – get some paying customers
6. Raise seed funds
7. Hire a team
8. Build real product
9. Get more revenue
10. Improve product
11. Fame and fortune!
12. Out the door
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>Idea forms.</td>
</tr>
<tr>
<td>2007</td>
<td>Dataset: wMeasure holds weather data for over 8,000 weather stations worldwide.</td>
</tr>
<tr>
<td>2008</td>
<td>Prototype &amp; PoC: sMeasure is created to give businesses the energy analytics to control</td>
</tr>
<tr>
<td>2009</td>
<td>£150K NERC Follow-On Award to investigate and advance the commercial potential.</td>
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<tr>
<td>2010</td>
<td>Entered Isis Software Incubator.</td>
</tr>
<tr>
<td>2011</td>
<td>Exited ISI as a trading company with customers and cash in the bank</td>
</tr>
<tr>
<td>2013</td>
<td>Entered Climate Kick Accelerator. Received €40K funding.</td>
</tr>
<tr>
<td>2014</td>
<td>Generating revenue. 4 employees.</td>
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Lessons Learned

£150K from NERC – **money to develop ideas but NO SUPPORT.** We could have spent money better with supports from an incubator and accelerator.

Will this be a career change, or can other members take the lead? Seek advice from companies already in programme.

Think about how to build your team. Personality can break up companies before they are formed.

We thought big companies would be out of our league.... But **when we talked to them** we realised commercial building managers actually really need this.

It took a year to get it signed on dotted line... **BUT we actually had a product they wanted.**
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<tr>
<td>2006</td>
<td>Founder commences DPhil project at University of Oxford, Computer Science department.</td>
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<tr>
<td>2010</td>
<td>Entered Isis Software Incubator</td>
</tr>
<tr>
<td></td>
<td>Developed a 3rd party application whilst in the incubator</td>
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<tr>
<td>2011</td>
<td>Completed thesis.</td>
</tr>
<tr>
<td></td>
<td>Received £25 seed funding from Isis Innovation (UCSF)</td>
</tr>
<tr>
<td>2012</td>
<td>Secured £500K VC investment.</td>
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<tr>
<td></td>
<td>Exitd Isis Software Incubator.</td>
</tr>
<tr>
<td>2013</td>
<td>Received second round of VC investment.</td>
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<tr>
<td></td>
<td>Generating revenue, 8 employees.</td>
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</table>
First thing the investor made us read was **Lean Startup**.

Don’t build blue sky stuff. Don’t commit to monoliths. Stay agile and lean.

Most of your competitors will have vastly inferior technology but will make more money.

Why? Because of **marketing**.

You might have the best technology in the world if no one knows about it, it will die.

Decide what you want to do – technology or business?

If you are running the business, you will not have time to do the research. **You will need to bring others in.**

(And... Its hard to let go of control!)
Early-Stage Investment

Crowd-Funding

TAKEOFF Seed Fund

Angels

Operational Programme II – Cohesion Policy 2007-2013
Empowering People for more Jobs and a Better Quality of Life
Event part-financed by the European Union
European Social Fund (ESF)
Co-financing rate: 85% EU Funds; 15% National Funds
Investing in your future

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TAKEOFF
Seed Fund Award Program
€100,000 Grant Funding Program
2014 Pilot Program

Targets:
- Innovators and entrepreneurs
- Technology and knowledge intensive business opportunities
- Seeking early stage funds to develop start-up businesses and proof of concept funding
Funding for Step Change

Awards of between €2500 and €20,000

Step-change in taking your innovation or knowledge-based start-up closer to the first customer or investment
Who’s Eligible?

• University of Malta staff
• University of Malta students under supervisor
• TAKEOFF Members
• CEBI ITP Program Students
<table>
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<tr>
<th>Event</th>
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<tr>
<td>Call for Applications</td>
<td>Thursday, April 15</td>
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<tr>
<td>Orientation / Proposal Workshop for Seed Fund Applications</td>
<td>Tuesday, April 15</td>
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<tr>
<td>Orientation / Proposal Workshop for Proof of Concept Applications</td>
<td>Wednesday, April 16</td>
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<tr>
<td>Written Applications Submission Deadline</td>
<td>Monday, April 28</td>
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<tr>
<td>Announcement of Shortlisted Applications</td>
<td>Friday, May 9</td>
</tr>
<tr>
<td>Coaching for Shortlisted Applicants</td>
<td>Monday, May 12 – Friday, May 30</td>
</tr>
<tr>
<td>Live Pitches to Judges</td>
<td>Week of June 2</td>
</tr>
<tr>
<td>Signing of Grant Agreement &amp; Disbursement of Funds</td>
<td>Week of June 9</td>
</tr>
<tr>
<td>Progress Report</td>
<td>Friday, September 26</td>
</tr>
<tr>
<td>Deadline for Spending Funds</td>
<td>Tuesday, December 9</td>
</tr>
<tr>
<td>Final Expenditure Report</td>
<td>Friday, December 19</td>
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</table>
Short, simple application form

Keep your responses simple and punchy

You are trying to sell your opportunity
Executive Summary of Business/Technology
200 words. As clearly and simply as you can, explain your idea or technology. Why is it special or innovative? What are the real world applications and benefits of the idea? At what stage of development is your idea?

In Other Words....

So What?
• Focus on the business problem rather than the technology

• Avoid jargon and acronyms

• If you lose the readers / audience at the start, you may have lose them for good.
Suppose you develop an unbelievable new technology for mobile phones...

• “We’ve developed a new mobile device.”

• “We’ve developed a way for people to connect with one another virtually regardless of time and space.”
Concrete, Simple Language

Analogies

“Travel like a local”
-- airbnb.com

“The equivalent of Google Analytics for desktop software applications”
-- Trackerbird software
Metaphors

“A Personal Data Vault”
Software that inventories and manages personal records in case of disaster

“A technician on a card”
Automatic server management technology

“Nanny for the Internet”
Software that monitors and restricts web access
Value Statement
Reduce Cost
Generate Revenue
Market Analysis
100 words. Why is your idea great? Does your idea solve a problem or meet burning demand in the marketplace? Who is going to buy it? What is the estimated size of the commercial opportunity?

In other words,

WHO CARES?
Dental implants that stimulate saliva flow
-- expensive, high tech solution to dry mouth

High-precision measurement of Vitamin D in milk
-- expensive test that dairies don’t need
Who is Your Customer?
Some Responses...

“Our idea solves problems for Fortune 500 companies”

“Companies in the billion euro insurance industry will want to license our software. If we take just 1% of this market, we will be successful. ”
Do I look like someone who cares
<table>
<thead>
<tr>
<th>A Market is...</th>
<th>A broad landscape of buyers looking to solve different types of problems</th>
<th>e.g. the medical market</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Segment is...</td>
<td>An identifiable sub-group with members who share similar needs</td>
<td>eg. Teaching hospitals, diagnostic clinics, cardiac care hospitals, private clinics, dental clinics etc.</td>
</tr>
<tr>
<td>A Lead Customer is...</td>
<td>Member of the target segment who <em>really cares</em> – even ready to work with you at an early stage to define and shape your idea</td>
<td>eg. Specific teaching hospital, specific private clinic s, radiographers, , insurers, dental surgeons - <em>that care</em></td>
</tr>
</tbody>
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Market Fishbone
Business Plan/ Route to Market
100 words. How do you plan to secure customers and generate revenue from your idea? Do you require partners to commercialise the idea?

In other words…

How Do You Reach and Get Money from Those People Who Care?
Ways to make money

Auction
Bait and Hook
Bricks and Clicks
Content Portal
Licensing
Loyalty
Subscription
Time to Revenue and Growth
"Our only problem is figuring out how to switch these."
Competitive Analysis
100 words. What sets your idea apart from other competitive idea, products or services?

Researcher/Entrepreneur/Team Strengths
100 words. What skills and experience does the researcher/entrepreneur/team possess to successfully execute technology development/commercialisation?

In other words,

WHY YOU?
Competitors

NONE!

No one does what we do!
No one is as great as us!
Competition
So, Stand Out
Your Team
How will TAKEOFF Seed Fund Award Funds Take Your Business Forward?

Step-change in taking your closer to the first customer or investment
Aspiring technology and knowledge-based entrepreneurs create successful startup businesses

Office and co-working space on campus

A vibrant, new start-up community in Malta
Contact:
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2340 3608 / 99636012

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