



The Korean-American Scientists and Engineers Association (KSEA)
proudly presents the

“Innovative Minds, Endless Possibilities”

Business Venture Challenge

at the
8th Annual Young Generation Technical and Leadership Conference (YGTLIC)

Embassy Suites San Francisco Airport Hotel - Waterfront
January 6-8, 2012, Burlingame, CA

Overview

Do you have your own tech-business idea, but need micro-seed capital? Here is an opportunity to pitch to a panel of venture capitalists (VC) from Silicon Valley. This open competition called the **KSEA "Innovative Minds, Endless Possibilities" Business Venture Challenge** will take place during the Young Generation Technical and Leadership Conference (YGTLIC) hosted by the Korean-American Scientists and Engineers Association, a 40-year-old non-profit professional organization with over 3,000 members across the US. See Appendix C for more about KSEA.³

This is an individual competition where you would prepare a slide presentation on your existing tech-business idea prior to coming to YGTLIC and deliver your business idea pitch during the second day of the conference, **Saturday, January 7, 2012**, for awards and prizes. The presentation will follow the format of a business plan, which precisely defines your business, identifies your goals, and serves as your firm's resume.

Prizes and Eligibility

A \$10,000 prize will be awarded to and shared by the top finishing individuals with successful business plans. Competitors must now register for the YGTLIC for eligibility and submit their presentation slides by **December 14, 2011** for first round evaluations. The \$50 conference registration includes *2 nights of lodging at Embassy Suites, 8 meals including 2 Distinguished Speaker Banquets, and access to the Job-Recruiting Career Resource Fair.*

Sign up and get more information at <http://yg.ksea.org> or email questions to yg@ksea.org.

Schedule

- Wed, 12/14/2011, 11:59pm EST Apply and submit business plan slides to yg@ksea.org.
- Sun, 12/18/2011, 11:59pm EST Apply and register for the conference.
- Wed, 12/28/2011, Notification of advancing to final round to pitch to VC judges.
- Sat, 1/7/2012, 03:00-4:30pm Business Venture Challenge presentations and judging.
- Sun, 1/8/2012, 10:45-12:00pm Qualified winner(s) announced at awards/closing ceremony.

Preparation Guidelines

We've included some guidelines from Sequoia Capital, one the earliest venture capital firms, as to what they look for in a prospective investment. Given the science and engineering scope of this competition, your idea must be a technical idea. Also due to limited time, slides must also include exactly one slide on each business plan attribute listed below as slide headings. A presentation slide will be provided. See Appendix A for detailed descriptions of each.¹

Business Plan Presentation Template & Slide Headings

- | | |
|--------------------|-------------------|
| 1. Title | 7. Competition |
| 2. Company Purpose | 8. Product |
| 3. Problem | 9. Business Model |
| 4. Solution | 10. Team |
| 5. Why Now | 11. Financials |
| 6. Market Size | 12. Conclusion |

Presentation Requirements

- 12 slides total using the Presentation Template & Slide Headings above.
- Bullet points only (no paragraphs) and font size no smaller than 25pt.
- Submit your business plan slides by the stated deadline to yg@ksea.org for evaluations.
- Only 1 person can present and answer questions, even for co-authored entries.
- 12 minute presentation then 3 min Q&A. See Appendix B for business pitches.²
- Judging will be based on equal points given to each of the 10 attributes.

KSEA Business Venture Challenge Organizers

- | | |
|-------------------------------|--|
| • Author: | Benjamin C. Lee (Conference Advisor) |
| • Executor: | Israel 'Sun Min' Jung (Conference Chair) |
| • Moderator: | Mathew Park (Local Arrangement Chair) |
| • Financier: | Hosin "David" Lee (KSEA President) |
| • Venture Capital Consultant: | Jay Ryu (VC at DFJ Athena) |
| • Start-Up Consultant: | Sungmoon Cho (Principle Project Manager at Oracle) |

Appendix A – Business Plan

Writing a Business Plan

We like business plans that present a lot of information in as few words as possible. The following business plan format, within 15-20 slides, is typically all that's needed:

<i>Company Purpose</i>	<ul style="list-style-type: none"> • Define the company/business in a single declarative sentence.
<i>Problem</i>	<ul style="list-style-type: none"> • Describe the pain of the customer (or the customer's customer). • Outline how the customer addresses the issue today.
<i>Solution</i>	<ul style="list-style-type: none"> • Demonstrate your company's value proposition to make the customer's life better. • Show where your product physically sits. • Provide use cases.
<i>Why Now</i>	<ul style="list-style-type: none"> • Set-up the historical evolution of your category. • Define recent trends that make your solution possible.
<i>Market Size</i>	<ul style="list-style-type: none"> • Identify/profile the customer you cater to. • Calculate the TAM (top down), SAM (bottoms up) and SOM.
<i>Competition</i>	<ul style="list-style-type: none"> • List competitors • List competitive advantages
<i>Product</i>	<ul style="list-style-type: none"> • Product line-up (form factor, functionality, features, architecture, intellectual property). • Development roadmap.
<i>Business Model</i>	<ul style="list-style-type: none"> • Revenue model • Pricing • Average account size and/or lifetime value • Sales & distribution model • Customer/pipeline list
<i>Team</i>	<ul style="list-style-type: none"> • Founders & Management • Board of Directors/Board of Advisors
<i>Financials</i>	<ul style="list-style-type: none"> • Profit & loss statement • Balance sheet • Cash flow • Cap table • The deal

Elements of Sustainable Companies

Start-ups with these characteristics have the best chance of becoming enduring companies. We like to partner with start-ups that have:

<i>Clarity of Purpose</i>	Summarize the company's business on the back of a business card.
<i>Large Markets</i>	Address existing markets poised for rapid growth or change. A market on the path to a \$1B potential allows for error and time for real margins to develop.
<i>Rich Customers</i>	Target customers who will move fast and pay a premium for a unique offering.
<i>Focus</i>	Customers will only buy a simple product with a singular value proposition.
<i>Pain Killers</i>	Pick the one thing that is of burning importance to the customer then delight them with a compelling solution.
<i>Think Differently</i>	Constantly challenge conventional wisdom. Take the contrarian route. Create novel solutions. Outwit the competition.
<i>Team DNA</i>	A company's DNA is set in the first 90 days. All team members are the smartest or most clever in their domain. "A" level founders attract an "A" level team.
<i>Agility</i>	Stealth and speed will usually help beat-out large companies.
<i>Frugality</i>	Focus spending on what's critical. Spend only on the priorities and maximize profitability.
<i>Inferno</i>	Start with only a little money. It forces discipline and focus. A huge market with customers yearning for a product developed by great engineers requires very little firepower.

Reference:

1. <http://www.sequoiacap.com/ideas>

Appendix B – Business Pitch

The Art Of The Business Pitch

Mary Crane, Forbes.com (excerpted)

It's not so much what goes into a pitch that makes it good, but what doesn't. Whether you're pitching to friends, investors, angels or venture capitalists, the cardinal rules remain the same: Be brief and be clear.

"A good pitch is a short pitch," says Wil Schroter, CEO of the Go BIG Network, which matches start-ups with investors and job-seekers online. After the first few sentences, he says, "it's all downhill, and downhill fast, if the investor gets the sense you're not getting to the point or you have no point."

Go BIG Network receives scads of pitches from entrepreneurs every day, says Schroter, but too few clearly say who they are and what their business does. "Investors respond to pragmatic, specific information," he says. "If you can articulate in two sentences the problem and the solution, you've nailed it."

Patrick Ennis, managing director at early-stage investing firm ARCH Venture Partners, says he often has to skim through 10 or 15 pages before figuring out what a pitch is about. "Tell me what you are doing in the first few minutes--something simple like: 'We make software that we sell to businesses to improve their inventory management,'" he says. "Even a 13-year-old can understand that."

Tailor pitches to the occasion, says Ennis. First, there's the 30-second pitch, where the only goal is to grab someone's attention with your idea so they will give you five more minutes. The five-minute pitch offers just enough time to rattle off a rough outline of your idea so that you will get an hour. The hour-long pitch is all about details--the business model, the product and the management team.

While brevity is always important, don't skimp on industry analysis, says Ennis. If your longer presentation doesn't have a slide or two on what you're up against, "funders will assume you're unaware of your competitors."

Not a good public speaker? Practice. If that doesn't work and you're still quaking in your loafers, have someone else give the presentation. "Investors want to see confidence, but not every entrepreneur with a good idea is confident," warns Schroter...

Reference:

2. http://www.forbes.com/2007/04/12/microsoft-venture-capital-ent-fin-cx_mc_0412askanexpert.html

Appendix C – KSEA

Korean-American Scientists and Engineers Association

The Korean-American Scientists and Engineers Association (KSEA) is a non-profit professional organization established in 1971 whose objectives are to (1) promote the application of science and technology for the general welfare of society, (2) foster international cooperation, especially between the U.S. and Korea and (3) help Korean-American scientists and engineers develop their full career potential.

The KSEA has over 5000 registered members with 67 local Chapters and 14 technical societies across the United States. The many activities of the KSEA, include the US-Korea Conference, the National Math and Science Competition for 4-11th grade students, regional conferences, graduate and undergraduate scholarships, and young generation events abroad and domestic.

Reference:

3. <http://www.ksea.org/>