

Carnegie Mellon University

Swartz Center for Entrepreneurship



**SWARTZ CENTER FOR ENTREPRENEURSHIP
TAKES NEXT STEPS**

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“Silicon Valley hires the most alumni of these 10 universities, and none of them are in the Ivy League” Quartz, April 25, 2017

1 University of California, Berkeley

2 Stanford University

3 Carnegie Mellon University

4 University of Southern California

5 The University of Texas at Austin

6 Georgia Institute of Technology

7 University of Illinois at Urbana-Champaign

8 San Jose State University

9 University of California, San Diego

10 Arizona State University

It's a Different Game



I'm a PC.

- Banking
- Consulting
- Large Corp

- Start-Ups



HIGH

Level of Structure

LOW

Interviews and recruiters come to you

Defined role / project

Defined function

Defined salary

Defined career path

Brand recognition

Early recruiting process

Heavy networking required

Pitch the role yourself

Jack of all trades

Creative structure, pay vs. upside

Undefined career path

Brand recognition???

Early recruiting process

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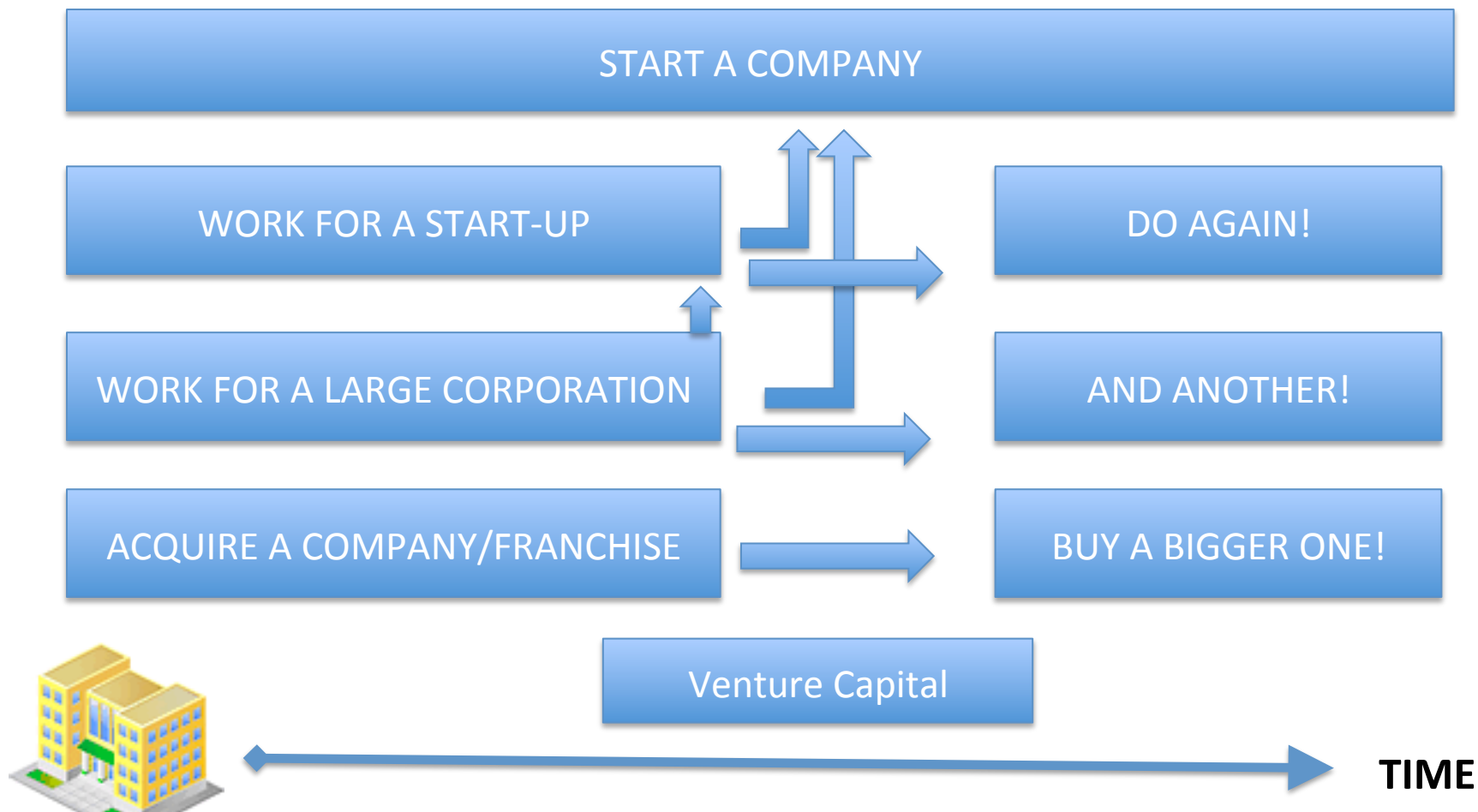
In which Industries?

Industry	Jobs Available	% of Total
Software	3061	30.5%
IT Services	1849	18.4%
Business Products and Services	806	8.0%
Healthcare Services	620	6.2%
Biotechnology	534	5.3%
Networking and Equipment	473	4.7%
Consumer Products and Services	421	4.2%
Semiconductors	354	3.5%
Medical Devices and Equipment	291	2.9%
Telecommunications	264	2.6%
Financial Services	249	2.5%
Computers and Peripherals	210	2.1%
Cleantech / Energy	183	1.8%
Media and Entertainment	182	1.8%
Other	176	1.8%
Retailing / Distribution	163	1.6%
Electronics / Instrumentation	100	1.0%
Industrial	93	0.9%
Grand Total	10029	100.0%

2009 Job Creation in Start-Ups, by Industry

--- *National Venture
Capital Association,
StartUpHire*

“Common” Career Paths



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Resources: You Still Need CPDC!

- Resumes, Cover letters
- Interview prep
- Networking advice
- Alumni
- Large Corporations – Innovation Programs

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Job Makers, not Job Takers

JOB BOARDS



NEWS



TechCrunch

CrunchBase



STRICTLY | VC

Tips



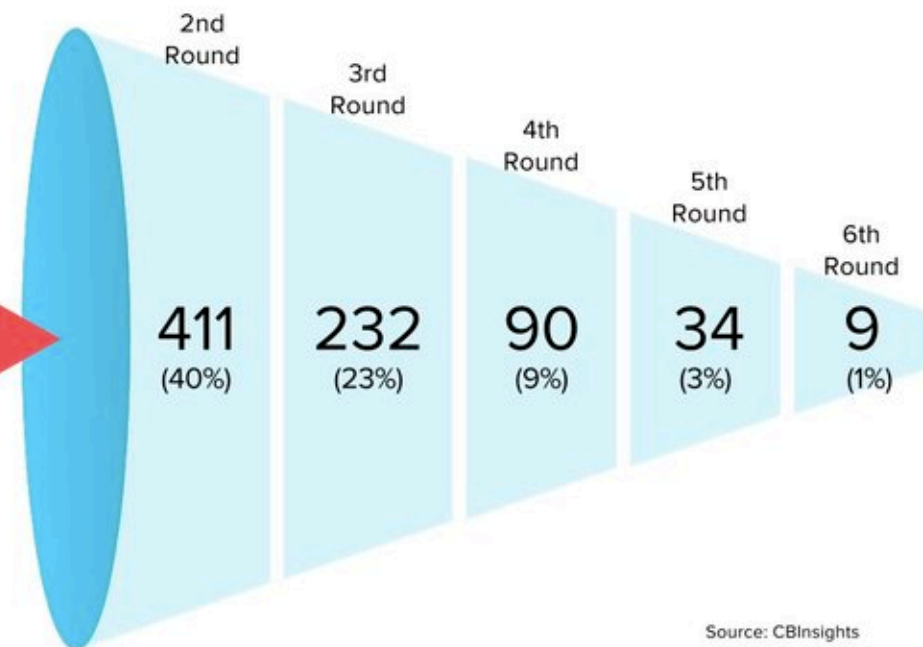
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Financial Outcome



1027
Seed Backed
Tech Cos



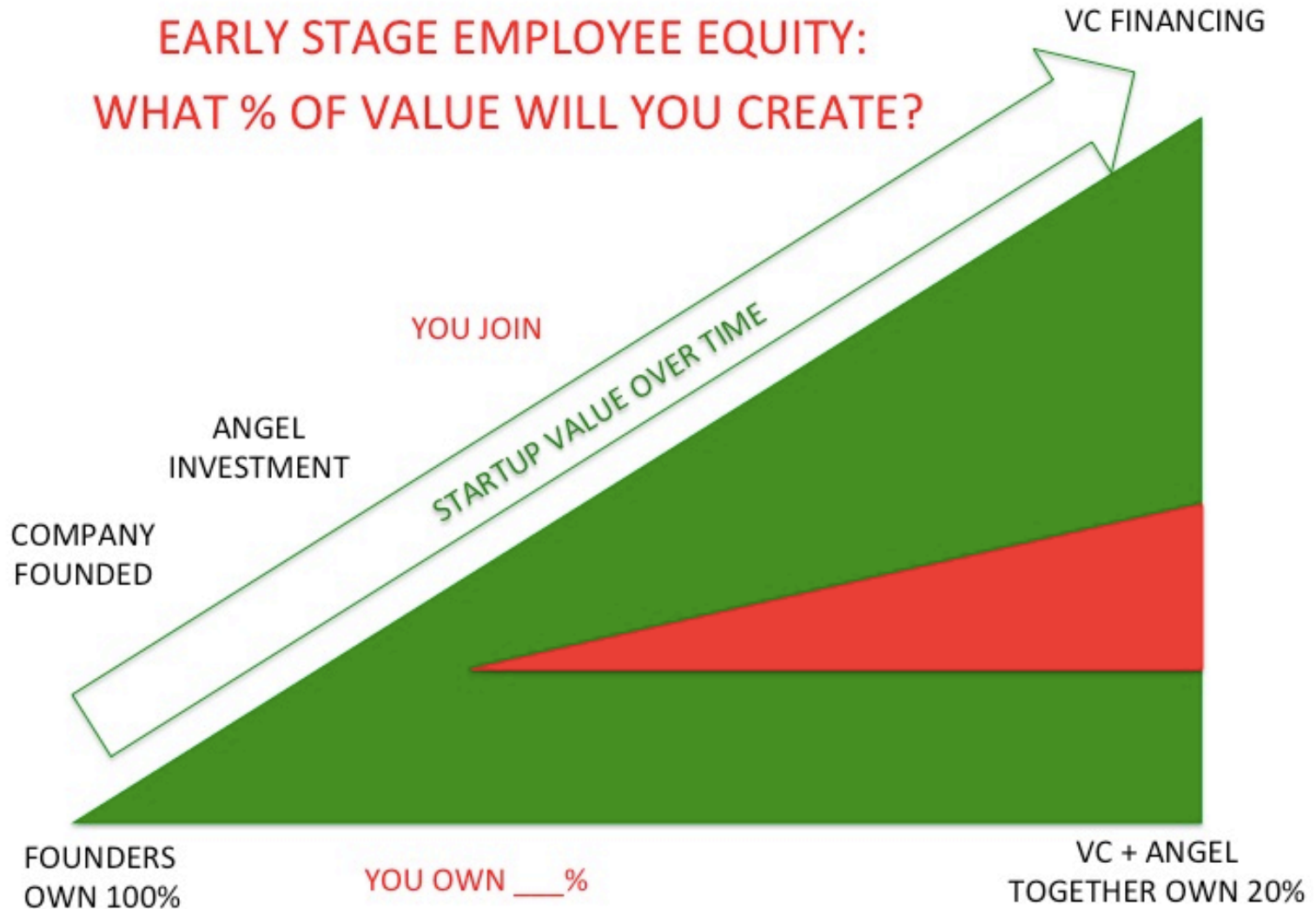
Source: CBInsights

- ✓ Great idea
- ✓ Excellent execution
- ✓ A lot of luck!

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EARLY STAGE EMPLOYEE EQUITY:
WHAT % OF VALUE WILL YOU CREATE?

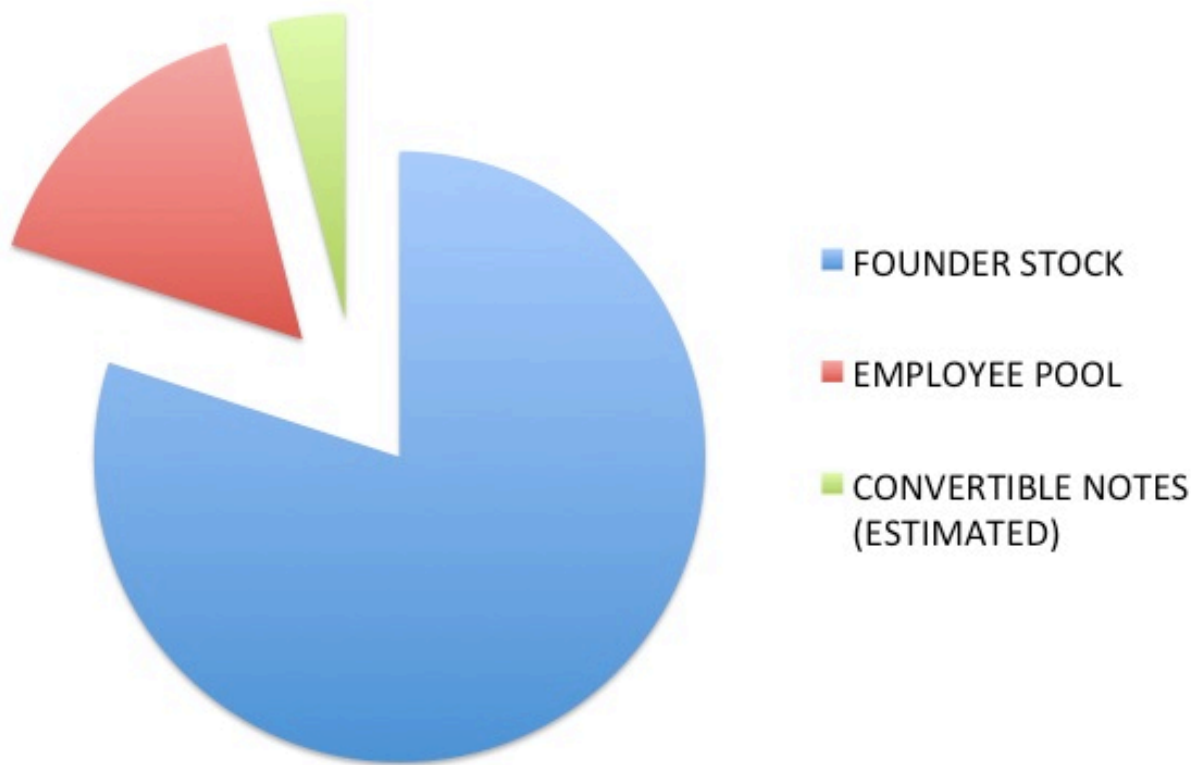


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EARLY STAGE EMPLOYEE EQUITY

PRE-SERIES A FULLY DILUTED CAPITAL



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	Engineering		Marketing/Ops	
	Base	Equity	Base	Equity
VP	\$200K	1%	\$200K	1%
Senior (5+ Years)	\$140K	Start at .4%-.5% and decrease based on employee number.	\$140K	Market might tell you to go lower than eng., but consider just using employee number.
Junior (< 5 Years)	\$100K	Start at .1%-.2% and decrease based on employee number.	\$80K	Start at .1% and decrease based on employee number.

Source: Molly Graham, Facebook via First Round Review

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