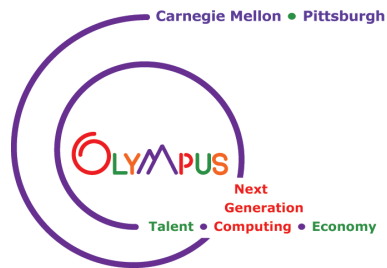


Carnegie Mellon University

Center for Innovation and Entrepreneurship

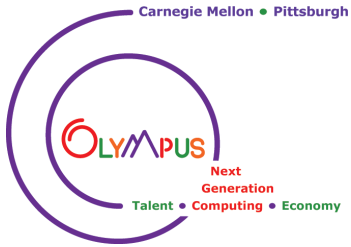
Innovation and Entrepreneurship At CMU

Something for Everyone




Kit Needham





An Idea, Innovation or Invention

Business Concept Template

 OLYMPUS BUSINESS CONCEPT TEMPLATE

YOUR NAME AND EMAIL: _____

TITLE: _____ Date: _____

DESCRIPTION OF THE BUSINESS CONCEPT: *Describe in one or two sentences the product/service.*

MARKET DRIVERS: *What are the problems, conditions or events that will make this business attractive or successful?*

TARGET MARKET: *Who is this being sold to? What are the characteristics of the target market? Size and demographics? (Where will you find this information?)*

VALUE PROPOSITION TO THE CLIENT: *Why would they buy this product/service?*

WHY WOULD THE TARGET MARKET BUY FROM US? *Who are the competitors? What unique characteristics do you have that would give you an advantage?*

REVENUE MODEL: *How will you get paid?*

DISTRIBUTION MODEL: *How will this be sold? Who will do it?*

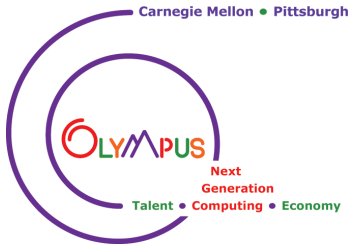
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MANAGEMENT: *List current team members with school affiliation, graduation year, and role or function. What additional talent do you need to start the company? How will you fill the gaps?*

ADVISORS: *List faculty and other advisors if you have them and/or background or expertise of advisors that you would like to find.*

CONNECTS

“How do I know if my idea is a good one?”
(Also on YouTube)



A Team

CONNECTS:
Building a Successful Student Team

Undergraduate Entrepreneurship Association

GEC Tech Pitch Night



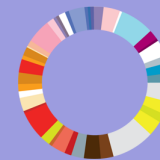
CONNECTS

Are you looking for team mates?

Are you looking for a team to join?

Do you need any advice or help?

Any announcements?

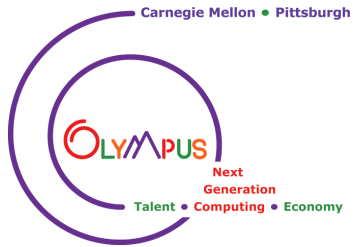


Start up Job Fair

GLOBAL
ENTREPRENEURSHIP
WEEK
USA

Starting Your Startup

Networking, Education, Assistance



Carnegie Mellon University Center for Innovation and Entrepreneurship Weekly Bulletin

Call for Applications! James R. Swartz Entrepreneurial Fellows Program 2013-2014

Applications are now being accepted for the campus-wide James R. Swartz Entrepreneurial Fellows Program, which fast-tracks the careers of Carnegie Mellon graduate students who are passionate about entrepreneurship in the technology arena. This highly selective program, directed by the Carnegie Mellon Center for Innovation and Entrepreneurship (CIE), is designed to develop each Fellow's entrepreneurial potential and leadership skills through coursework in entrepreneurship, mentoring, hands-on experiences, and networking.

Application Deadline: Monday, September 9, 2013 @ 11:59 pm
Submit application to: Dr. Emily Stark vestark@andrew.cmu.edu

Find out more about the [Swartz Fellows Program](#).



Check Out Upcoming CIE Entrepreneurship Events!

Entrepreneurship Bootcamp (September 6) *More TBA*
CONNECTS Events (throughout the academic year):
9/13 - Idea Screening featuring Frank Demmler, Innovation Works
9/17 - Do's and Don'ts of Student Business Teams, Kit Needham, Project Olympus
Swartz Entrepreneurial Leadership Series (September-March)
9/12 - [Lisa Ibrahim](#), Partner at Kleiner Perkins Caufield & Byers

Start Smart Seminars and Workshops (throughout the academic year)

Launch@CMU Pittsburgh (November 13)
Global Entrepreneurship Week (November 18-22)
Venture Capital Investment Competition (February)
McGinnis Venture Competition (March)
Project Olympus Show & Tell (April)
Tepper Venture Challenge Competition (April)

Upcoming Local Entrepreneurial Events

9/13 SEDC at Duquesne University *Business Startup Essentials*
9/16 The Second Step - *Developing a Business Plan*
9/22 *TE Pittsburgh Presents My Story*, with Michael O'Neill
9/26 *Pittsburgh's Public User Group presents August OpenHack*
9/21 Pittsburgh Tech Meetup *Entrepreneur Pitch*
10/18 Pittsburgh Startup Weekend
10/23 AlphaLab Demo Day (more details TBA)
10/25 Pittsburgh Web Design Day



Opportunities Corner



Tepper MBA student, Thomas Burke, is searching for users for a three-week pilot program for [Eprod](#), a neuroscience and positive psychology-based platform that helps prevent emotional distress in college students. If you would like to try out the platform, sign up [here](#). There may be an Amazon gift card raffle for participants!

[WebKite](#), a CMU start-up founded by Tepper Alum Eric Silver and senior leaders from ModCloth and Lockerz, is looking for a sales & biz dev leader to help accelerate their growth. WebKite has spent three years and millions of dollars building a unique decision-focused content management system that has been delighting clients. If you want to help build the future of the web for millions of people and lead a metrics-driven team, the job posting is [here](#).

Registration and Application Deadlines

9/10 [Sequoia Capital Start @ a Startup Conference - Application Deadline](#)
9/12 - 10/29 [Start Upcoming Business Competitions](#)



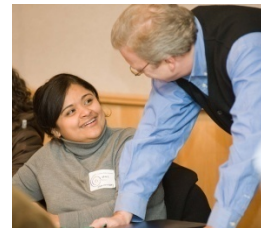
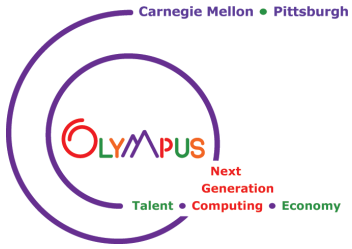
ENTREPRENEURSHIP

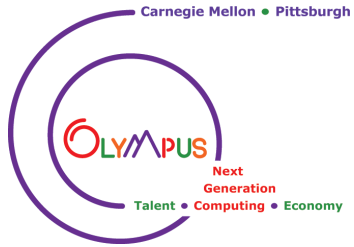


15 Experts
Office Hours



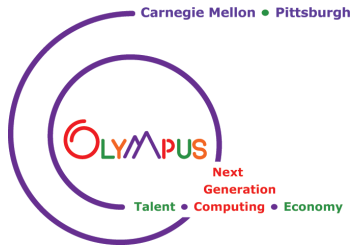
Advisors, Mentors and Contacts





Space & Equipment to Collaborate and Create





Access and Visibility

POPULAR SCIENCE Best Toy 2016



Project Olympus: Fostering the Next Generation of Tech Innovators

OurRegionsBusiness + Subscribe 488 videos Download This Video

5:53 / 7:52

Like Add to Share 183 views

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Headlines Briefs Real Estate Columnists

\$35 million invested in McCandless start-up

By Thomas Olson

Published: Wednesday, June 29, 2011

Local entrepreneur Jeffrey Muller's Dynamics Inc. has drawn a \$35 million investment from Bain Capital Ventures, Boston, to develop further its virtually fraud-proof credit and debit cards.

Wednesday, December 7, 2011 As of 12:00 AM New York 79° 65°

THE WALL STREET JOURNAL. LIFE & STYLE

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World U.S. New York Business Markets Tech Personal Finance Life & Culture

Arts & Entertainment Cars Books & Ideas Fashion Food & Drink Sports Travel

TOP STORIES IN Life & Culture

The Plot Thickens for AMC As Blackout Crimps Growth

Layoffs Hit 'The Tonight Show'

The Holiday Toy Popularity Contest

To Be More Interactive, Dolls Tell Jokes, Answer Kids; No 'Watch Me' Toys

Article Video Stock Quotes Comments (10)

By ANN ZIMMERMAN

It used to be that Elmo just wanted to be tickled. This Christmas, he wants kids to hand him musical instruments so that he can play and sing along with them.



It used to be that Elmo just wanted to be tickled. Now, kids have to hand him one of three instruments so he can play rock songs. Toys are getting more complicated but are these toys that kids really enjoy? Ann

Toys are getting increasingly complex, responding to voices or touches and mimicking human behavior. **Mattel's** **MAT**-0.03% Fijit doll utters 125 phrases and responds, via voice recognition, to 30 commands. When you tell the doll to dance, she will ask whether you want her to groove to your music or her own. My Keeperson, a round-eyed robot that looks like two oranges fused together, coos

CNN Money FORTUNE Money

Home Video Business News Markets Investing Economy Tech Personal Finance

All Latest Stories Companies World The Buzz Fortune 500 Video

Work for credit to pay off student debt



The Business Journals Digital Network The Business Journals Local Business Directory Book of Lists Upstart

PITTSBURGH BUSINESSTIMES

Choose a city Home News People Events Exclusives How-To Buy

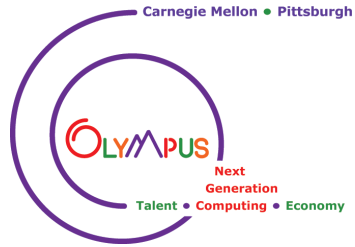
Cusie's AND HELPS YOU STAY AHEAD OF THE COMPETITION

Share Twitter Email Print Reprints Comment

★ BlackLocus snags \$2.5M funding round; some operations Texas-bound

Premium content from Pittsburgh Business Times by Mallia Spencer
Date: Friday, July 1, 2011, 6:00am EDT

BlackLocus, a company started before its



Legal Advice

Office Hours

- Startup Lawyers
- IP Lawyers

Help with IP Research

START SMART

Business Formation Seminar and Workshop

Contracts

Starting a Business on an F-1 Visa

How to Protect Your IP

Raising Capital

Negotiating a Term Sheet

Carnegie Mellon University

Center for Innovation and Entrepreneurship

Programs

Innovation Fellows
Innovation Scholars
Student PROBEs
Faculty PROBEs
Spark Grant Funds
Swartz Fellows Internship Program
i6 Agile Innovation Program
Faculty Commercialization Seminars
CTTEC Gap Funds

Entrepreneurs-in-Residence

Coach Faculty Projects/Teams
Coach Student Projects/Teams
Manage Olympus Incubator

Events

Launch | CMU
Olympus Show & Tells
Olympus CONNECTs
Swartz Speaker Series
McGinnis Venture Competition
StartSmart
Treks
Start-up Job Fairs

Alumni Involvement

Open Field Entrepreneurs Fund
Mentorship Network

Informal Learning/ Student-Initiated Programs

Global Entrepreneurship Week
Bootcamps
TartanHacks/ScottyLabs
Women@CS
Entrepreneurial Clubs

Outreach Opportunities

Economic Development Groups
Investment Community
PowerUpPgh
Silicon Valley
International

www.cmu.edu/cie



Collaborations on campus

**Center for Technology Transfer and
Enterprise Creation (CTTEC)**

CreateLab

Institute for Social Innovation (ISI)

Undergraduate Entrepreneurship Assn (UEA)

Graduate Entrepreneurship Club (GEC)



Collaborations off campus

Innovation Works

Alpha Lab/Gear

Idea Foundry

MIT Enterprise Forum

TiE Pittsburgh Business Mentoring Roundtable

University of Pittsburgh Office of Enterprise Creation

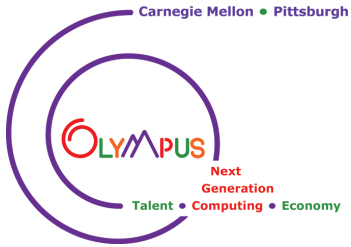
Institute for Entrepreneurial Excellence

Innovation Practice Institute at Pitt Law School

BlueTree Allied Angels

VC community

and more...



Looking for students who....

...have one or more ideas for potential businesses but don't know whether they are good ones?

...want to start a business

...want to work in a start up

...want to get start-up experience

...want to find out what it is all about



Some Goals

Know how to successfully start and grow a business

Work ON your business while still a student so that.....

At graduation, you can go to work IN your businesses....



Who is eligible

All schools across campus

High tech – low tech – no tech

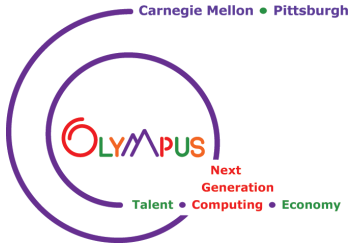
Undergraduate, Masters, PhD

**All stages – ideas through
prototypes/MVPs**

Founders, interns, team members

Other schools, outside workers

(One founder has to be from CMU)



Benefits Micro-grants

Student **Spark** Grant Fund

**Charitable contributions from alumni
and community members**

- **Applications 2x per year**
- **\$3000 - \$5000**
- **31 beneficiaries to date**
- **Available for full PROBES only**

Our Successes

118 companies formed

**Over \$240 million in
follow-on funding**

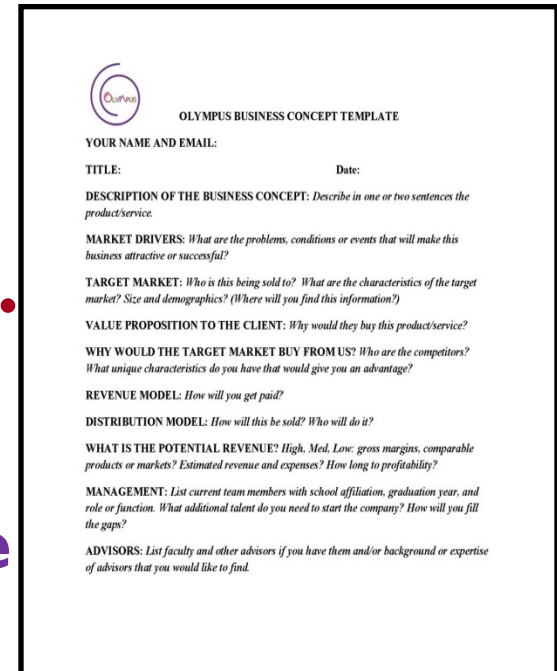
18 received VC funding


**9 Acquisitions: Google,
PDN, Home Depot,
TurnItIn, Amazon, K12,
Hal Leonard Corp, Elizur
Corp, Newton Consulting**



Getting Started

- Complete the Business Concept Template to explain your business idea; 2-3 sentences for each section
- Make an appointment
- Can become a Full PROBE if...
 - Plausible business model
 - Commitment/perseverance



 OLYMPUS BUSINESS CONCEPT TEMPLATE

YOUR NAME AND EMAIL:
TITLE: _____ Date: _____

DESCRIPTION OF THE BUSINESS CONCEPT: Describe in one or two sentences the product/service.

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REVENUE MODEL: How will you get paid?

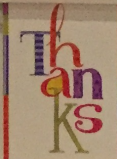
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ADVISORS: List faculty and other advisors if you have them and/or background or expertise of advisors that you would like to find.

PROBE Status Board



Exploration

Find 11/3
VIC 11/3
MyFood 9/15
Article Rank 10/7
Poli Teen 10/13
Supply Chain Fin 11/14
Tidy 11/23
Style 11/23
Kria
Bounty
House 9/3
Rank My Diet 10/29
Moral Compass 2/1

Got Next 10/28
Apogaphic 9/30
Marsu Designs 6/5
Snatch 11/24
Com Yoot (ines Edu Rude) 11/10
eebooks 9/15
Blast Radius 10/20
Paperless 5/28
Valhalla 11/6
Afma 11/10

4620

ICorps Spring 2015 * ICorps Fall 2014

Projects in Process (PiP)

3M Robotics 5/11
Stetho tutor 9/11
Price Setter 9/11
Jump It 5/23
Clade 11/23
Mecha Spark 9/28
Bridge for Billions 5/2
Aero Labs 9/8
Sentinelle 2/10
Swych 10/18
Got Next 10/24
Connect w/ childcare 9/4
Drongo 9/16
Comfortabook 4/16
Shootoff 8/11
Nimbus (smart shoes) 9/11

Super Slides 10/28
Sixth Decimal 11/18
CT-Sum 11/16
Waven 5/9
My Green Impact 10/11

PROBE


Yarn 10/10 (Thousa)
101 8/19

Synergy Games 4/10
Evolate 6/30
Legal Analyt 1/15
The Hunt 8/21
KOPO 7/23
Chiroprkt 8/26
Xion 6/27
Flagtag 1/30

* Meal Matcher 7/29
Nectar Express
Micetro 9/28
* VIT 5/18
* NoRilla 10/15

Tech for Impact 11/3
Better Speech 10/27
NAYAN 11/18


* Acquired



* Breathe Wise
Spark meter
Zen Rez
Transmission (Impagd)
Midnight Madness
* Ayyaymb
Rist Call
Alert Call
Pied 

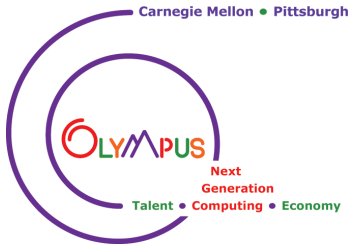
* Connect With
Open Curriculum
Bird Dog Tech.
Activ Aided
Solvvy
Sim Sim

* Abili life
* Nebulus
Hyliion
Emulator
Skyeision

* Graduated

Rubrtecton
PHRGL
SponsorChange.org
* Lightside Lab
Itinu
Qualaris
Kermolinger Studios
Digital Dream Lab
Treatspace
Aurochs Brewery
Playpower
* AE Dreams
The Brew Gentlemen 

Beat bots 
* Black Lotus
Anteccea
Semantix MD
Dynamics
Life Shel (Epicase)
* Career Imp
* Tunessence
Rebiscan
Tropical Health Sys 
Sole Power
ComVibe
* Learn Pop
* Open Curriculum
* Innovesca
Kermolinger Studios
Balcon
Coachme



Getting Involved

- **Sign up for the Weekly Bulletin**
- **Come to CONNECTS**



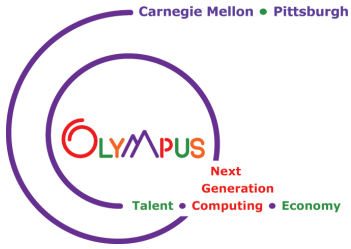
CONNECTS

Are you looking for team mates?

Are you looking for a team to join?

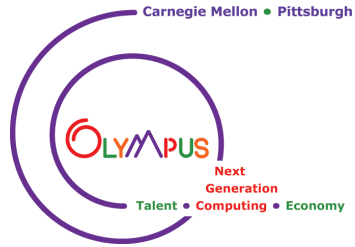
Do you need any advice or help?

Any announcements?



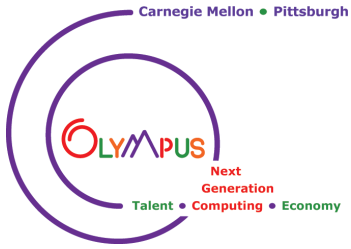
Upcoming Events

- **Sept 10: Boot Camp 1:30-5:30pm
GHC Rashid Auditorium (4401)**
- **Sept 14: Business Model Canvas**
- **Sept 16: Service Design Thinking**
- **Sept 21: Customer Discovery**
- **Sept 22: Contract Basics** **START SMART**
- **Sept 28: Creating a Successful Student
Startup Team**



Different Ways that you can participate

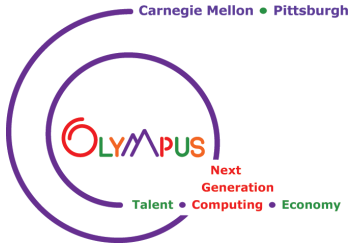
- **Join the company/team**
- **Work on a specific project for a specific time frame e.g. semester or as a summer intern**
- **Work for cash**
- **Work for equity**
- **Just get experience**



Olympus Accepts Social Innovation Enterprises

- **Help you develop sustainable revenue streams**
- **Alert you to grant and competition opportunities**

Check out Idea Lab



Personal Benefits of being involved in a start-up

- **Additional credentials for your resume**
- **Valuable “Intrapreneurship” skills**
- **Learn all aspects of a business**
- **More interesting class projects**
- **May have a product that can be licensed**

Innovation Scholars Program

...fast-tracks the careers of high-impact leaders with a passion for entrepreneurship and technology.

Campus-wide program for 3rd and 4th year undergraduate students

APPLY IN FALL/SPRING OF 2ND YEAR

Starting a business on an F-1 student visa



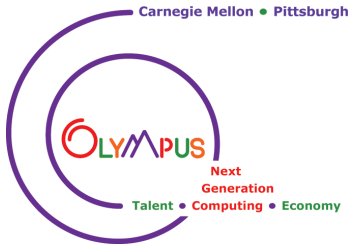
Get Started

Sign up

www.cmu.edu/cie

www.cmu.edu/olympus

Get Connected



Bonus!

- **CMU generally does not claim student IP (only if related to a funded faculty project)**
- **Can apply to Olympus at any time (no enrollment deadlines)**
- **We don't require any equity**
“Just remember us when you are rich and famous” 😊