



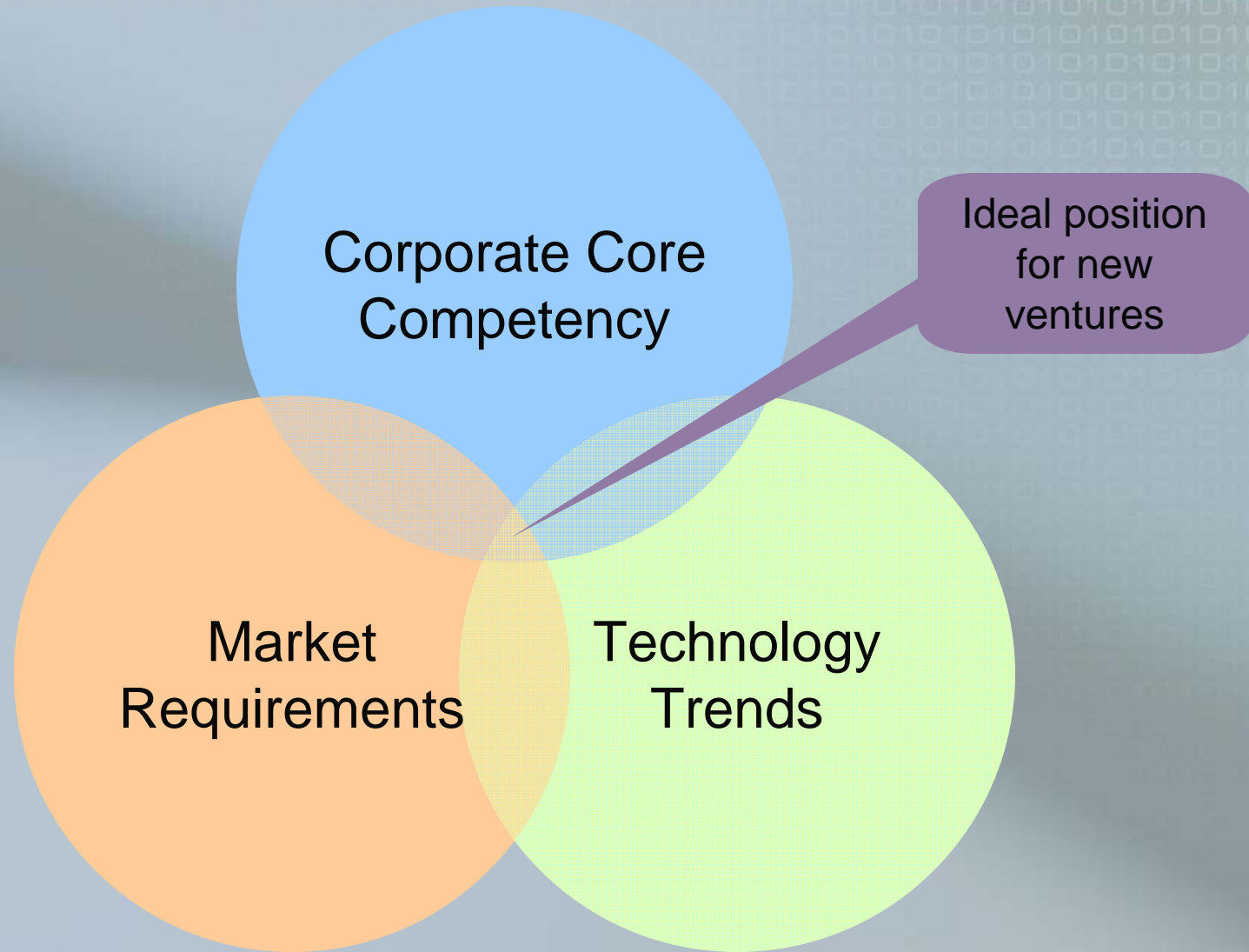
# Commercializing Your Technology

Jeff Greenberg  
CEO

*Commercializing Technologies from UC Irvine and the Tech Coast Community*



# Position for Success



Ideal position  
for new  
ventures



# The Business Plan

## ➤ Elements

- Executive Summary
- Team biographies
- Product description, including IP
- Market and competitive research
- Go to market plan
- Financial analysis

## ➤ Why Bother?

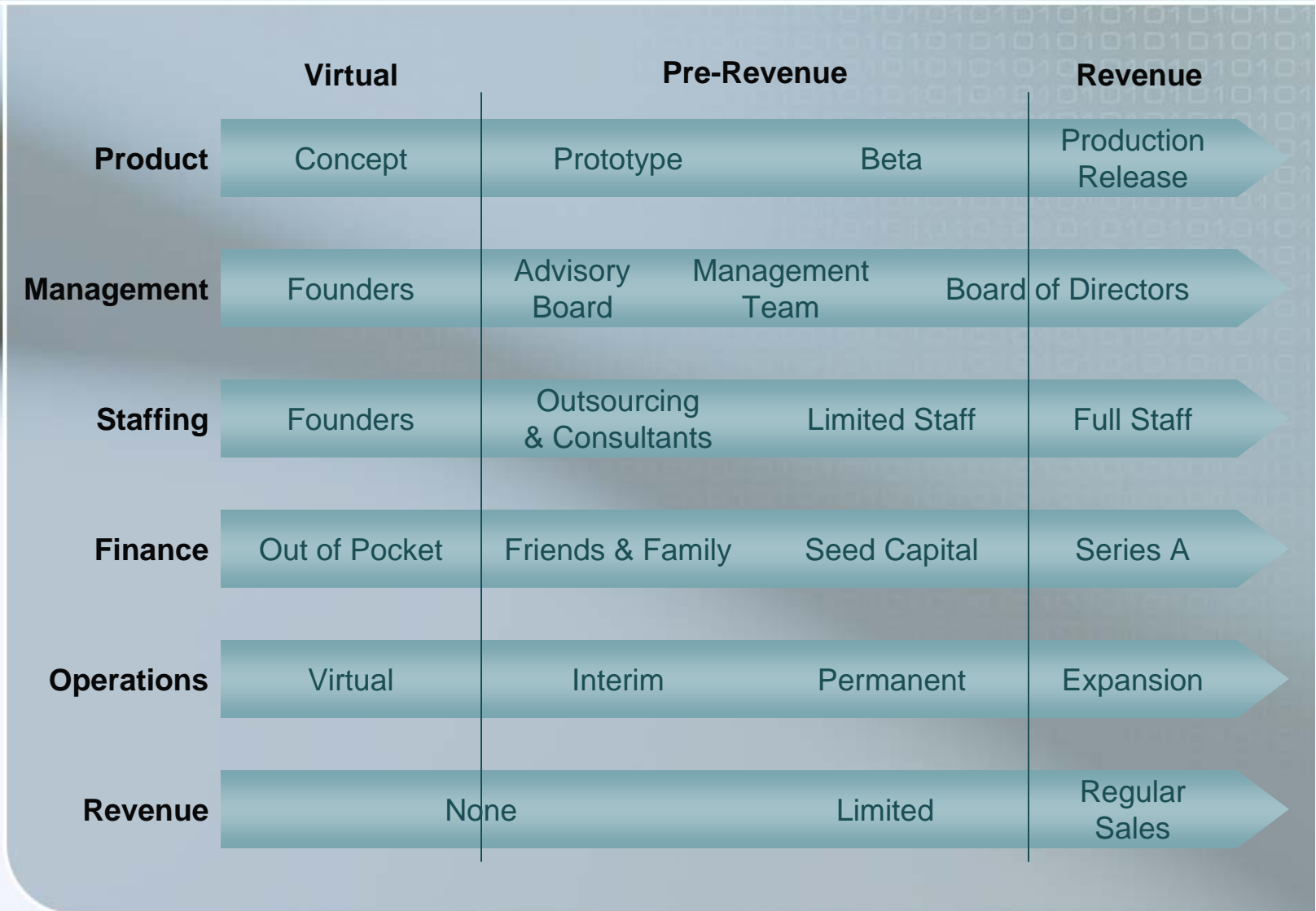
- Investors
- Ensure consistency of vision & tactics

**Tip:**

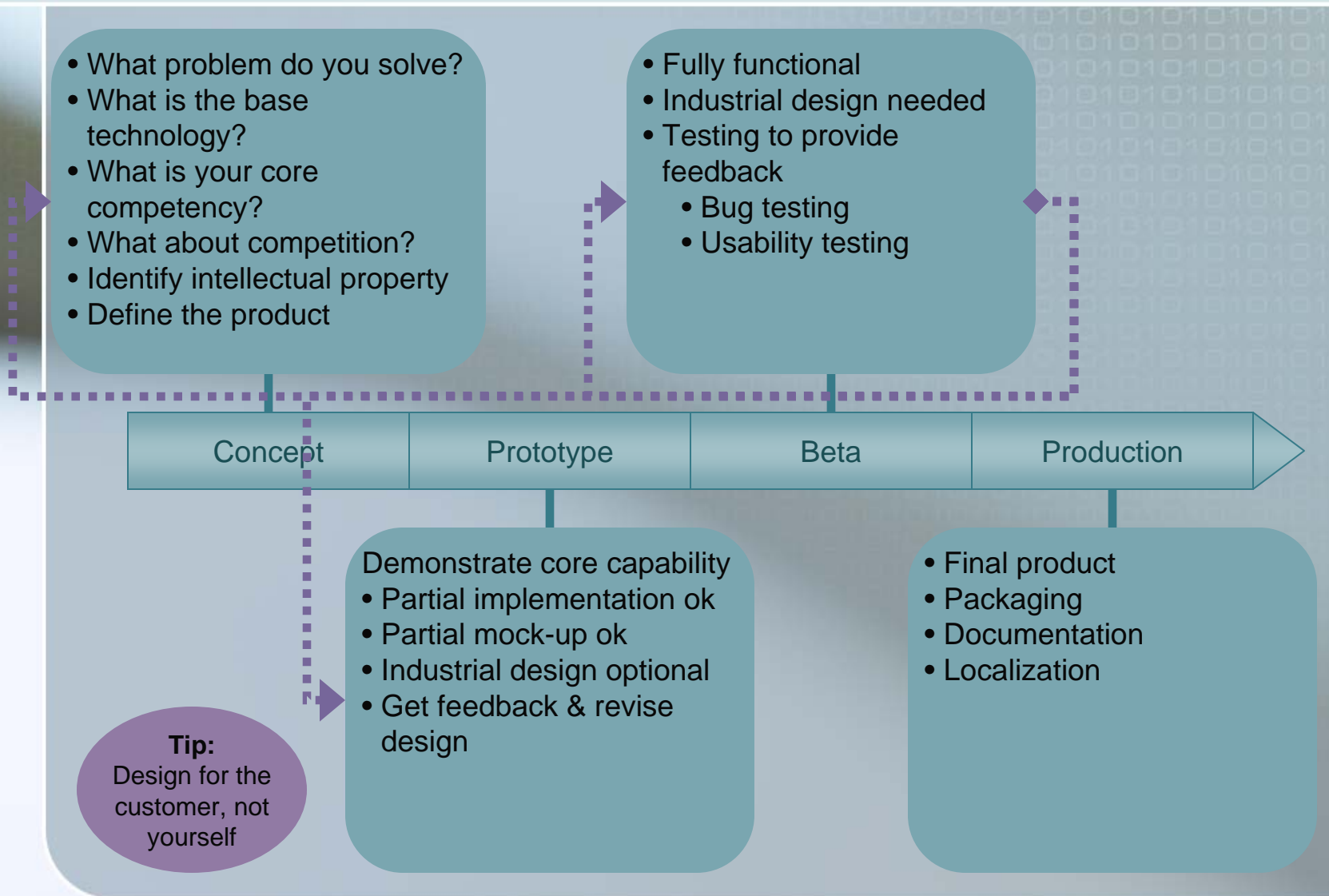
Use your plan as an intelligence repository to collect all relevant info over time



# Corporate Timeline



# Product Development



# Managing the Company

## Role

- Create product
- Establish company
- Initial Capital
- Establish IP strategy

## Sources

- Friends
- Family
- Colleagues

## Role

- Revenue generation
- Staffing
- Fund raising

## Sources

- Networking
- Recruiters
- Investors
- Employee referrals

Founders

Advisory Board

Management Team

Board of Directors

## Tip:

**Seek varied backgrounds**  
 Technical,  
 Finance, Sales  
 Marketing,  
 Corporate  
 Startup

## Role

- Technical guidance
- Business Development
- Fund raising
- Business coaching

## Sources

- Networking
- Potential investors
- Partners

## Role

- Strategy & Coaching
- Compliance & Oversight
- Fund Raising
- Business Development

## Sources

- Networking
- Investors
- Partners

# Building the Team

## Technical

- CTO
- Architect
- Development

## Other

- CEO
- Administrative Asst.

## Technical

- Development
- QA
- Customer support mgt.
- Production

## Other

- CFO
- Product management
- Sales/marketing/BizDev

Founders

Outsourcing  
& Consultants

Limited Staff

Full Staff

## Technical

- Industrial design
- Development
- Product management

## Other

- Legal
- Bookkeeping
- Human resources
- Advertising & PR

## Technical

- More developers
- Customer support staff
- Application engineering

## Other

- HR staff
- Accounting/AP/AR
- Operations

### Tip:

Leverage the networks of everyone involved

# Funding the Venture

## Sources

- Credit cards
- SBA loans
- 2<sup>nd</sup> mortgage

## Uses

- Computing infrastructure
- Other tools
- Legal
- Travel

## Sources

- Angel investors
- Grants
- Customers

## Uses

- Sales
- Marketing
- Production
- Inventory

Out of Pocket

Friends & Family

Seed Capital

Series A

## Sources

- Friends
- Family

## Uses

- Payroll
- Operating Expenses
- Travel & Entertainment

## Sources

- Venture capital
- Strategic investment
- Debt

## Uses

- Corporate Expansion

### Tip:

Develop a  
clean, concise  
pitch

# Operations

## Facilities

- Garage operations
- Term: indefinite?

## Legal

- Partners agreement
- Provisional patents

## Facilities

- Commercial lease
- Term: 3 years
- Production/Warehouse

## Legal

- ESOP
- Term sheet
- Sales contracts
- Compliance

Virtual

Interim

Permanent

Expansion

## Facilities

- Executive Suite
- Term: month-to-month

## Legal

- Consulting agreements
  - Work for hire
- Shareholders agreement
- Articles of incorporation

### Tip:

Your lawyers should become you greatest ally

## Facilities

- Sales offices
- Remote locations

## Legal

- Fund Raising
- Liquidity

# \$ Cashing Out \$

Takes longer than  
expected or desired  
☹️

- Direct sales
- Channel sales
- OEM sales
- Licensing

None

Limited Revenue

Normal Revenue

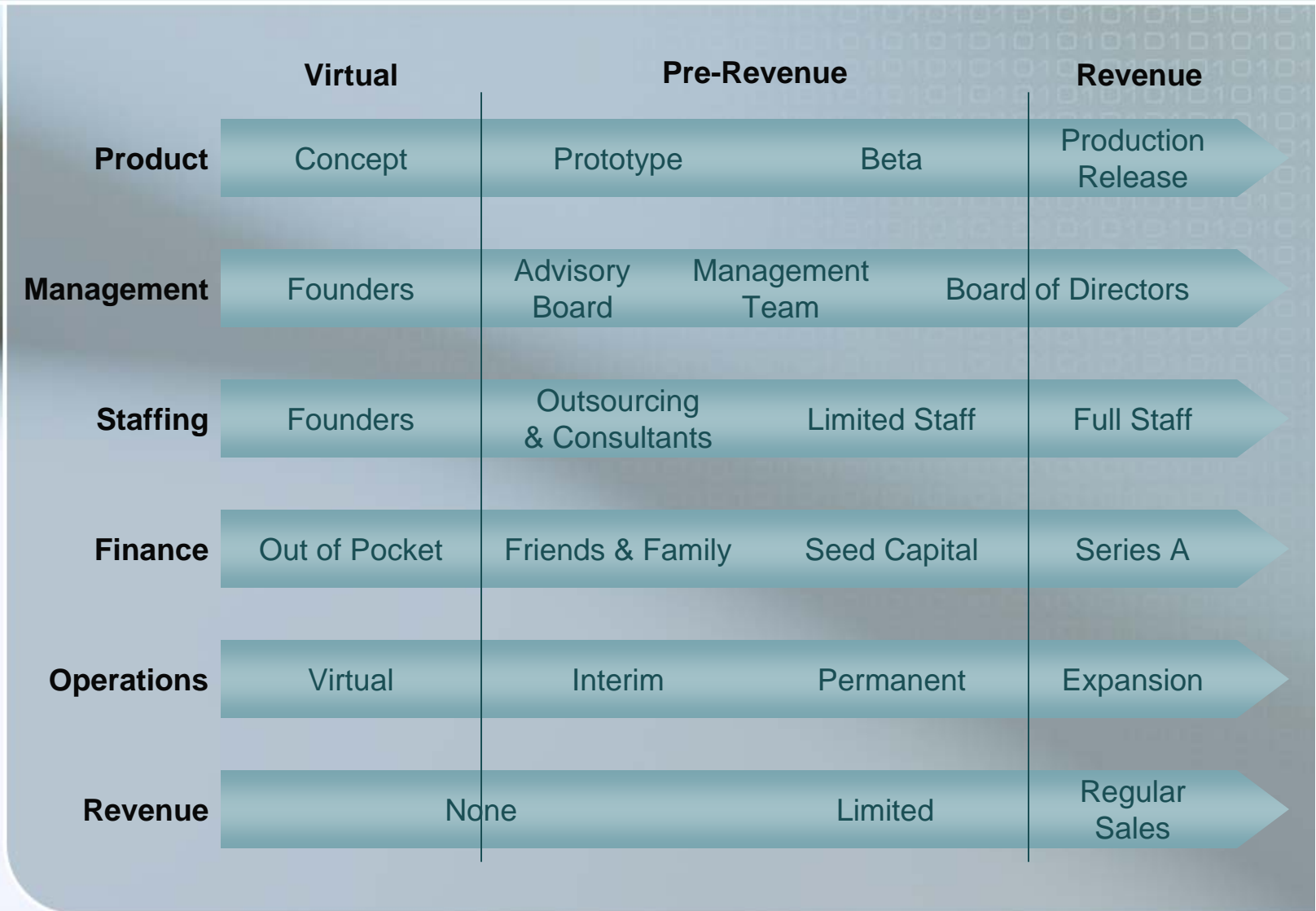
\$ Liquidity Event \$

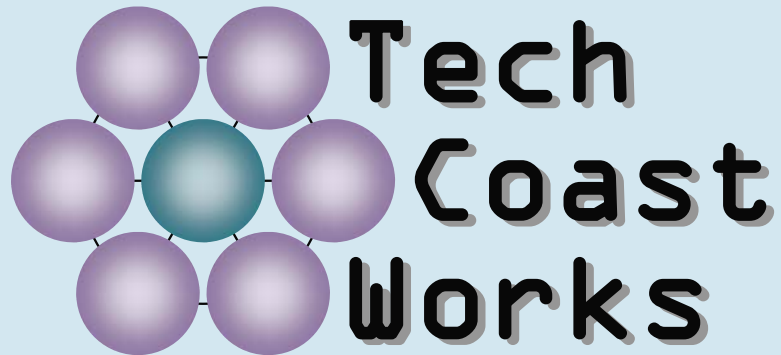
- Customer advances
- NRE
- Beta sales

- IPO
- Acquisition
- Dividends
- 😊



# Corporate Timeline





Jeff Greenberg  
CEO

949-544-1930

jrgreenberg (skype)

[jeff.greenberg@techcoastworks.com](mailto:jeff.greenberg@techcoastworks.com)

[www.techcoastworks.com](http://www.techcoastworks.com)