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S P R I N G B O A R D

a mentoring program at

**CONNECT**



# About Today

- Springboard, the mentoring program at CONNECT
- How to cross the “Valley of Death” guided by Entrepreneurs-in-Residence
- How to assess the commercialization potential of your discovery
- Get feedback, recommendations and introductions from domain experts
- How to expand your network of industry partners, capital- and service providers



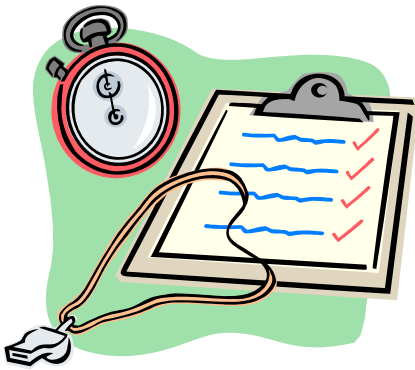
# What is Springboard?

- Program for life sciences & high-tech companies in all stages of development focused on promoting the growth of technology and life science businesses in San Diego
- First to serve academic institutions, technology or science-based companies and entrepreneurs
- Open to any company – not just CONNECT members



# Springboard – The Process

- A 3 to 5 month process tailored to achieve the client's goal -



Business coaching  
by CONNECT EIRs



Discipline to define  
business opportunity

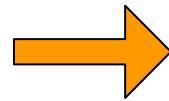


Springboard Panel  
presentation



## SPRINGBOARD

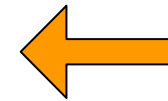
### Entrepreneurs- in-Residence



**Business Audit**  
**Gap Analysis**  
**Presentation Coaching**

### *Stage*

- Concept
- Technology Transfer
- Product Development
- Commercialization
- Inflection Point



### Springboard Panel

**Feedback  
Connections**

## Potential Outcomes

- Feedback on commercial potential of technology
- Compelling business presentation
- Cohesive financial model
- Evaluation of Management Team
- Go-to-market strategy
- Stronger strategic plan
- Realistic funding strategy/readiness for investment
- Feedback on a specific business challenge
- Expanded network



# What's in it for the innovator?

- The Mentor: Entrepreneur-in-Residence (successful C-level executive), plus
  - Access to CFOs, Marketing- and domain expertise
- Springboard Resources
  - Financial Modeling, Valuation training, Marketing workshop, etc.
- Tools
  - Investor Pitch, Executive Summary, Business Plan, Budget
  - Go-to-market Strategy, Funding Strategy
- Springboard Panels
  - Feedback on business model, evaluation of management team, business challenges
  - Introductions to potential investors, strategic partners, customers
- CONNECT
  - Expanded Network of industry partners, venture capital, service providers



# Success Stories

- Over 300 technology companies have completed the process since 1993
- More Than 50% are still doing business

Benchmark  
revenue  
management

**Biomātrica**™  
THE BIOSTABILITY COMPANY

SOAPBOX™  
MOBILE

 **RETAIL INKJET**  
SOLUTIONS

 **V-ENABLE**



# Additional programs for Innovators

- Chairmen's Roundtable
  - CommNexus - NextStage
  - Pacific Community Ventures
  - San Diego Software Industry Council (SDSIC)
  - San Diego Venture Group (SDVG)
  - Keiretsu Forum
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- These programs are complementary to Springboard, not competitive



# What sets US apart?

- Adaptable program to meet the client's needs
- More than 80 EIRs and 100 domain experts
- Panelists: Access to more than 1000 angels, VCs, service providers and senior executives serving the high-tech/life science industries
- The Springboard Process
  - Multi-step discipline and tools to define business opportunities
- The CONNECT Network
  - More than 3000 contacts across industries and academia
- Complementary programs to help span the “chasm”



# Commercialization & Financing

**Early Technology Business Assessment**

- Tech-transfer/Spin-out

**SPRINGBOARD**

- EIR Program
- Springboard Process
- Springboard Panels
- Springboard in the Box

**Venture Roundtable & Investor Forums**

- Life Sciences
- Clean-tech
- High-tech
- Cyber/Security
- VC – fundable
- SD Region

**Deal Network**

- Best-in-class deals
- Scrubbed by VCs
- Exclusive events
- Introduction to individual investors



# Springboard Graduate Tracking

Industry Type	Number Still In Business	% of Total Surveyed
High Tech	39	53%
Life Sciences	25	83%
Action Sports	1	100%
<b>ALL COMPANIES</b>	<b>65</b>	<b>62%</b>

Year Completed	Total Amount Raised*	# of Companies	Avg. Amount Raised
2005	\$12,180,000	5	\$2,436,000
2006	\$50,085,000	13	\$3,852,692
2007	\$31,495,831	14	\$2,249,702
2008	\$2,200,000	5	\$440,000
<b>2005 - June 30, 2008 incl.</b>	<b>\$95,960,831</b>	<b>37</b>	<b>\$2,593,536</b>



# Early Technology Business Assessment

- EIRs assist Tech Transfer offices and corporate clients to identify commercialization potential of research discoveries
- Format: Special Springboard EIR analysis, coaching and panels
  - Faculty members present the discovery, applications
  - 15 minute presentation, 15 minute Q&A
  - 3-4 presentations per event
  - EIRs render recommendations
  - EIRs assigned to mentor faculty
- On the recommendation of the EIRs, the researcher/technology is referred to the Springboard program
- We are currently working with UCSD-tech-tips, SDSU, LIAI and SAIC



# Springboard in the Box & Springboard International Fellowship Program

- CONNECT has developed programs to assist other regions with the commercialization of technology.
- ***Springboard in the Box*** is a set of best practices and tools that support the Springboard process
- Can be taught as a half day course at CONNECT (basic package)
- Off-site, to a “CONNECT-like” organization outside of San Diego (remote package).
- CONNECT also offers a “Train the Trainer” program – the ***Springboard International Fellowship Program*** – where trainers work along side Springboard staff to learn all phases of the Springboard program.



# Not without YOU!

- Client referrals
  - Springboard program as first stop
  - for all San Diego discoveries, inventions
- Serve as panelists
  - Exposure to cutting-edge innovators
  - Provide advice and introductions
- Recommend us to potential new EIRs
  - Increased Springboard expertise



**JOIN THE FUN**