

Willes Center for International Entrepreneurship



EMPOWER YOUR DREAMS

February 21st, 2018

EMPOWER YOUR DREAMS



To prepare for April 4th & 5th

February 21st: Introduction/ First Steps

February 28th: Financials & How to Win

March 7th: Competitive Advantage

March 14th : Presentation

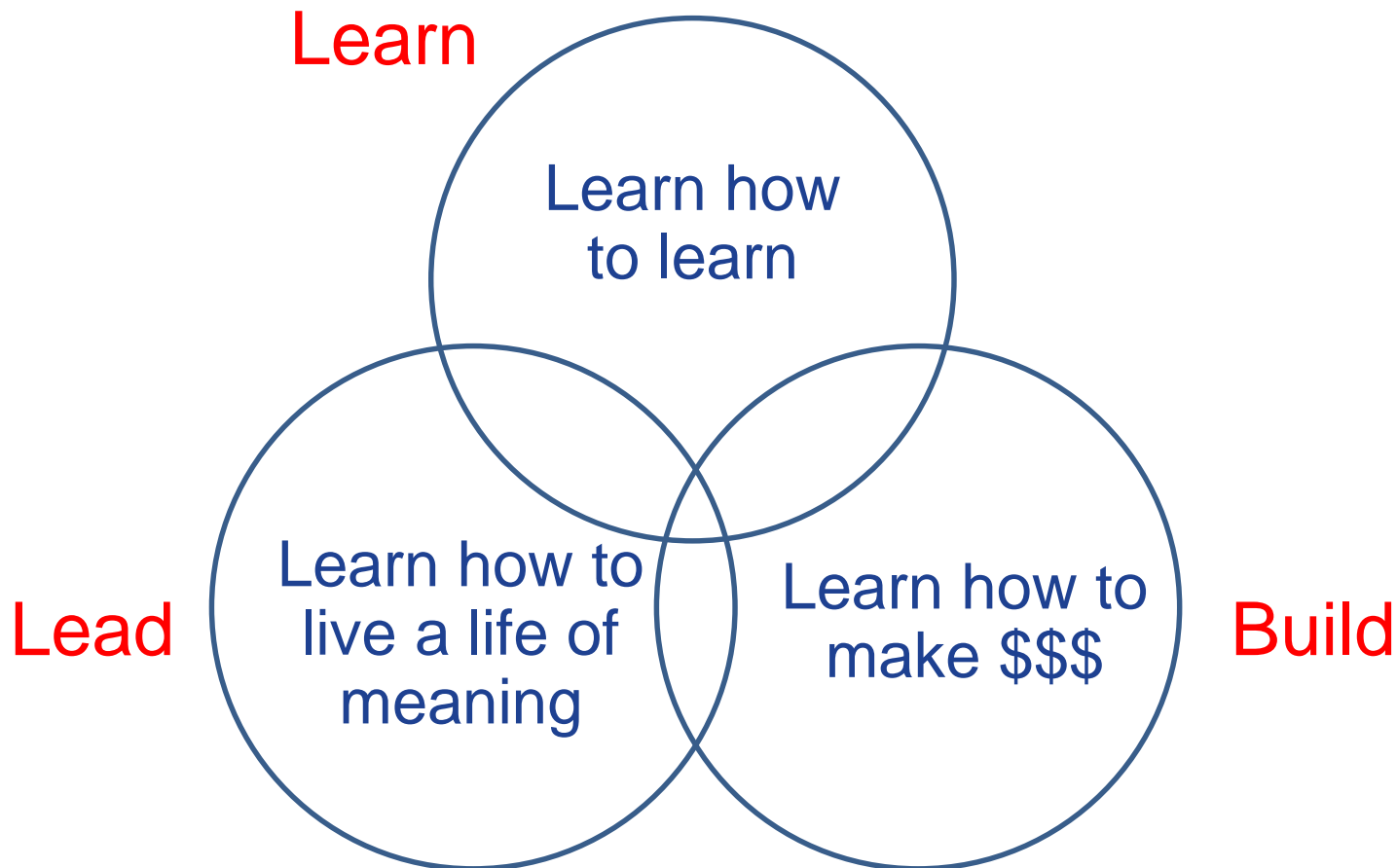


University and Willes Center Learning Outcomes:





Our promise to the students at the Willes Center



Waves of Disruption

First Wave (1985-2000)

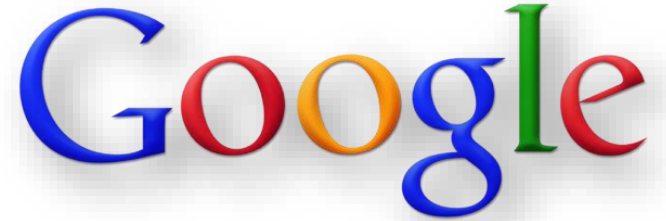
- AOL launched in 1992
- Before 1992 it was illegal to be on the internet...
- Came back from mission in 1994 and Netscape was everywhere!
- AOL Merged with Time Warner in 2000 for \$164B



Waves of Disruption

Second Wave (2000-2015)

- GOOGLE public in 2004
- YouTube acquired in 2006
- LinkedIn public in 2011
- Facebook public in 2012
- Twitter public in 2013
- Snapchat IPO in 2017

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

Waves of Disruption

Third Wave (2015-2030)

To Reach 10 Million Users:

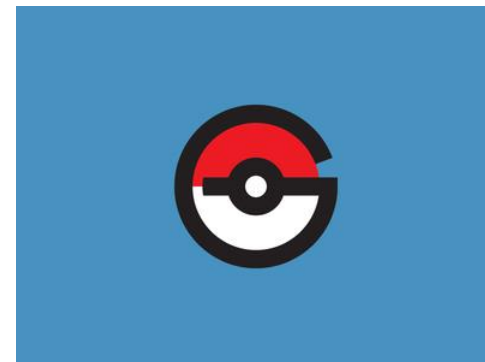
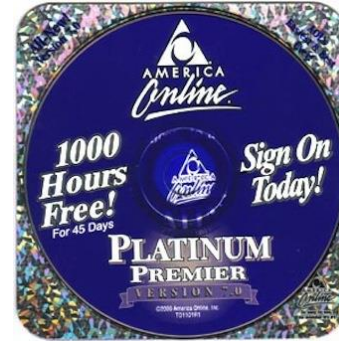
AOL = 10 years

Facebook = 10 months

Snapchat = 10 weeks

Pokemon Go 10 days

Next..... 10 hours



Four Mega Trends

- CROWDFUNDING
- STRATEGIC PARTNERSHIPS
- IMPACT INVESTING
- INCREASED GLOBALIZATION OF STARTUPS



**KICK
STARTER**

The image shows the Kickstarter logo, which consists of the word "KICK" in white and "STARTER" in green, both in a bold, sans-serif font, set against a black rounded rectangular background.

Etsy

The image shows the Etsy logo, which is the word "Etsy" in a white, cursive font, centered within an orange heart shape.

Preparing for the Third Wave

Entrepreneurship is defined as: The relentless Pursuit of Opportunity without regard to the resources controlled

- Look to the past: the Doubters were many and the Believers were few...
- Pace of Change is only going to increase...
- Threat of Disruption creates tremendous opportunities...
- You need the Knowledge, Skills, and Vision

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Workshops (HGB @ 7:00pm):

February 21st: Introduction/ First Steps

February 28th: Financials & How to Win

March 7th: Competitive Advantage

March 14th : Presentation

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Deadlines:

March 16th @ 5:00pm: Preliminary Round

March 26th @ 5:00pm: Finalists Notified

March 30th @ 5:00pm: Finalist Submissions

April 4th–5th: Empower Your Dreams Event

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What Types of Ventures Can Compete?

Product

Social Impact

Farming

Service

Manufacturing

Wholesale

Non-Profit

Merchandising

Retail

For-Profit

Hybrids

Online

Apps

Food

Construction

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Major Categories:

Global -	\$5,000	\$3,000	\$1,000
Digital -	\$5,000	\$3,000	\$1,000
Social -	\$5,000	\$3,000	\$1,000
Community -	\$1,500	\$1,000	\$ 500

TOTAL CASH PRIZES: **\$30,000**

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What to Submit?

1. EYD Project Info: details about the venture
2. Team Agreement: agree to rules of competition
3. PDF File: business plan & executive summary
4. PowerPoint File: final presentation
5. Link to Video: optional

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April 4th (Wednesday):

1:30-3:30pm Booth Showcase for judges/ visitors

3:30-4:30pm Speed Networking with Judges

5:00-6:30pm Luau with Judges & University Deans

7:00-9:00pm Presentation Rehearsal

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April 5th (Thursday):

8:30-11:00am EYD Presentations

2:30-3:45pm Willes Talks

3:45-4:45pm Awards Ceremony

5:30-7:00pm Reception with Judges

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The Art of the Pitch:

<https://guykawasaki.com/the-art-of-the-pitch/>

Example Slides:

<https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>