UCI Entrepreneur’s Forum
Innovation and Entrepreneurship

Matthew Jenusaitis
President and CEO, OCTANe
Bio

ON
Cornell University

Em E, Arizona State
University of California, Irvine

Hospital / Baxter Healthcare Corporation – Engineering and Marketing

Scientific Corporation

Cranial Cardiology Divisions
Invasive Endoscopy
Management

President, Interventional Technologies, San Diego

President, Medi-Tech, Boston

Pincus LLC – Sector Associate, Executive in Residence

Resident of Neurovascular Division

(Varian and Advanced Technology Ventures)
INGREDIENTS
Intellectual Horsepower
Investment
Conducive Environment
How Smart Are We?

Patent Density

<table>
<thead>
<tr>
<th>City</th>
<th>Patent Density</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA</td>
<td>21.7</td>
</tr>
<tr>
<td>OC</td>
<td>36.6</td>
</tr>
<tr>
<td>San Diego</td>
<td>52.2</td>
</tr>
</tbody>
</table>

Tech Employment Density per 100,000 Residents

<table>
<thead>
<tr>
<th>Location</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange County</td>
<td>3,000</td>
</tr>
<tr>
<td>San Diego</td>
<td>2,600</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>2,000</td>
</tr>
</tbody>
</table>
Sources of Funding

- Venture
- Angel
- Grants
- SBIR Loans
- Friends and Family
Top 5 Markets for Entrepreneurial Investment
Entrepreneurial Investment

Any change in status quo prompts an opposing reaction in the responding system

Henri Louis Le Chatlier
Sources of Funding

- Venture
- Angel
- Grants
- SBIR Loans
- Friends and Family
Entrepreneurial Environment

1. US/Global/Economy
   - 2009: Down
   - 2010: Up

2. Geographic Location
   - 2009: Up
   - 2010: Up

3. Cost of doing business
   - 2009: Up
   - 2010: Up

4. Political/Obama effect
   - 2009: Up
   - 2010: Up
HOW TO
Idea - Intellectual Property
II. Model - Is There a Market?
III. Management Team
IV. Proof of Concept
V. Financial Model - How to Make Money
OCTANe™ fuels the Orange County technology eco-system enabling connections, content, entrepreneurship, and local investment. Our goal is to help new companies get started, help existing companies grow, and create new jobs.
Innovation Ecosystem

Orange County

Service Providers
- Legal
- Investment Banking
- Contract Services
- Communications

Innovators
- Inventors
- University

Investors
- Individuals
- Angels
- Venture Capital
- Private Equity

Entrepreneurs & Developers
- Start-Ups
- Early Stage
- Established Companies
Portfolio

• Programs
• LaunchPad
• University
• Talent Engine
• OCTANe Next
<table>
<thead>
<tr>
<th>Name of Programming</th>
<th>Description</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Blocks Series</td>
<td>Programming designed to provide basic entrepreneurial skill sets for starting and building businesses</td>
<td>monthly</td>
</tr>
<tr>
<td>Innovation Series</td>
<td>Industry specific programming designed to provide technology insight in specific areas of interest</td>
<td>monthly</td>
</tr>
<tr>
<td>Vital Series</td>
<td>Programming targeted at pairing “minds and money” including “Meet the VC” series.</td>
<td>monthly</td>
</tr>
<tr>
<td>Entrepreneurial Series</td>
<td>Round Tables and dinners focused on leveraging experiences of entrepreneurs (private)</td>
<td>bi-monthly</td>
</tr>
<tr>
<td>Networking</td>
<td>Programming specifically focused on networking including member only socials and monthly happy hours.</td>
<td>monthly</td>
</tr>
<tr>
<td>User Meetings</td>
<td>CA Medical Device Forum and Investor Conference (November)</td>
<td>2 per year</td>
</tr>
<tr>
<td></td>
<td>Innovation Forum (April)</td>
<td></td>
</tr>
<tr>
<td>Diversity Programming</td>
<td>Primarily Building Blocks and Innovation programming produced on the UCI campus</td>
<td>monthly</td>
</tr>
</tbody>
</table>
LaunchPad

1. Generation & Evaluation
2. Phase 2 Acceleration
3. Phase 3 Operating

- OCTANe Advisors
- OCTANe Executive
Conclusions

- UCI is Loaded with IP and Wants to License
- Investment Environment is OK - Not Great
- Orange County is a Good Environment
- OCTANe Can Help
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