



## IISP Cybersecurity Demo Day 2017-18 Entrepreneurial Program, powered by VentureLab

Students enter the IISP Entrepreneurial Program, powered by VentureLab, by presenting a research poster on Sept. 27 at the **IISP Cybersecurity Demo Day** (phase one) at the Georgia Tech Cyber Security Summit. Student projects are selected to advance to the Spring '18 Demo Day Finale. Projects that are not selected are able to continue to complete by participating in evidenced-based entrepreneurial coaching with VentureLab. Students choose a track under which to continue the competition:

### Track A: Commercialization

To be eligible for the Commercialization prize, participants must:

- Attend six educational sessions at VentureLab, October - April
- Perform 20-30 customer interviews
- Attend two Office Hours with VentureLab staff

*By completing these requirements, teams are eligible to apply for an NSF I-Corps \$50,000 grant. See page 3 of this document and the "Rules & Eligibility Form" at [cyber.gatech.edu/cyber-demo-day](http://cyber.gatech.edu/cyber-demo-day)*

### Track B: Research

To be eligible for the Research prize, participants must:

- Attend the October 5, 2017 and April 5, 2018 educational sessions
- Submit a final 3-4 min technology video for judging.

## Educational Program Syllabus

### Oct. 5

12:30 – 2 p.m.  
KACB #3126

#### *Required for Commercialization Track and Research Track*

Education Module	Homework
<p><b><i>Intro to Evidence-based Entrepreneurship</i></b> Laying the foundation for entrepreneurship and the various methods for commercializing technology. Understand the job of the customer, their needs and wants, prior to building a pitch deck, or a business plan for investors or launching the startup.</p> <p><b><i>Pre-Assessment</i></b> Many technologies have applications in multiple industries, some with larger barriers to entry. This first module will introduce a simple tool for evaluating those opportunities and picking one in which customer discovery is performed, or which direction the research takes.</p>	<p><b><i>Pre-Assessment worksheet</i></b> <b>Assignment:</b> Fill out the Pre-Assessment spreadsheet and email to the instructor</p> <p><b>Due Date:</b> Nov. 1, at 8 a.m.</p>

# Cybersecurity Demo Day 2017-18

Georgia Institute for Information  
Tech Security & Privacy



## Nov. 2

12:30 – 2 p.m.

KACB #3126

### Education Module

#### **From Pre-Assessment to BMC**

How do you fill out an initial Business Model Canvas (BMC), and use it as a scoring tool for assessing the opportunity?

#### **Intro to Customer Segments & Value Propositions**

Who are the people involved in a particular Customer Segment (vertical) and how do they influence a decision to adopt, purchase, or implement your technology?

### Homework

#### **Business Model Canvas**

**Assignment:** Fill out an initial Business Model Canvas with potential customer roles. Email to instructors.

**BMC Due Date:** Jan. 10, 8 a.m.

#### **Customer Interviews**

**Assignment:** Compile a list of 20-30 people to interview, and what you intend to learn from them. Email to instructors.

**Due Date:** Jan. 10, 8 a.m.

## Jan. 11, 2018

12:30 – 2 p.m.

KACB #3126

### Education Module

#### **Value Propositions**

What is a value proposition, how to define, and how does it inform the MVP process?

#### **Customer Discovery Workshop**

How to ask for, conduct, and pull insight from an interview.

### Homework

#### **Customer Interviews**

**Assignment:** 10-15 interviews

**Due Date:** Feb. 8

**Assignment:** Presentation deck on insight gathered (template provided).

**Due Date:** DAY BEFORE SCHEDULED OFFICE HOUR SESSION

**Assignment:** Attend Office Hours at least once with VentureLab staff.

**Due Date:** Feb. 8

## Feb. 8

12:30 – 2 p.m.

KACB #3126

### Education Module

#### **Customer Segments**

Understand the job of the customer. What are they trying to achieve, and how does that influence how they adopt new solutions?

#### **Presentation Prep**

A short module on how to convey to your audience what you've learned.

### Homework

#### **Customer Interviews**

**Assignment:** Complete 10-15 interviews.

**Due Date:** Mar. 8

**Assignment:** Presentation deck on insight gathered (template provided).

**Due Date:** DAY BEFORE SCHEDULED OFFICE HOUR SESSION

*Continued...*

# Cybersecurity Demo Day 2017-18

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## TAM/SAM/Target

(Brief example provided in class.)

**Assignment:** Attend Office Hour session.

**Due Date:** Mar. 8

**Mar. 8**

## SEMI-FINAL

12:30 – 2 p.m.

KACB #3126

### Education Module

#### Presentation Prep

All teams competing for the Commercialization Track present a 10-minute practice presentation in class. In a closed-door session, teams will be judged by VentureLab, IISP Leadership, and Industry partners.

No assignment required for Research Track.

### Homework

#### Presentation Prep

**Assignment:** Polish final presentation.

**Due Date:** Demo Day Finale, April 12.

**Apr. 5**

## COMPETITION PREP

12:30 – 2 p.m.

KACB #3126

### Required for Commercialization Track and Research Track

### Education Module

#### Public Speaking for Research Scientists

All teams competing for the Commercialization Track and the Research Track are required to attend.

### Homework

#### Presentation Prep

**Assignment:** Polish final presentation.

**Due Date:** Demo Day Finale, April 12.

**Apr. 12**

## IISP Cybersecurity Demo Day Finale

3:00 – 6:00 p.m.

EBB Building, Children's Healthcare of Atlanta Conference Room ("CHOA")

**Commercialization Track Teams** delivering a live presentation before venture capitalists and business advisors for cash and prizes:

- One winner receives **\$5,000** in start-up cash
- 3 winners selected for **Create-X Startup LAUNCH 2018**: \$20,000 in funding and \$50,000 in free legal services, plus 27 weeks of startup coaching
- Eligibility to apply for a **\$50,000 grant** from the National Science Foundation Innovation Corps Regional program to help move your idea to market
- Publicity in Georgia Tech publications and before Atlanta news outlets

**Research Track Teams** compete by recording your best presentation on video and delivering the file to IISP by April 12 at Noon. *(File format and upload instructions will be provided).*

- One winner receives **\$3,000** in cash