

Entrepreneur Resources

October 2021

- Each month we'll highlight resources, founder conversations and hot topics to help you move your ideas forward.
- If you have resources that you'd like to share, please reach out to your licensing associate or EIR to have them included in the next update.
- **I have added recordings of virtual events from the previous month in case you missed them.**

We tell our founders that a story is important for communicating a value proposition effectively. Here is a great graphic on the difference and impact of presenting data visually vs. telling a story!

DATA



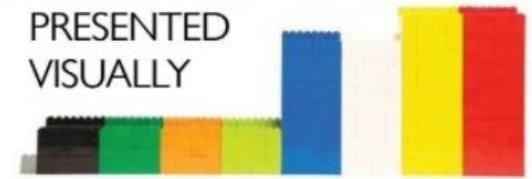
SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



Some great questions to clarify your value proposition

- Technology- Is your technology proprietary and differentiated?
- Mechanism of Action- How does your mousetrap work?
- Market Map- Who are your customers/purchasers?
- Market Need- What is the pain point you address?
- Competition- How will you win?
- Business Model- How will you operate?
- Validation- What partnerships will help you achieve traction?
- Capital Financing- How will you finance your plans?
- Revenue Potential- How big is the opportunity?
- Development Status- What are the milestones and road map?
- Management Team- Why are you and your team right for the job?
- ***All of these come up in the pitch and/or in diligence!***

Fund@Caltech

Home / New Ventures / Fund@Caltech

The Fund@Caltech

NEW VENTURES

Rothenberg Innovation Initiative
(RI²)

Gates Grubstake Fund

The Fund@Caltech

Caltech has created an internal venture fund (The Fund@Caltech) to support the commercialization of Caltech technologies. The Fund will be able to deploy \$1.5M to \$2M per year over a 5 to 6 year period. It is designed to provide up to \$1M per company with typical investments between \$250K to \$500K, using a SAFE investment vehicle. There will be no follow-on funding from this fund beyond the initial investment. The Fund's purpose is to supply pre-seed and seed capital to help promising new Caltech companies achieve milestones that will allow them to secure a priced round within 12-18 months. The expectation is that the Fund@Caltech will invest in 4 to 6 companies per year. It is anticipated that the Fund will partner with an externally managed co-investment fund (Wilson-Hill Fund) on a significant number of investments in order to multiply the Fund's impact on pre-seed/seed stage startups based on Caltech/JPL technology.

The mission of Caltech is to expand human knowledge and benefit society through research integrated with education. The Fund@Caltech will further enable society to benefit from the technological innovations developed at Caltech/JPL by increasing the number and success rate of companies bringing products and services to market that are based on Caltech technology. Commercialization is an important component of Caltech's desire to share its innovation with the world, and the university is rapidly moving in that direction with new centers that are translational in nature. The Fund@Caltech complements these existing efforts.

Reminder—our [Fund@Caltech](#) page is live on our new website

OUP Webinars

- Check out the latest webinars available via Youtube
- Part 1 – [The 30,000 Foot View](#)
- Part 2 – [License Process and Pre-Agreements](#)
- Part 3 – [Term Sheets & Financials](#)
- Part 4 – [The License, Part 1](#)
- Part 5 – [“The Lawyer Parts”, Part 2](#)

Upcoming Virtual Event

🕒 Nov 4 | 8:30am PT | Online Event

A Glimpse Into the Mind of the Life Science Investor

Register →

You have an idea, started some experiments, but it is time to move your idea forward and you need seed capital to take those next steps. Where do you go and how do you do it? What operational steps need to be taken?

In collaboration with Silicon Valley Bank, join us to hear from individuals whose companies have successfully raised startup capital and investors who provided those funds. Additionally, the session addresses the early-stage process that can help you better prepare for a smoother journey. You will also hear from hand selected, pre-series A JLABS companies pitch to investors as they look for that next funding round.

[Link](#) to register

Panelists



Ben Johnson

Head, Early Stage Life Science, Silicon Valley Bank



Neil J. Littman

Founder, CEO, and General Partner, Bioverge



David A. Nelles

CEO, U1 Bio



Una S. Ryan

Board Member, Cortexyme, RenovoRx and Elemental Machines

Alliance for So Cal Innovation Events Page—all of LA in one place

The Innovator Events | September 2021



Share



Tweet



Forward

[Link](#)

Check out our online events calendar

Did you know that we have a SoCal community events calendar? Events are posted by the community for the community -- anyone is welcome to self-post. [Check it out and add your events today.](#)

Also, are you attending or planning in-person events? [Join the conversation in our community](#) and see what others are saying about best practices and what is considered "safe."

Alliance for So Cal Innovation and SVB

- Free program to connect to Seed and Series A investors:

<https://www.alliancesocal.org/programs/vcengagement>

VC ENGAGEMENT PROGRAM DETAILS

The VC Engagement Program includes opportunities for brand promotion, thought leadership, and highly curated networking.

Strengthen SoCal Relationships, Brand & Engage in SoCal Ecosystem

- Promotion in Alliance publications (newsletters, programs, events, website)
- Receive internal Alliance monthly board updates and copies of quarterly presentations
- Invitations to Alliance marquis events & programs
- Monthly Alliance newsletters

Promotion & Thought Leadership

- Elevate your brand to SoCal startups, other VCs, and corporations
- Position your VC as a thought leader via video showcases on successful SoCal investments, speaking opportunities and panels, guest blogging, podcast appearances, and hosting high profile events

Join our VC Executive Advisory Council for exclusive benefits

Chaired by Kara Nortman, Co-Managing Partner, Upfront Ventures

- Meet regularly with top SoCal & NorCal VC leaders
- Annual social event with top VC leaders and SoCal corporate executives
- Invitation to participate in curated dialogues with venture & corporate elites through our Leadership Engagement and Discussion (LEAD) roundtable series
- Advisory role and access to reporting of SoCal Venture Pipeline venture matching program
- Select members (max of 20) representing a cross-section of top SoCal firms

Access to the SoCal Venture Pipeline (SVP) brought to you by Silicon Valley Bank

- Opportunity to serve on the SVP advisory board that provides program oversight and receives quarterly updates on the performance of the program providing curated investment opportunities targeting SoCal startups seeking their first round of institutional funding of at least \$4 million
- Preferred access to present at SVP events and opportunities to advise as a subject matter expert

Invitations to attend sessions of our Strategic University Research Expo (SURE)

- Invitations to monthly virtual events that showcase leading research from SoCal's top universities and institutions curated to match corporate technology and life science interests

Stay tuned for news!

- [Plug and Play](#) offers new DTLA location for live, work and play—let me know if you want more info and I can make a connection

Accelerator and VC Plug and Play Opens Location in Downtown LA

Caitlin Cook - 04:49 PM | June 29, 2021

Silicon Valley-based [Plug and Play](#) is coming to downtown L.A.

The organization, known for its accelerator programs and status as a VC firm, held an event announcing the news on Tuesday at 1010 Wilshire Blvd, where its newest cohort will be based.

Plug and Play aims to match local startups up with corporations that can help them develop. It has already invested in several L.A.-based startups, including browser extension coupon service Honey and real estate marketing startup Zentap.

The organization plans to devote 100 units in the building to startups involved in the program as well as to invest in more L.A.-based companies. Ten startups that are accepted to the program will receive six months free rent.

"We want to bring startups here, we want to bring corporates here, and we want to make everybody work together and we want to see relationships flourish," Plug and Play Senior Associate Tanya Ma said in an interview before the event. "That's kind of the ultimate goal of this project."

A consortium of civic and business groups that includes the Downtown Center Business Improvement District (DCBID), the Los Angeles Area Chamber of Commerce and the Alliance for SoCal Innovation say they'll aid the project through things like research, technical assistance and connecting local startups with Plug and Play.

The partnership has been a long time coming, said the DCBID's Executive Director Nick Griffin.

"[This project is] almost like formalizing what was already happening," he said. "There's already a great deal of innovation and collaboration and cross pollination going on in the downtown ecosystem."



QB3 SBIR Writing Workshop-- \$500 registration

[Link](#) ***SBIRs are hard, this workshop helps you get ready to be successful.***

Get Non-Dilutive Funding for Your Startup

This workshop will take you through all the steps necessary to successfully file a well-written SBIR/STTR grant application for the January 2022 NIH deadline and Spring 2022 NSF window. Taking the workshop, you will learn how to craft an appropriate research plan, obtain persuasive letters of support, develop an efficient budget, and anticipate reviewers' comments. We will help you speed through the application instructions, saving you hours of time. Results from past attendees indicate that taking this course triples your chances of success. The workshop culminates in a submission clinic that will ensure your application is correctly filed.

One or more team members (up to three) from the company should be prepared to participate in every session. These will be working sessions. The course comprises eight working sessions including a pre-submission review of your Specific Aims page by our course instructors.

REGISTRATION

[Register Now](#)

Refund available through the day after the first workshop session.

Be prepared to commit to 40 hours of work on your submission. Companies must be incorporated by the date of the first session, or at the very latest, the second session.

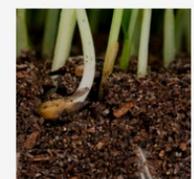
Same great Activate program (Cyclotron Road) with more flexibility to stay where you can get the work done!

Activate Anywhere

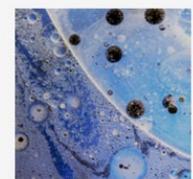


Start your entrepreneurial journey with the support you need, where you need it.

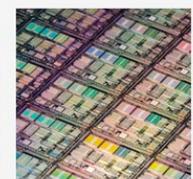
Not sure if your research fits? [Read the FAQ](#) to learn more.



AGRICULTURE



CHEMICALS



COMPUTING



ELECTRICITY



MANUFACTURING



TRANSPORTATION



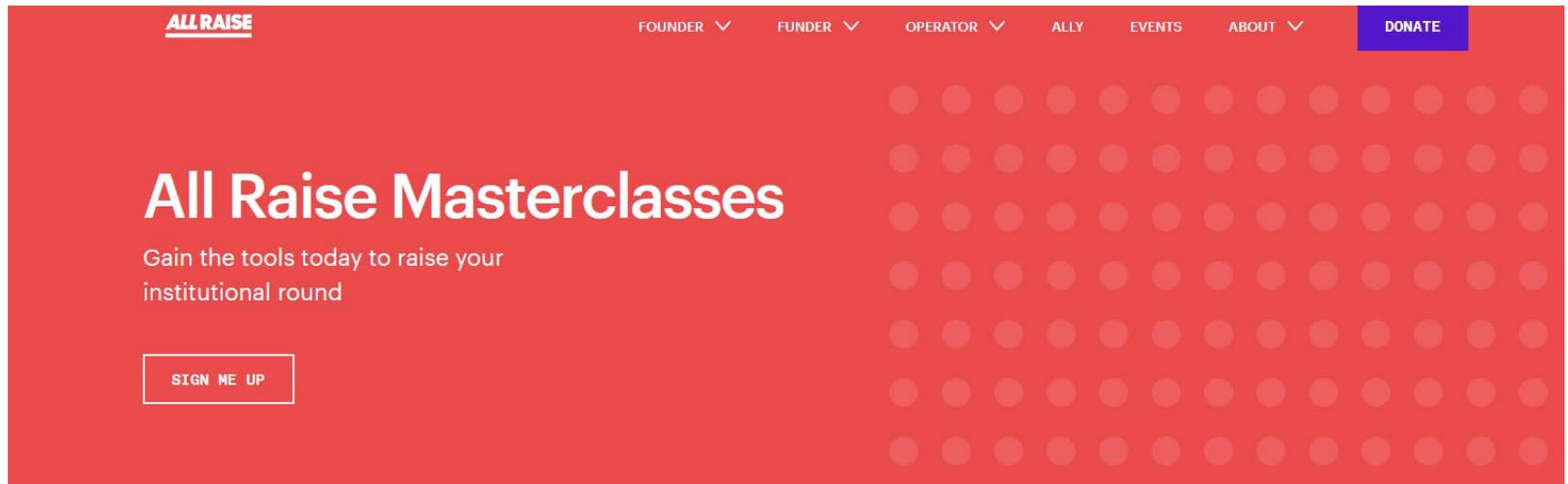
BUILDINGS



DEFENSE

[Link](#)

All Raise Masterclasses--FREE



The screenshot shows the All Raise website landing page. The header is red with the 'ALL RAISE' logo on the left and navigation links for 'FOUNDER', 'FUNDER', 'OPERATOR', 'ALLY', 'EVENTS', 'ABOUT', and 'DONATE' on the right. The 'DONATE' button is highlighted in blue. The main content area is also red and features the title 'All Raise Masterclasses' in large white text. Below the title is the subtext 'Gain the tools today to raise your institutional round' and a white 'SIGN ME UP' button.

These are for women and non-binary founders—[virtual](#) and free!

UCSF Life Science Class

Global Online Entrepreneurship Class

Entrepreneurship for Life Sciences and
Healthcare Startups

Master Class Direct from Silicon Valley



– Join the Fall 2021 Cohort –

[COURSE BROCHURE](#)

[REGISTER](#)

[SEND ME UPDATES](#)

[WATCH](#)

Cost is about \$1K. [Registration Link](#)

TABA—technical and business assistance funding

Sometimes you need the funding to get those market analyses or strategy work done right. TABA provides that supplement through the SBIR/STTR process—but you have to request it!

The deadline to request **Technical and Business Assistance (TABA) Funding** within your SBIR/STTR submission is due on **September 7th, 2021**. TABA is a new program that gives you funding over and above your SBIR/STTR grant to use for commercialization assistance services from a provider you identify.

Phase I application: up to **\$6,500** available

Phase II application: up to **\$50,000** available

At [Larta Institute](#), we help SBIR/STTR grant awardees access and use this funding for commercialization innovation.

Link to USDA program [description](#)

From: Trelynd Bradley

<Trelynd.Bradley@gobiz.ca.gov>

- I am sharing California Competes Tax Credit information given that we have \$150m available now and the largest we will have for businesses in California. I am also sharing the other incentive programs I mentioned below, including a 12% reduction on utility bill with Edison I forgot to share. We also have a dedicated Biotech page on our Website [here](#).
- **CalCompetes**
- You can find all information on CalCompetes on their page [here](#). See the notice for the fiscal year [here](#) with \$150m available in this round alone and an additional \$244.7m in future rounds. See examples of what past businesses have requested in biotech/life science and been awarded [here](#).
- This application period is July 26, 2021 through August 16, 2021 and businesses can apply directly here.
- The CalCompetes team is also hosting webinars where they take you directly through the application.
- August 5, 2021 4:00-5:00 p.m. PDT [Details and Registration](#)
- August 10, 2021 11:00 a.m. – 12:00 p.m. PDT [Details and Registration](#)

More incentives!

- **Incentives - Business Development & Expansion**

- **California Competes Tax Credit (CCTC):** This is a corporate income tax credit and is for companies looking to create jobs and investments in California (expansion and retention).
- **Capital Investment Incentive Program (CIIP):** This program authorizes a local government to rebate a capital investment incentive amount to a manufacturer proponent that is equal to the property taxes owed on the property in excess of the first \$150 million assessment for up to 15 years. View eligible manufacturers and businesses [here](#). Includes NAICS codes 541711 or 541712 (biotechnology/life sciences research)
- **New Market Tax Credit (NMTC):** This program incentivizes investment in real estate projects or businesses in set low-income communities.
- **Opportunity Zones (OZs):** This federal tax incentive for capital gains investment through a Qualified Opportunity Zone Fund in a qualified Opportunity Zone census tract.
- **Research and Development Tax Credit (R&D):** This program reduces state income tax due to the Franchise Tax Board qualified research expenses while conducting qualified research activity in California.

- **Incentives - Employment**

- **Employment Training Panel (ETP):** This program provides match funding to employers to assist in upgrading the skills of their workers.
- **New Employment Credit (NEC):** This credit is an income tax credit for specific new hires. The credit is based on 35% of qualified wages or wages between 150% and 350% of minimum wage.
- **Work Opportunity Tax Credit (WOTC):** This credit promotes the hiring of individuals who qualify as members of target groups, by providing a federal tax credit incentive of up to \$9,600 for employers who hire them.

Yet more

- **Incentives - Equipment**

- **Partial Sales & Use Tax Exemption**: This program provides a sales tax exemption of 3.9375% for basic manufacturing equipment. **Research and development are eligible for the exemption.**
- **Full Sales & Use Tax Exclusion (CAEATFA)**: This program provides a full sale and use tax exclusion for advanced manufacturers and manufacturers of alternative source, recycled feedstock, and advanced transportation products, components, or systems.

- **Incentives - Power/Utilities**

- **Economic Development Rate (EDR)**: This program gives special utility discounts for businesses in California. Small businesses also qualify. 12% - 25% on utility bill each year up to five years if qualifies and depending on utility.
 - **Pacific Gas & Electric (PG&E)**
 - **San Diego Gas & Electric (SDGE)**
 - **Southern California Edison (SCE)**

And to round it out

- **Incentives - Financing**
 - **CalCAP Collateral Support**: This program pledges cash to cover the collateral shortfall of a loan made by a participating lender to enable financing that otherwise might not be available to a small business.
 - **CalCAP for Small Business**: This program provides financing to small businesses that have difficulty obtaining financing.
 - **California Small Business Loan Guarantee/Disaster Loan Guarantee**: This program partners with Financial Development Corporations to provide loan guarantees for eligible small businesses that experience capital access barriers. There is no minimum loan amount, however, the maximum loan amount is \$20 million.
 - **Industrial Development Bond (IDB)** : This program provides tax-exempt financing that is available to manufacturers for the acquisition of manufacturing facilities and equipment.
- **Incentives - Grant Programs**
 - **California Grants Portal**: The California Grants Portal hosts all new state-administered grant and loan opportunities offered on a competitive or first-come basis.
 - **Federal Grants**: Businesses are eligible for many federal grants. California also provides a weekly e-list of federal grant opportunities [here](#).