

The Young Entrepreneur

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Key Themes

- Just who is an Entrepreneur ?
- Can you be too young ?
- What does it take ?
- The virtues and benefits
- The TYE Program

Just Who is an Entrepreneur ?



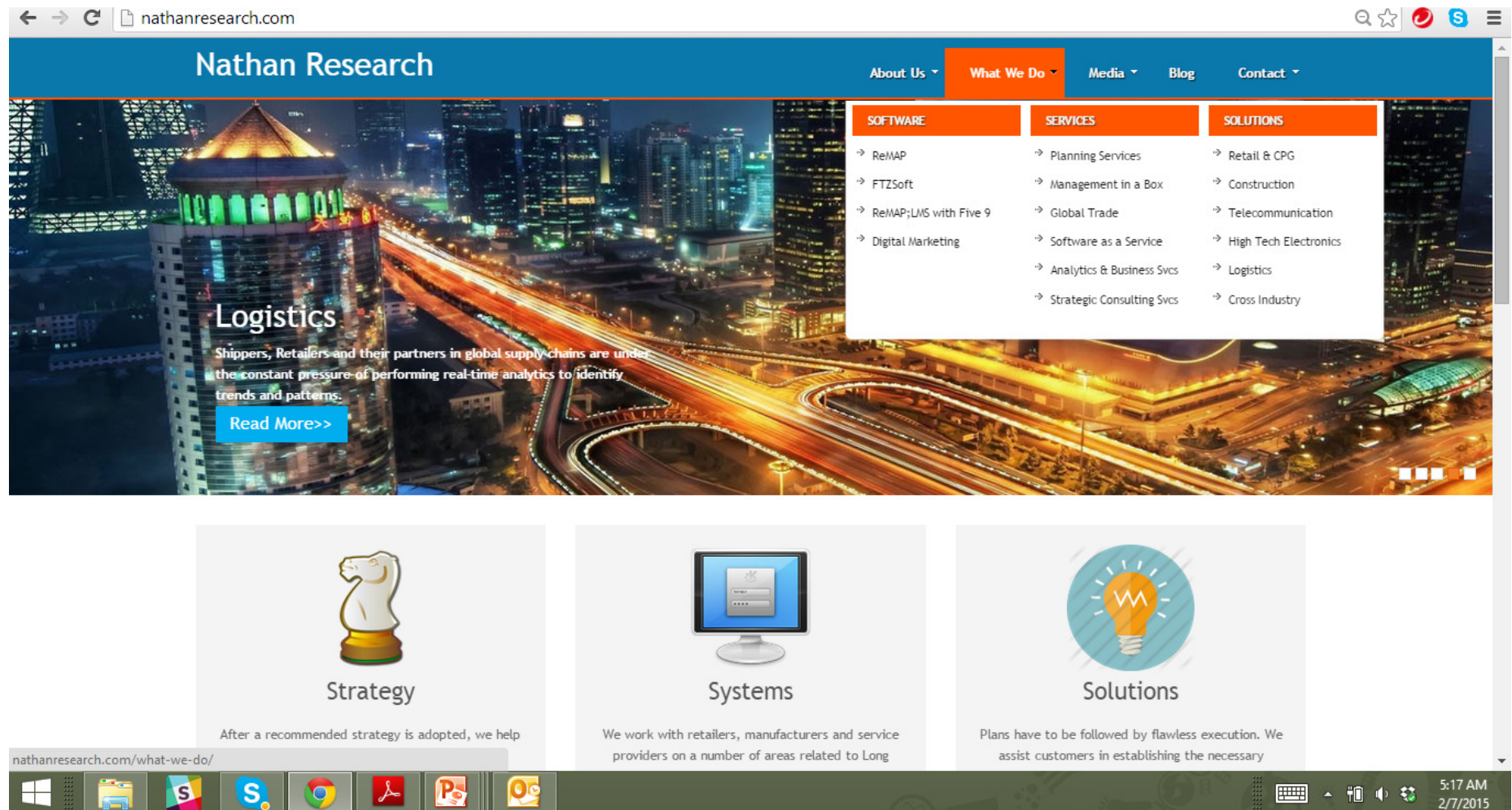
- Young and Old
- Loud and Quiet
- Business Attired or With Hoodies

- Men and Women

But all characterized by

- Intellect
- Courage in Adversity
- Flexibility
- Passion
- Hard work

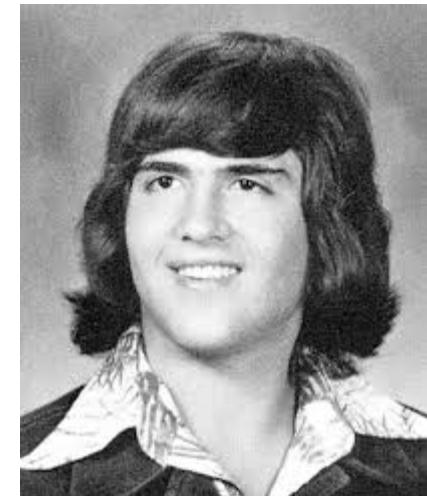
Intro, My journey



Can you be too young ?



[Lessons-entrepreneurs-learned-in-their-20s](#)



Dallas examples

www.ecoviate.com



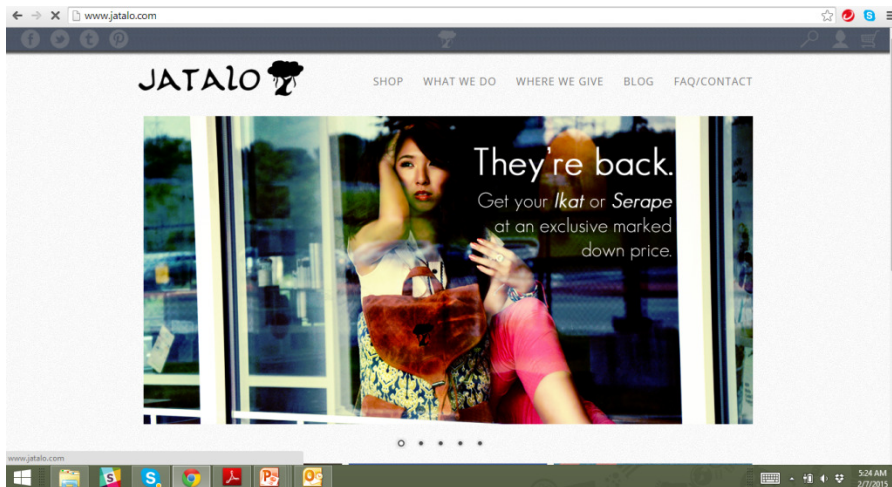
In his 20s, **Cuban** developed the all-encompassing self-confidence that's made him successful. He learned that, if he stopped making excuses and got to work, "with time and effort I could learn any new technology that was released."

"No matter what you're doing, you should always try your best, especially early in your career," they say. "How you do anything is how you do everything. No matter what task you're faced with — large or small — always seek excellence." - Neil Blumenthal and Dave Gilboa, co-CEOs of Warby Parker

"One thing I've learned is that your 20s are a time to take and embrace risks," she says. "I'm living proof that it's possible to be 'livin' the dream' *and* be successful. With no family to feed and no dependents counting on you, your 20s are without a doubt the years to take a leap and pursue your passion!" -Jessie Goldenberg, founder of Nomad

Ari Weinzwieg (CEO and cofounder of Zingerman's) says the main takeaway from his 20s is that building a successful business requires unwavering determination. "Resilience, collaboration, willingness to stay the course, emotional and physical stamina, positive energy are all key," he says.

www.jatalo.com



What does it take ?

Three primary ingredients

- Brains
- Bucks
- Bravado

But as important if not more,

- Passion
- Persistence
- People Skills

Impact and Benefits

- Tangible
 - Impact on
 - Customers
 - Employees
 - Economy
- Intangible
 - Satisfaction of 'created' something
 - Social good

My New 10 Principles of Entrepreneurship

1. Time – it is a 24x7 thing (not allowed to have jetlag)
2. Belief – you have to believe, then you have to make others believe
3. Address a need / solve a problem – The NR example of supply chain concepts applied to service based supply chains (also an example of experiential learning)
4. Don't give excuses – 'No time', 'No money' – Make time, and yes there is money available but you have to work for it and justify why someone should give you that money
5. No requirements , no certification, no degree – anyone can do it at any age – lots of examples – but stay in school and do what you are doing but pursue this as an option for your career
6. Importance of youth – lot of ideas come in your 20s – that shapes you – example quotes from Cuban etc
7. Humility - don't think you know it all , get advice , get input, always be on the alert. Once a business has taken off, always be on guard (Andy Grove said it best 'Only the paranoid survive)
8. Persistence – you are going to be beaten, get challenged, get attacked, ridiculed and more – be prepared and develop a toughness to withstand
9. People People People - be prepared to spend an increasingly higher levels of time with people – with your partners, employees, customers, understanding their needs, priorities, egos etc and address them
10. No right or wrong – it is what works as long as it is legal and ethical – learn from others' experiences but chart your own path.



The Young Entrepreneurs Program

(TYE)

The TYE Program

- Global initiative to nurture next generation of entrepreneurs
- Targeted at high schoolers
- Program in its 9th year



Some Highlights of TYE

- Program ran successfully at the TiE Boston chapter 2005 – 2009
- Received TiE Global award as “Unique Educational Program for Youth” – 2007 & 2008
- Recognized as TYE Global Program in 2009 for roll out
- TYE Global Business Plan Competition - Round 1 2009-10: 4 chapters, Round 2 2011-12: 9 chapters and Round 3 2011-12: 17 Chapters
- Covering 4 continents and engages over 1200 stakeholders worldwide with 800 plus students participating in past 5 years
- Supported by Kaufman Foundation, Deshpande Foundation, Microsoft, Cisco, prestigious institutes like MIT, IIT & other top universities & schools plus leading corporations
- Process driven, well documented curriculum that gets regularly updated with ready to use collaterals and variety of resources, tapping the TiE network
- Over 20 winning teams at participating chapters and 3 winning teams at the TYE Global Business Plan Competition in 2010 and 2011
- More than 8 companies started by various participating students and teams
- Alumni Club started for sustained global connectivity and peer to peer sharing

TYE @ Dallas – 2014 Summary

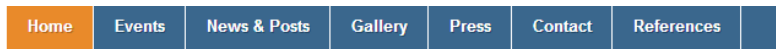
- Program Ran its second year from Jan 2014 to Apr 2014
- Participation from ~25 area high school students
- Regional competition in Apr 2014
- Active engagement by area entrepreneurs, VCs and academicians
- Program now recognized and supported by local businesses (TI)

TYE @ TiE Dallas



TYE @ Dallas – 2014 Summary

TYE @ TiE Dallas



The “Ideas”

- DocAid - *Medforms Latin America*
- Vizon – *Intelligent Cane for the blind*
- Zorinc – *Work while you rest in bed*
- Fantopus– *Safe and Social for kids*
- TrustLocker– *Hire with trust*
- Adhane– *Empower women business*

From the Dallas Business Journal
: <http://www.bizjournals.com/dallas/blog/2012/11/youth-entrepreneurship-program-packs.html>

Youth entrepreneurship program packs real-world punch

Dallas Business Journal by Bill Hethcock, Staff Writer

Date: Wednesday, November 14, 2012, 10:51am CST



[Bill Hethcock](#)

Staff Writer- Dallas Business Journal

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Vitamins customized to individual health needs. A water bottle with an adjustable cartridge that balances a person's nutrient and mineral consumption. A detector that tells users what allergens are in a room and what medicine to take to counteract them. Virtual 3-D tours of college campuses. And a better way to customize textbooks for school districts.

Those were the five ideas that came out of a recent competition to promote entrepreneurship among high school students, according to [Ram Viswanathan](#), program chairman, who called

Team Presentations

- [Team 1 - DocAid](#)
- [Team 2 - Vizon](#)
- [Team 3 – Zorinc](#)
- [Team 4 - Fantopus](#) ; [Backup](#)
- [Team 5 - Trust Locker](#) ; [Backup](#)
- [Team 6 – Adhane](#)

TYE @ Dallas – 2012-2013

Inagural Year

TYE @ TiE Dallas

Home Events News & Posts Gallery Press Contact References



Dallas - TYE

search



•The “Ideas”

- ❖ uTour - *Virtual College Tours*
- ❖ VitaMe – *Customized Vitamins*
- ❖ WaveDecade – *e-textbooks*
- ❖ Ayvo– *Customized Vitamins*
- ❖ Allerstat – *Room Allergen Detector*

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TYE 2015 Plan

- Build off of the success of the first two years
- Leverage from prior years
 - [Plans](#)
 - Materials, Collateral
 - Instructors, Coaches
 - Relationships, Facilities (DEC Addison – Treehouse)
- All Information available online www.tyedallas.org
- Timeline
 - Announcement, Applications – Now (Oct '13 – Jan '15)
 - Class/Workshops – Jan '15 – Apr '15
 - Business Plan Development and Competition – Apr '15
 - Global – Jun '15
- Expected Class size – 20
- Volunteers welcome and needed

TYE – The ‘Dallas Flavor’

- ‘Ingredients’ exist – instructors, mentors, interested kids and examples of already successful ventures by kids – that we draw upon.
- We have customized the program to suit our needs to an extent, but we should be able to follow the structure that exists fairly closely.
- We tailor the classes to a number we see fit, mix it up with a combination of classroom sessions, guest lectures and workshops (probably about 6-8 sessions)
- The curriculum topics are - **What is Entrepreneurship, Product idea, Marketing, Finance, Operations, Admin/Legal, Growth & Evolution, Presentation**
- The idea topics could range anything from **Clean Energy, Technology, Consumer Goods, Medicine and Social Entrepreneurship**
- Use of ‘peer-mentors’ – graduating seniors

TYE 2015 Action Plan

- Preparation

- Define and launch program - Dec 2014
- Call with TYE Global to get synced up - Jan 2015
- Recruitment of instructors, students - Jan 2015
- Information Session - Feb 2015

- Tentative schedule of classes and workshops*

- Classroom Sessions

- **Feb 8, 2015 - THINK** – Intro to the Program, what is entrepreneurship, the process of idea generation, conceptualizing ideas from life experiences; Ideation/Thought case-study/exercise
 - **Feb 15, 2015 - PLAN** – Once you have an idea, where do you start, what is the product/service, what is the market, what are the steps you have to take, how do you plan; Design/Prototyping case-study/ exercise
 - **Feb 22, 2015 – SELL** - How do you sell your idea to your partners, to investors, to customers, sales channels, dos and don'ts, effective communication, need for passion in entrepreneurship; Sales case-study/ exercise
 - **Mar 1, 2015– MAKE** – How do you make a product, deliver a service, manufacturing, supply chains, business operations; Operations case-study/ exercise
 - **Mar 8, 2015 – CHECK** – The business of money, what does it take to bring ideas to fruition, how do you get the money, debt vs equity financing, valuation; Business financials - Revenues, costs, profits; Keeping books; Finances case-study/exercise
 - **Mar 15, 2015 – WIN** – Structuring the business, legalities, corporate governance, ethics in business, social responsibility, what is success - wealth creation, leadership, impact

- Biz Plan Workshop Session Set up

- **Mar 22, 2015 – WORKSHOP1** – Team formation (if not already formed); Coach assignments; Finalizing ideas
 - **Mar 29, 2015 – WORKSHOP2** – Focus on creating the marketing pitch, a sales plan and a prototype of the idea
 - **Apr 5, 2015 – WORKSHOP3** – Iterate on the marketing/sales plan, prototype and a financial plan
 - **Apr 12, 2015 – WORKSHOP4** – Complete the presentation draft and rehearse for final presentation

- Regional competition

- **Apr 19, 2015 – PRESENTATIONS/REGIONAL FINAL** – Presentation by teams, followed by awards

- *
In addition to the regular schedules, students will get a taste of real world business problems and how concepts are applied through case studies and exercises from local companies/start-ups. The program will be held at the Addison Treehouse (www.addisontreehouse.com) at 14681 Midway Rd. 2nd Floor, Addison TX, 75001 between 1 pm and 3 pm

Instructors/Coaches/Volunteers

2014 Coaches/Instructors

- Shameer Soni
- Raj Malik
- Ranjan Sarwal
- Dayakar Puskoor
- Manoj Balraj
- Dilip Shah
- Anita Pai
- Krish Dhanam

2015 Additions

- Tahir Hussain (2015)
- Anwar Kazi (2015)
- Venky Medicharla (2015)

Volunteers

- Sabitha Viswanathan
- Anand Gupta
- Sreyas Telidevara
- Aditya Viswanathan
- Robin Joseph
- Nathan Research team

2015 Additions

- Mayur Mehta (2015)
- Shweta Swamination (alum, 2014)

2014 Corporate Sponsor

- TI (Texas Instruments)

2014 Facility

- UTD / Jey Veerasamy

2015 Facility

- Addison Treehouse / Paula Gean
- NoD / Chirag Gupta

The Generation Gap and Advantage

Personal Stories and Struggles of previous Generation

- Success Achieved – Entrepreneurs, VCs, Business Owners
- Paved the way
- Still work hard every day

Your Advantages

- Parental and Community Support
- Privileged
- Make the best of it
- Think Different
- Stay Humble; Stay Focused
- No Substitute to Hard Work

Get Involved

- Student participant
- Mentor
- Instructor
- Investor
- Service provider
- Sponsor/Investor
- Partner/Evangelist

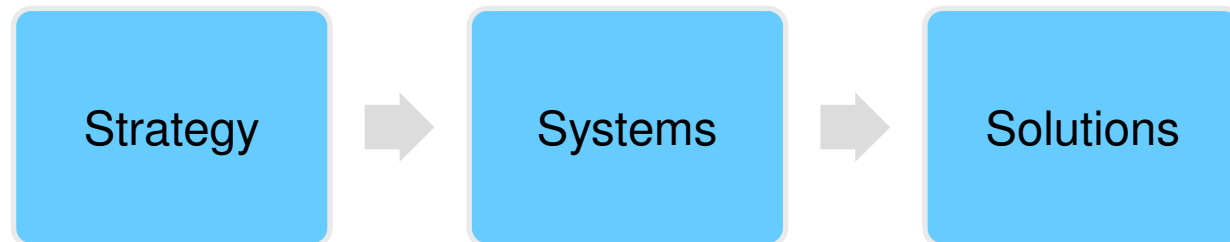


Appendix

Who Are We ?

A niche software and solutions organization that assists Retailers and Manufacturers with strategies and solutions in the areas of Planning, Operations and Analytics. We offer software on a SaaS platform that handles entire workflows from lead generation to call center management, to in-home sales to fulfillment

Focus Areas - Business Planning, Product, Price and Promotion Planning, Digital Marketing, Supply Chain Modeling, Logistics and Distribution, Labor Planning



Key differentiators:

Combination of domain knowledge, financial analysis and industry processes.

Experiences drawn from industries - Technology, Retail, Manufacturing, Telecom and Construction.

Translation of advanced mathematical/statistical concepts to simple, practical solutions

Proprietary models and tools that incorporate causal factors in solution construction

Consultative and iterative approach to problem solving.

Products & Services Portfolio

- Nathan Research is a niche enterprise software / technology firm and is in the business of providing a portfolio of software products to specific industry verticals such as Retail, Logistics and Telecom Services. These products are offered as services on the cloud and serve a range of business functions to handle Planning, Execution and Monitoring of business operations. Our solutions have brought both topline benefits (such as 25% YoY growth) as well as bottom line improvements (40% reduction in cycle time) for divisions of large enterprises like Home Depot
- The specific products offered in a SaaS (Software as a Service) model include
 - **ReMAP LMS, SMS, FMS, PMS and AMS** (Lead Management System, Sales Management System, Fulfillment Management System, Product/Price Management System and Analytics Management System). Together they address the complete business flow from Lead acquisition/acquisition to Sales to Fulfillment of services for niche verticals such as Home Improvement Services.
 - **FTZsoft.** This portfolio of software supports the operation of 'Foreign Trade Zones' (or FTZ) for retailers that import products from overseas and perform value added functions in designated zones within their warehouses in order to claim certain incentives from the US Government. FTZsoft is a cloud based offering as well and targeted at retailers with their own FTZs or licensed 3rd party FTZ operators.
 - **FinServ.** This product is targeted at financial services firms to handle the workflow involved in the acquisition and servicing of commercial loans; and in assisting their clients with Corporate Governance matters.
- There are additional products under consideration for building and offering to the marketplace, that take advantage of our core strengths in Supply Chain Planning, Sales & Operations Planning and Analytics. Our strategy in general has been to understand a business pain point, design, develop and deploy a solution for an anchor customer, productize the solution and take it to a broader market.
- In addition, we also assist customers on an as-needed basis to support their needs in Site Development/Digital Marketing, Application Development and Integrations. These engagements typically take the form of Nathan Research becoming an extension of our customer's organization (IT as a Service)