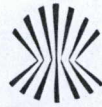


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# CONNECT®

The UCSD Program in Technology and Entrepreneurship

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September 10, 1993

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Fax to:

- ✓ Peter Preuss, The Preuss Foundation
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- Health & Science Research, Inc.
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- HTI Bio-services

From: Barbara Bry, Programs Director, CONNECT 552-0649

We would like to invite you to participate in the development of an exciting new CONNECT program whose goal is to help very early stage entrepreneurs with their business plan. At least once a month, CONNECT will invite an entrepreneur to make a presentation to a select group of CONNECT sponsors who will provide feedback and suggestions on the next steps the entrepreneur should take.

Our next meeting is set for Wednesday, September 29 from 7:30-9 a.m. in CONNECT's new conference room. The presenter will be Dr. Joseph Risser, the founder of Health & Performance Engineering which is seeking to develop state-of-the-art automated, interactive multimedia technology for the delivery of health assessment, monitoring, and behavioral modification information to its viewers/subscribers. The goal is to develop an interactive multimedia television network dedicated to health information and wellness monitoring.

At the meeting, Dr. Risser will make a 20-minute presentation which will be followed by your comments and recommendations. We ask that you be candid in your assessment of Dr. Risser's business plan. In addition, we would appreciate your comments on the format of this program.

Please call me at 534-6330 if you have any questions and to let me know if you can attend. Thank you for your help and support.

- Human Resource Group
- IBM Corporation
- IDS Financial Services
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- Kelco (Division of Merck & Co., Inc.)
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- Kleiner, Perkins, Cauffield & Byers
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- The Scripps Research Institute
- Seidler Amdec Securities
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- Union Bank
- U.S. Venture Partners
- Ventana Growth Fund
- Wells Fargo Bank
- Westview Securities Inc.
- Williams Partners
- Wilson, Sonsini, Goodrich & Rosati

## TECHNOLOGY AND ENTREPRENEURSHIP PROGRAM

<u>INCOME SOURCES</u>	<u>YEAR 1</u>	<u>YEAR 2</u>	<u>YEAR 3</u>
CORP FUND RAISING	\$ 77,500	\$ 25,000	\$ 50,000
GRANTS		45,000	50,000
CARRY FORWARD		28,863	1,449
UCSD	17,500	in kind	in kind
PROGRAM REVENUES	12,000	24,000	50,000
<b>TOTAL PROJECTED REVENUE.</b>	<b>107,000</b>	<b>122,863</b>	<b>151,449</b>
<u>EXPENDITURES</u>			
SALARIES	37,487	66,514	81,491
CONSULTANTS	9,000	9,000	5,000
TRAVEL	3,000	4,500	4,500
ADMIN. SUPPLIES	850	2,300	2,500
CAPITAL EQUIPMENT	3,500		
PROGRAM PROMOTION	17,500	24,000	30,000
PROGRAM COSTS	6,000	14,000	30,000
TELEPHONE/COMMUNICATIONS	800	1,100	1,400
<b>TOTAL PROJECTED EXPEND.</b>	<b>78,137</b>	<b>121,414</b>	<b>154,891</b>
CARRY FORWARD	28,863	1,449	(-3,442)

## OBJECTIVES

The Program in Technology and Entrepreneurship will fulfill its mission in the following ways:

1. MAKE THE T&E PROGRAM SELF-SUSTAINING IN 2 YEARS THROUGH AN INTEGRATED STRUCTURE OF UNIVERSITY AND BUSINESS SUPPORT
2. INCREASE THE VISIBILITY OF UCSD THROUGH THE T&E PROGRAM
3. CREATE INNOVATIVE PROGRAMS WHICH SUPPORT
  - a. The timely development of selected technologies through research stage to viable commercial product
  - b. Entrepreneurial and Intrapreneurial activities
  - c. Increasing the job market and economic base of San Diego
4. CREATE WELL-DEFINED ROLES FOR UCSD, THE SPONSORS, AND THE COMMUNITY IN THE T&E EFFORT
5. CREATE A RECOGNITION OF THE BENEFITS OF THE T&E PROGRAM TO UCSD, THE SPONSORS, AND THE COMMUNITY
6. DEVELOP AN INCUBATOR CENTER AT UCSD
7. CREATE AN INTERNATIONAL T&E ASSOCIATION OF UNIVERSITIES AND BUSINESSES HEADQUARTERED AT UCSD
8. EMPHASIZE INTERNATIONAL PACIFIC BASIN CONNECTIONS IN THE T&E EFFORT

PROPOSED PROGRAMS

MAJOR DINNER EVENT FOR SPONSORS  
(featuring T & E status report  
and special interest talk)

SKILL BUILDING SEMINARS

SHOWCASING ENTREPRENEURS

ALUMNI HIGH TECH LUNCHEON GROUP

DEVELOP ON-SITE SERVICES IN INTRAPRENEURSHIP  
FOR SAN DIEGO'S HIGH TECH COMPANIES

NSF COOPERATIVE PROGRAM FOR  
EMERGING HIGH TECHNOLOGY BUSINESSES

PROGRAMS

THE SECOND ANNUAL SAN DIEGO  
TECHNOLOGY FINANCIAL FORUM  
Westgate Hotel

FEBRUARY 3-4

COLLOQUIUM ON BIOTECHNOLOGY  
University of California, San Diego  
This is of special interest to technical  
managers and professionals with a  
background in biosciences

MARCH 26

MARKETING FOR THE HIGH TECH  
ENTREPRENEUR/INTRAPRENEUR  
University of California, San Diego  
A two-part seminar presenting  
expert direction and case studies

March

THE SECOND ANNUAL SYMPOSIUM ON  
CORPORATE INTERNAL VENTURING  
Hyatt Islandia  
A forum for key executives to learn the  
state of the art in internal venturing

April 15-18

SOURCES OF CAPITAL FUNDING FOR  
HIGH TECH COMPANIES

Fall, 1986