

# Develop your startup from formation to funding

Wayfinder is a highly structured incubator, through UCI Applied Innovation, that connects UCI-affiliated startups with essential resources needed to launch, grow and succeed.

Housed inside the Cove @ UCI, our collaborative team of business leaders, entrepreneurs, investors and technology transfer experts eat, sleep and drink innovation. Using our combined experience, we help fine tune a strategic process that leads innovation with both commercial promise and the potential to meet real needs, from formation to funding.

## Why Participate in Wayfinder?

Once accepted into the Wayfinder incubator, you'll have access to critical resources, at no cost, to grow your startup, including:



### WORKSPACE

Work the way you like, whether that's in an open, collaborative workspace or a conference room



### OFFICE HOURS

From lawyers to investors, regular office hours give you access to the expertise you need



### GUIDANCE AND MENTORSHIP

Gain insight and feedback through structured check-ins and from our Experts-in-Residence



### LAB ACCESS

Use any of our high-tech labs to test and develop your prototypes



### WORKSHOPS

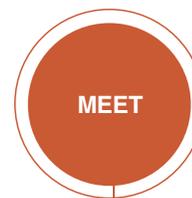
Participate in exclusive discovery workshops on subjects related to your startup



### NETWORKING

Connect with entrepreneurial experts, business leaders, technology gurus, angel investors and venture capitalists

## During the Six Month Program, Teams Will:



In order to tailor our program to suit your needs, we begin by listening to your challenges and desired outcome



You'll have the opportunity to connect with experienced mentors who will work closely with you throughout the program and enhance your experience



Your team will participate in exclusive discovery workshops on subjects relative to your endeavor, providing you powerful tools and strategic insights



Your team will receive strategic guidance and quality feedback at both the midpoint and end of your cycle



Our final showcase event sets the stage for you to pitch to the UCI Applied Innovation community, potential investors and other interested parties

## Essential Characteristics

Successful applicants will exhibit the following characteristics:

- the startup has a basic understanding of its current business model and is able to effectively communicate it
- the startup addresses a real problem or customer need and will offer a product/service that is unique or hard to duplicate
- the startup can demonstrate that it has initiated the process of customer discovery by testing customer reactions to its business model hypotheses
- team members have sufficient bandwidth and the ability to commit the time necessary to actively participate in the Wayfinder program

Prior to approaching UCI Applied Innovation and applying to Wayfinder, it is expected that your startup team has engaged extensively with other entrepreneurial support resources available through UCI schools, centers and programs. Your team will be evaluated for fit based on progress goals, program expectations and mentoring needs.

## Criteria

To be considered, your team must meet **one** or more of the following criteria:

- use UCI-owned intellectual property as a core part of the startup's business idea
- have at least one active team member (co-founder/member of the management team) who is a current UCI faculty, student, staff or alumnus (degree program or minimum completion of 16 units).

In some unique cases, exceptions may be made for non-UCI students whose existing university's entrepreneurial offerings are for some reason insufficient.



Photo Credit: Irvine Standard

## Application Components

The application asks you to address the following areas of your startup:

### About your startup

- Name
- Industry
- Description
- Logo
- Pitch deck

### Detailed startup information

- Problem identification
- Value proposition
- Competitive advantage
- Evidence of market research/customer discovery
- Milestones completed
- Location
- Business entity selection
- Funds raised & targeted

### Resources

- Entrepreneurship resources used at UCI prior to application

### Goals and needs

- Progress goals for the program cycle
- Overarching goals for team's experience in the program
- Assistance/mentorship requests

### Team member information

- Member names
- Contact information
- Role
- UCI affiliation

## Apply Today

Wayfinder is offered four times per calendar year. Each team is admitted for one cycle, approximately six months long, with the possibility of cycle renewal. While cycles exist to create a shared experience among teams and allow for calendar alignment, each individual team's experience and respective progress targets are customized.

See cycle dates and apply online:

[innovation.uci.edu/programs/wayfinder-incubator](http://innovation.uci.edu/programs/wayfinder-incubator)