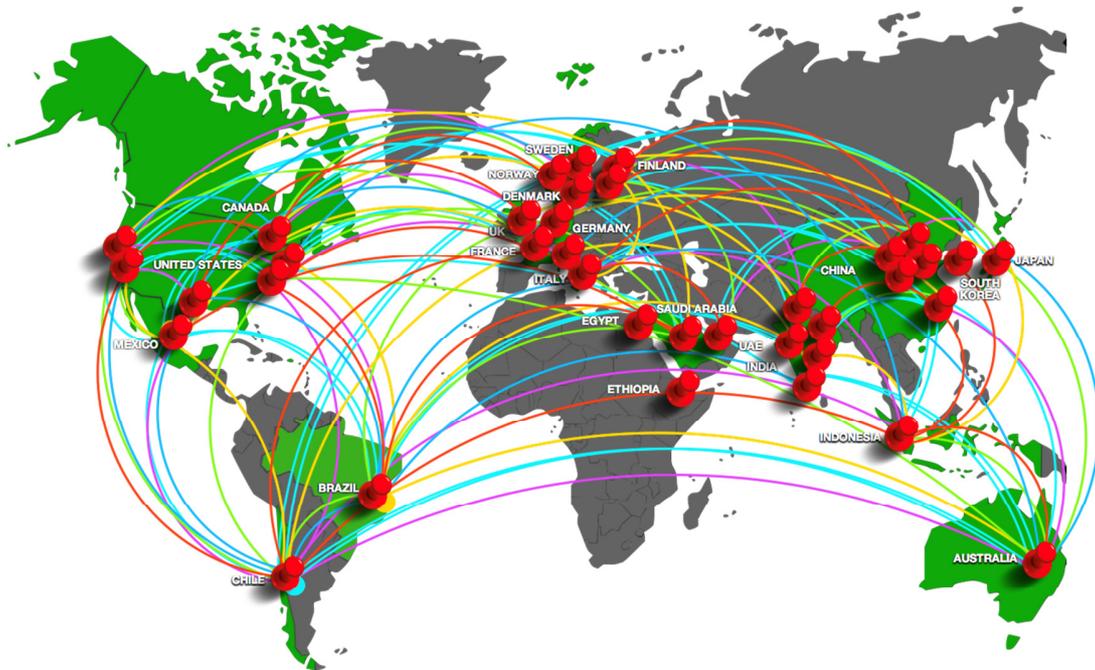


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# The Network for Global Innovation



*Billions of dollars are being committed to innovation globally. But investment in innovation alone does not create a business. A global commercialization ecosystem is required to accelerate the matching of solutions to global problems.*

## Getting ready for the USA Market

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**Wednesday, 30 August 2017**

**09:00 – 09:30: California Market Overview, 6<sup>th</sup> largest in the World**

Overview of the market opportunity in California including demography, sources of investment, strategic partners and potential customers.

**09:30 – 10:00: Introduction to NGIN Enterprise Acceleration and Incubation Methodology**

An introduction to NGIN's complex suite of technical and business services needed to support each stage of a cleantech company's development. NGIN has found that there are five stages of commercialization – Genesis, Acceleration, Incubation, Growth, and Expansion. NGIN offers a unique array of programs for all five stages to support companies throughout their growth path.

**10:00 – 11:00: Business Model and Customer Discovery**

Many have been taught that the first thing an entrepreneur needed to do was to write a business plan. And, the thicker, heavier, more complex, the better. It usually included a multi-year forecast of what might happen. But it was essentially a secondary research exercise before any validation of the market, its size or characteristics, let alone any prototyping of solutions. They even made a movie to describe it – The Field of Dreams -- Build it and they will come.

Those of us who were trained in this model have now learned at least three things:

- Business plans rarely survive first contact with customers. Mike Tyson, a US boxing champion, is said to have talked about his opponents, "Everybody has a plan until they get punched in the mouth."
- Increasingly rare is the sophisticated investor that requires five-year plans to forecast a series of unknowns. Those forecasts are still used by investors where the knowns are known, but start-ups need to validate their assumptions with customer discovery, testing, and trials.
- Startups are not smaller versions of large companies. Startups react to market conditions, changes in technology, capricious competitive behaviors. Startups are driven by speed and rapid response to changing conditions. They do not doggedly follow master plans.

This section will provide companies an understanding of lean start-up methodology and how to do customer discovery.

**11:00 – 12:00    Lunch**

**12:00 – 13:00    Strategic Storytelling**

Getting to the point with the right message and reading the audience is a practiced skill. The ‘Elevator Pitch’ is a succinct way of telling your story, quickly. But once you have their attention, how do you hold it? Strategic Storytelling engages the audience in an emotional state, pushes past the rational, past the objective, into the subjective.

**13:00 – 14:00    Reading the Audience**

Many entrepreneurs, particularly those with a technical bent, fail to read the audience. They don’t know when to stop talking, start listening, and take “yes” for an answer. This session will cover some of the visible signals to look for as you do your presentation and will help you when to stop selling.

### **Kevin Randolph, a serial entrepreneur, will conduct the sessions**



Kevin brings over 40 years of concept to completion product development and enterprise formation experience. He has raised hundreds of millions in capital, created billions in economic value and thousands of jobs on a global scale.

Kevin has been a c-level executive, advisor, mentor and coach to Industries including electronic banking, electronic brokerage, SaaS, social commerce, retail, broadcast television, interactive television, cable television, radio, healthcare, consumer packaged goods, consumer electronics, airlines, advertising, higher education, technology transfer, medical devices, nuclear materials, nanotechnology, management information systems, decision support systems, competitive local exchange carriers, pharmaceutical, e-commerce, data mining, terrestrial navigation systems, computer-telephony integration, transgenic agriculture, commercial real estate, nuclear isotopes and solar power.

His largest project was building a pan-Asia communications company, completing 20 acquisitions in 18 months and increasing enterprise value 500-fold in 24 months from \$4,000,000 to \$2,000,000,000. More recently he has been a key advisor and executive director at Washington



State University and Idaho State University. There he has identified over \$200B in disruptive technology revenue with over \$240M in government sponsored proposals in process.

For LACI, Kevin led the development and implementation of LACI@CSUN and was named by the San Fernando Business Journal as one of the “most influential” leaders for each of the last two years. He also led the international ecosystem development projects in Ethiopia, Finland, Mexico and Washington State generating over \$2 million in revenue for LACI.

He is an instrument rated commercial pilot and volunteers as a command pilot for Angel Flight. Kevin Randolph completed an Executive Management Program from Harvard University, an Executive Marketing Program from Columbia University, and holds a BA in Business Administration, majoring in Marketing & Electrical Engineering from Washington State University.