



Creating a Sustainable Future for
Entrepreneurs and America.

Free Enterprise is not **Free**...
and it's in *Jeopardy*.

An aerial, black and white photograph of a dense city skyline, likely Los Angeles, featuring numerous skyscrapers and a hazy horizon. The text is overlaid on the image.

OUR ECONOMY HAS PROBLEMS...

Free enterprise is the lifeblood of democracy and the American Way. But today, it is in jeopardy.

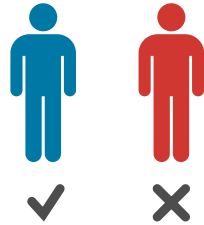
Consider these factors

21
million

NUMBER of jobs that are needed by 2020 for the U.S. to reach full employment.

15
years

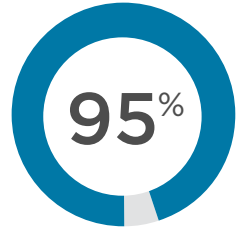
AVERAGE LIFESPAN of a company listed on the S&P 500 today—down from 67 years in the 1920's



1 of 2 startup companies fail after 5 years



TWO-THIRDS of U.S. 19-29 year-olds say starting a business is NOT important to them. (Harvard poll)



NUMBER of U.S. Patents that go unused

Yet Today, Traditional Approaches to Creating Businesses are Insufficient...

Traditional approaches to starting businesses...

- **Start-Up Competitions**
- **Bootstrap Efforts by Individuals**
- **Franchises**
- **Mom & Pop Establishments**
- **Venture Capitalists / Angel Investors**
- **Accelerators / Incubators**

Unfortunately, about **50%** of businesses fail in 5 years and only about one-third survive 10 years. Here are some of the reasons:

- Money runs out
- The market changes
- Supply chains fall apart
- The regulatory system makes it difficult to be profitable
- The entrepreneur(s) didn't have the talent for the job

Start-Up Competitions

Although it is debatable when start-up competitions began, they are relatively new and have been gaining in popularity. In essence, these contests provide a platform for entrepreneurs to present their business ideas and win funding in a short period of time.

CHALLENGES:

- Current contests require ideas that must be vetted
- Competitors are left to fend for themselves
- Minimal involvement from surrounding entrepreneur communities
- There is no follow-up support after the competition
- The results: High rates of failure and little diversity

PITCH



JUDGE



WINNER



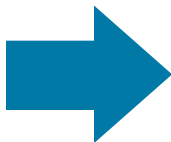
SUCCESS?



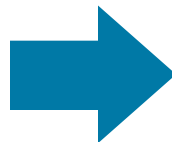
3 out of 4 winners don't move on with their venture.



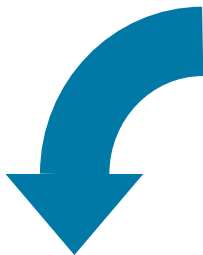
Potential Patents



Patents Evaluated



Vetted Patents



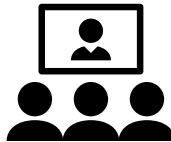
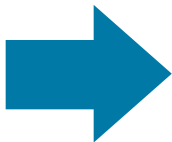
Patents Presented



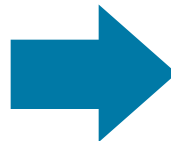
With U



Student-Led Teams
Formed



Teams Mentored





Selected Patents

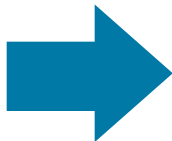


THE ORE FOUNDATION PROCESS

University Partner



Team Pitches



Judging

CONTINUING SUPPORT ENSURES SUCCESS!



Winning Team



Overall Benefits of MORE Competitions

- Encouraging entrepreneurship, the lifeblood of democracy
- Developing the business leaders of tomorrow
- Uncovering new markets and improving the U.S. economy
- Creating new, diverse businesses that will provide the jobs and opportunities of tomorrow
- Establishing sustainable free enterprise in America





Who We Are

MORE is a 501(c)3, group of experienced business leaders, entrepreneurs, operations experts, attorneys, inventors, fundraisers and communicators.

We believe America's bright future depends on helping young people establish, build and sustain the companies and jobs of tomorrow.



UNIVERSITIES



Ways to get involved

- Partner with MORE to hold start-up competitions
- Provide exposure and support to make competitions a success
- Recommend the MORE program to colleagues at other learning institutions

Benefits

- Students, faculty and staff gain unparalleled, real-world exposure and experience in developing businesses using existing intellectual property
- Build closer ties with the entrepreneurial community
- Opportunities for revenue streams associated with successful businesses



INVENTORS

Ways to get involved

- Contribute your Intellectual property to the contest
- Provide your expertise where needed to help develop a strategy for a new business
- If you choose, work on a team that provides a clear path to bring your idea/invention to market in a university-backed, energetic contest environment

Benefits

- Develop a business plan and strategy for your idea/invention
- Gain expertise and support in taking your idea/invention to market
- Promote your idea/invention and earn potential royalties

MENTORS



Ways to get involved

- Share your time and expertise with student teams
- Leverage your experience to help make your team successful
- Play a key role in launching a new business

Benefits

- Use your knowledge to make a positive difference and strengthen ties with the university and entrepreneurial communities
- Work on a team that provides a clear path to bring a product or service to market in a university-based, energetic contest environment
- Help create businesses and jobs

SPONSORS BENEFACTORS

Ways to get involved

- Direct grants or contributions
- Agree to help fund/support a contest
- Contribute prizes and/or in-kind services to support MORE efforts
- Identify potential future opportunities and high-potential associates
- Provide your own expertise/mentors

Benefits

- Help to improve entrepreneurship – in general – and in your area
- Recognition for being part of the solution to creating businesses and jobs of the future
- Closer ties with the university and entrepreneur communities

TESTIMONIALS



“I’m thrilled to have my invention in this competition! It will be exciting to watch a student-led team shape my invention into a viable product with greater chance for commercial success.”

Eric Huber,
Inventor



“I am pleased to be supporting the MORE Foundation and its efforts to help young students challenge themselves to build viable companies within the local community. Seeing their growth over just a few weeks is astonishing and very rewarding.”

Brian Dao,
Supporter



“MORE Foundation offers students an amazing immersive experiential learning experience that not only challenges students to learn, but gets them ‘out of the building’ to build a vital business network.”

David Ochi

Executive Director, UC Irvine ANEntrepreneur Center



“MORE Foundation has helped me expand my entrepreneurial vision by providing me great mentors and coaches. I’m launching my business in half the time!”

Kristie Hsiumei Lin

Student



WE NEED YOU
do more now!

MORE
— FOUNDATION —

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