

Shark Tank Deconstructed **The Case of Cycloramic or a Perspective on Valuation**

By Nathalie Gosset, BSEE, MS, MBA

Tues April 5, 2016

California Lutheran University, Westlake Entrepreneurship Center, Room 107B
31416 Agoura Road, room #107B, Westlake Village, California 91361

6:30 pm Pizza, 7:00 pm talk

Registration at this site <http://stdeconstructed.eventbrite.com>



Shark Tank is a reality television show that brings together want-to-be entrepreneurs and investors. If we set aside the staged drama to appeal to TV viewers, the money offered and the financial discussions are real. The 2013 episode featuring the engineer Bruno Francois presenting his idea *Cycloramic* is a fascinating segment to deconstruct because it depicts an experience that we, as engineers, could face. Mr. Francois has

developed a new consumer product idea but he is financially vulnerable after months of bootstrapping the launch of his new product. The offers from the investors are varied in amounts and risks for him.

In this interactive workshop, we will have a conversation about whether the entrepreneur made the right choice. We will decode the various deal terms, what they actually meant regarding valuation, equity, and obligations on the entrepreneur. We will discuss the traps that each opportunity presented. And we will look at Bruno Francois's life 3 years later to deepen our understanding of what other choices he could have made if he had known his future. We will take ourselves back to a world with no TV cameras and highlight the differences in experience when we pitch an engineering concept to investors.

Biography: Nathalie Gosset, BSEE, MS, MBA has developed an expert eye for the value of technical ideas. She has met more than 600 inventors, evaluated how disruptive their technology would be on the industry, found the ideal market segments for the concepts, evaluated the commercial potential, and identified the players to bring to the table. She helped a physician take the concept that he drew on a napkin for her to an FDA approved product that sold at Target for several years. Ms. Gosset has been on the cutting edge of technologies all her career. The past 12 years she was the Sr. Director, Tech and Market Evaluation Assessment at the Alfred E Mann Institute at USC, an organization that cherry picked the best innovations and invested several million dollars each year to bring the ideas to market. Prior to this, she worked for 18 years on projects pushing the envelope of high speed opto-electronics. (VP of Engineering at Sabeus and Director of Engineering at Novera, Director of the Program Management Office at Alcatel USA)

Ms. Gosset is an advocate for the profession of engineering. She is currently the Chairman of the IEEE Buena Ventura Section, working side by side with 48 volunteers who bring top technical speaker to the engineers of Ventura County. She is the 2015 recipient of the Regional Leadership Award from IEEE- USA, the 2009 IEEE Engineer of the Year from the Buena Ventura Section. She received the 2007 Career Service Global Award from the Engineering in Medicine and Biology Society for creating 50 chapters worldwide to bring together doctors and engineers to facilitate humanitarian solutions. She is a sought out futurist speaker and published 2 books. Nathalie holds a BSEE from ISEP (1985, Paris, France); MS in Telecommunications (1986, Boulder, CO); MBA (1990, University of St. Thomas, St. Paul, MN).