ENTREPRENEURIAL IMMERSION
An exclusive exploration of business possibilities
OCTOBER 19–25, 2008
Global Entrepreneurship

National borders no longer confine the growth aspirations of entrepreneurial ventures. Even the smallest of companies can have operations and partnerships that are global in reach. For many companies, the international markets are not only the gateway to an almost unlimited customer base, but they also offer the opportunity to maximize efficiencies and minimize expenses.

The Polsky Center for Entrepreneurship at the University of Chicago Graduate School of Business understands that to educate and strengthen GSB entrepreneurial students and alumni, it must provide theoretical and experiential learning on how to operate in the global arena. The Polsky Center has recently launched initiatives to develop educational programs that will target alumni, students, and the local communities worldwide. The Polsky Global Initiative seeks to build understanding, communication, and partnerships across the globe.

Why an Entrepreneurial Immersion Trip?

Navigating a new country can be overwhelming as one tries to maneuver cultural norms, business regulations and processes, financial practices, language issues, and transportation in general. Given these obstacles, the ultimate goal of networking with local business people to build partnerships can seem daunting. The purpose of the Entrepreneurial Immersion trip is to help the novice overcome some of these obstacles and to facilitate meaningful business networking.

The key objectives and highlights of Entrepreneurial Immersion: India 2008 are:

• Familiarize trip participants with some key cities in India – New Delhi, Bangalore and Mumbai.

• Provide instruction on cultural traditions that impact social and business interactions.

• Introduce participants to Indian government officials, US trade directors, and US/Indian business associations that can facilitate establishing business operations in India.

• Learn from US companies already operating in India the practical aspects and challenges of doing business in India.

• Tour Indian entrepreneurial companies to learn some of the merits and challenges in working with local partners in India.

• Nurture new friendships and develop business relationships with traveling and locally-based GSB alumni.
Impact of an Entrepreneurial Immersion Trip

Last year, the Polsky Center led an Entrepreneurial Immersion trip to China that featured some of China’s most influential entrepreneurs, venture capitalists, officials and corporate leaders. (A list of all the speakers for the trip is attached at the back of this package.) The ability for GSB alumni, sponsors and students to interact with these outstanding individuals in an intimate environment provided unparalleled access that has already resulted in business opportunities for both the trip and Chinese participants.

Here are some of the quotes from the trip participants on Entrepreneurial Immersion: China 2007;

“*The trip gave me an invaluable education in globalization that one cannot fully grasp by merely reading about it.*”

“*This was a well-organized and highly productive cultural exchange. My perspective on doing business in China has been greatly enhanced, my understanding of the culture and the people has been improved, and I generated personal opportunities to do business in the future. 100% success.*”

“*The quality of the speakers, the variety of the perspectives, the insights gained, the opportunities to network - all first class.*”

“*The alumni clubs in Beijing, Shanghai and Hong Kong came out in large numbers to host our delegation and make us feel very welcomed. Everyone did extensive networking and walked away with at least one or two follow up business items coming out of the trip.*”

There were 29 alumni that were accompanied by 4 professors on the trip to China. Alumni came from the U.S., Europe and Asia and represented a wide range of age groups. Trip participants included CEOs of multi-million dollar privately-held companies, Board members of middle market companies, serial entrepreneurs, owners of proprietary trading firms, senior management of corporations, investment management and private equity firms and others who came from a variety of industries including consumer goods, financial services, consulting and energy.
Entrepreneurial Immersion: India 2008

The trip is in its preliminary stages of developing an agenda and itinerary. The trip will feature high caliber events in three cities – New Delhi, Bangalore and Mumbai. The content sessions in each of these cities will attempt to include:

New Delhi:

- Economic and political overview
- Legal framework for conducting business in India
- Financial Future of India
- Green and Clean tech initiatives in India

Bangalore:

- Tour of major technology company
- Entrepreneurial opportunities and challenges in India
- Developing global partnerships
- Management Challenges

Mumbai:

- Understanding and marketing to the Indian consumer
- Half day conference on Private Equity in India.
- Infrastructure challenges in India
- Financial Markets in India
- Meeting with the National Entrepreneurial Network

Networking events have already been discussed with the TiE organizations in each of these cities as well as the GSB alumni clubs.

Why Sponsorship?

Our target audience is entrepreneurs that are building their companies, not individuals from corporations. Comparable trips that are being offered by organizations, universities and associations are priced at a level that is prohibitive to small and medium sized business owners. The GSB wants to attract the global leaders of tomorrow and consequently would like to offer this trip at a price point that is sensitive to the target market.

Benefits for the sponsor include marketing to a worldwide audience of GSB alumni and students and the ability to participate on the trip.
Levels and Benefits

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| **Title Sponsor**         | • Your logo will be placed first on all marketing materials (including brochures, folders, emails, and a web site) that will be distributed to all GSB alumni and students worldwide, more than 30,000 people  
  • An ad for your organization will appear in the official trip program  
  • Your representatives in India may attend events of the trip | $25,000 |
| **Silver Level Sponsor**  | • Your logo will appear on all trip collateral material  
  • Your logo and an ad for your organization will appear in the official trip program  
  • Your representatives in India may attend certain events of the trip | $10,000 |
| **Bronze Level Sponsor**  | • You will be recognized on signage at a specific event  
  • Complimentary attendance at this event | $5,000  |
Return Form

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Note: The University of Chicago Graduate School of Business is a 501c(3) non-profit institution and, as a result, your donations are tax-deductible.

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