14th Annual
Edward L. Kaplan
New Venture Challenge
May 27, 2010
Charles M. Harper Center, Chicago Booth

Sponsorship Materials
Sponsoring the
**New Venture Challenge**
at the University of Chicago
Booth School of Business

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History and Mission: Acting on Entrepreneurial Ideas

The Edward L. Kaplan New Venture Challenge business plan competition was introduced in the 1996–1997 academic year to encourage students at the University of Chicago Booth School of Business to act on their entrepreneurial ideas within a supportive and highly rewarding environment.

Some accomplishments of the competition to date include:

- More than 50 new companies have been launched, including one venture that was later sold to Intel and another that was sold for $100 million.
- Over $100 million in venture capital has been raised to fund New Venture Challenge companies.
- Over the past thirteen years, the number of business plans submitted has risen dramatically, from 33 in 1997 to more than 126 in 2009.
- Each year, over $50,000 in cash prizes is distributed among the winning teams. In 2009, a total of $75,000 was awarded.
- Winning teams are also eligible to receive up to 16 hours of pro bono legal advice and may use office space at the ARCH Venture Partners New Business Incubator for up to one year at no cost.

The Edward L. Kaplan New Venture Challenge (NVC) seeks to fulfill two main objectives. First, the competition provides entrepreneurial services and education to a broad range of students by offering a wide range of networking and team-building events. Secondly, the NVC provides financial support for those business plans that are best developed and show the most promise. The prize awards and donated entrepreneurial business services provided to the winner and finalists help fulfill this objective.

In addition to the prize money that the winning students may use to create their businesses, monies are needed to support other aspects of the year-long event, including professional coaching for student teams, logistics, workshops, and the finals competition.
How the NVC Works: Phases of the Competition

Multidisciplinary teams are formed independently, with student participants from the Business, Law, Medical, Biological and Physical Sciences schools, and the University of Chicago College, as well as non-student, entrepreneurial participants. Each team includes at least one Chicago Booth team member. In the first round in February, short feasibility summaries are submitted and forwarded to the judging panel for review and rating. Teams advancing to the second round are eligible to enroll in the Chicago Booth course, “Developing a New Venture,” offered in Spring Quarter and designed to foster and improve business plans. At the end of the quarter, several teams are selected to present in the finals, and the winners are selected at the Finals Presentation and Cocktail Reception.

Phase I – Feasibility Summaries

In phase one, virtually anyone who wants to enter the competition may participate, as long as at least one Chicago Booth student is on the team. Typically, 80 teams submit feasibility summaries describing their business ideas, and then judges and faculty determine which teams will advance to phase two. Usually about 30 teams advance.

Phase II – Business Plans

In phase two, teams are required to take a course at Chicago Booth which allows them to develop their summaries into full-fledged business plans. Top faculty members at Chicago Booth provide instruction and feedback on the art of entrepreneurship. In addition, leading industry professionals—who are experts at starting new businesses—give feedback to students who pitch their business plans.

To advance to phase three, the business plans are once again sent to the judges to determine who will compete in the final competition. Eight to ten teams make it to this stage, qualifying to compete for over $75,000 in prize money.

Phase III – NVC Finals

In phase three, each finalist team presents their full business plan in-person to the panel of NVC Judges. Only Chicago Booth team members can present to the judges, while the non-Booth team members can participate in the Q & A session which follows. The judges’ panel adjourns after the final presentation to deliberate and select the winners. Winning teams are announced at a reception immediately following the judges’ deliberation.

NVC Finals Reception

A reception follows the NVC finals, allowing participants, judges, sponsors, and current students and faculty the opportunity to network.
Distinguished Panel of Judges

Each year, over twenty successful and seasoned venture capitalists and industry experts serve on our distinguished judging panel. Judges bring a vast wealth of knowledge across many industries and they provide incredible feedback to student participants. Judging is based on the commercial potential of the business, innovative nature and technical feasibility of the idea, the credibility of the projections and assumptions, and the ability of the team to make it happen.

2008–2009 Distinguished Judges Panel

Frank Ballantine – Reed Smith LLP
John Banta—IllinoisVENTURES, LLC
Cynthia Bayley—ARCH Venture Partners
Steve Beitler—Dunrath Capital
Ellen Carnahan—Private Equity Professional
Rocky Daehler—Motorola Ventures
Fredrick Dotzler—De Novo Ventures
Amy Francetic—Tokarz Group Advisers
John Larson – Abbott Laboratories
Bret Maxwell—MK Capital
Matthew McCall—New World Ventures
Robert McCormack—Trident Capital
William Mulligan—Primus Venture Partners
Seenu Sarma—Deloitte Consulting LLP
Prashant Shah—Hummer Winblad
Bob Shapiro—Sandbox Industries
Risa Stack—Kleiner Perkins Caufield & Byers
Ron Tarrson—Sante Fe Aero Services
Immanuel Thangaraj—Essex Woodlands Health Ventures
John Van Dyke—Dakota Water Systems & Pionetics
David Weinstein—Chicagoland Entrepreneurial Center
Why Sponsorship Is Necessary

Our title sponsor, Edward L. Kaplan, has provided initial prize money that the winning students may use to create their businesses. However, additional monies are needed to support other aspects of the competition. On the day of finals, for example, over 100 people, including judges and student teams, commit to spending a full day with each other. Money is needed to provide refreshment, including breakfast, lunch, and a cocktail reception during the awards ceremony. In addition, three professionals are hired each year with the primary role of mentoring student teams through their business development challenges.

Title Sponsor

Edward L. Kaplan is the former chairman, CEO, and cofounder of Zebra Technologies Corporation. Zebra Technologies Corporation delivers innovative and reliable on-demand printing solutions for business improvement and security applications in 100 countries around the world. More than 90 percent of Fortune 500 companies use Zebra-brand printers. A broad range of applications benefit from Zebra-brand thermal bar code, smart label, receipt, and card printers, resulting in enhanced security, increased productivity, improved quality, lower costs, and better customer service. The company has sold nearly four million printers, including RFID printer/encoders and wireless mobile solutions, and also offers software, connectivity solutions, and printing supplies.

Past Sponsors

ARCH Venture Partners
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Reed Smith
Sachnoff and Weaver, LLC
Sevin Rosen Funds
Immanuel Thangaraj, AB ’92, MBA ’93
Weston Presidio
Zebra Technologies Corporation
New Venture Challenge Sponsorship Levels

Prize Level Sponsors
Amount Benefits
$25,000+ • See Platinum Sponsor benefits. Additional benefits can be negotiated. Please contact faculty or staff for further details on designating your sponsorship as prize money.

Platinum Sponsors
Amount Benefits
$10,000+ • Company logo will appear on signage, printed programs, gift items, banners, web pages, and other promotional materials
• Two full-page color advertisement in the NVC printed program
• Named breakfast, lunch, or networking reception
• Option to work closely with students as a team advisor in Bus 34104—Developing a New Venture course
• Option to participate as a class judge in BUS 34104—Developing a New Venture course
• Option to view executive summaries and final business plans (conditional upon team approval)
• Complimentary attendance of up to eight representatives at the networking reception
• Brief introduction of company at the networking reception
• Additional benefits with the University of Chicago Booth School of Business can be negotiated

Gold Sponsors
Amount Benefits
$6,000+ • Company logo will appear on signage, printed programs, gift items, banners, web pages, and other promotional materials
• One full-page advertisement in the NVC printed program
• Option to work closely with students as a team advisor in Bus 34104—Developing a New Venture course
• Complimentary attendance of up to five representatives at the networking reception

Silver Sponsors
Amount Benefits
$3,000+ • Company logo will appear on signage, printed programs, gift items, banners, web pages, and other promotional materials
• Half-page black and white advertisement in the NVC printed program
• Complimentary attendance of up to three representatives at the networking reception

Bronze Sponsors
Amount Benefits
$1,000+ • Company logo will appear on signage, printed programs, gift items, banners, web pages, and other promotional materials
• Complimentary attendance of one representative at the networking reception
# Sponsorship Return Form

## GENERAL INFORMATION

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## SPONSORSHIP LEVELS

(please check one)

- [ ] $25,000+ Prize Level Sponsor
- [ ] $10,000+ Platinum Sponsor
- [ ] $6,000+ Gold Sponsor
- [ ] $3,000+ Silver Sponsor
- [ ] $1,000+ Bronze Sponsor

Signature: ____________________________

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

Please make checks payable to: The University of Chicago Booth School of Business

Please submit this form with check to:

Attn: Starr Marcello  
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The University of Chicago Booth School of Business  
5807 S. Woodlawn Avenue, Suite 207, Chicago, IL 60637  
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