



Brown University

Entrepreneurship Program

Getting Involved & Sponsorship Details

2008-2009

Mission Statement

The Brown University Entrepreneurship Program's (EP) mission is to support entrepreneurial learning at Brown University and to encourage and enable students to create innovative entrepreneurial ventures. By creating a closely-knit community of Brown students, faculty, administrators, alumni, and friends, EP promotes entrepreneurial leadership and activities among Brown undergraduate and graduate students.

EP immerses students in an environment that fosters entrepreneurial thinking. Students may attend a series of discussions, lectures and workshops and can work directly with alumni mentors to develop their ventures and learn about entrepreneurial concepts. In addition, EP provides them with the opportunity to shape their ideas into business plans and to ultimately launch their ventures. EP's extensive, yearlong entrepreneurship curriculum culminates in the annual \$50,000 Business Plan Competition.

Description of EP

EP is entirely student-run, with 40 active student team members (and always growing) volunteering their time to promote entrepreneurship in the Brown community and to assist students in developing their entrepreneurial ideas into successful ventures.

EP is one of the most active student organizations on campus, organizing at least one event per month and catering to a diverse set of student groups. Our events cover a wide range, including workshops to help students develop their own ventures, a panel lecture addressing both parents and students during Brown's Parents Weekend, an alumni keynote during the annual Spring Forum before an audience of alumni and students, and our annual EP Forum, where EP brings in famous entrepreneurs to address students. Past speakers include Ted Turner, John Sculley, Kenneth Cole and David Neeleman. This year, we have so far confirmed that Josh Silverman, President of Skype will deliver a keynote speech.

EP Success Stories

Numerous existing successful for-profit and non-profit organizations have been established with the help of EP. The following organizations are examples of the many that have benefited from the resources EP offers, especially our Business Plan Competition and mentorship program. It is also important to note that our Business Plan Competition awards in-kind services as well as cash. These services include accounting services, patent lawyers, IT lawyers, specialized non-profit consulting, logo design services and website design services that EP raises

from corporations through our alumni contacts. We believe that these services are as valuable as cash prizes due to the importance that they hold in any new venture.

Polaris Project (Award Recipient of Business Plan Competition in 2002): A non-profit organization committed to combating modern-day slavery and human trafficking. It is one of the largest grassroots anti-trafficking organizations in the United States, growing from two dedicated community members from Providence, RI to over 1,000 members and supporters from around the country. Polaris Project operates the Greater Washington DC Community Task Force, the National Trafficking Alert System (NTAS), and HumanTrafficking.com - the world's largest online research center on human trafficking. Polaris Project is funded primarily through grants from the Department of Justice and private foundations and through individual donations. In 2005, the Polaris Project was awarded the prestigious BRICK award by former President Bill Clinton.

Shop Well With You (Award Recipient of Business Plan Competition in 2000): A not-for-profit organization and body image resource for women surviving cancer, their caregivers and healthcare providers. Some examples of what SWY provides include clothing tips to cope with treatments and side effects, a directory of cancer-specific products and guidance on how to use clothing and accessories to maintain a positive body-image during and after treatment.

Andera (Award Recipient of Business Plan Competition in 2000): A Providence, RI – based company that provides new account opening and funding software to banks and credit unions. In October 2006, Andera was named the market leader by the Aite Group.

Amie Street (Participant in Business Plan Competition in 2006): An indie online music store and social network service created in 2006. It sells music by artists uploading tracks onto the site, which allows users to purchase them at a price that varies according to demand, while users can also earn credits by recommending songs to their friends. If the recommendation was for a good song and leads to users purchasing it, the price of the song will increase. The user will earn credit based on the increase in the price of the song after making the recommendation. It was named one of the “Top 25 New Businesses Under 25” by *BusinessWeek*, and has recently received a round of funding from Amazon.com.

Simpli.com (Finalist in Business Plan Competition in 2000): Founded as a targeted marketing infrastructure and search technology company by Jeff Stibel '99 (a current EP Advisory Board member), Simpli.com was acquired by NetZero in May 2000 for approximately \$25 million.

EP's Value in the Brown Community

- Interest in entrepreneurship at Brown and the world is rapidly growing. The new Commerce, Organizations, and Entrepreneurship concentration at Brown is quickly becoming one of the most popular among students. EP works with the department very closely in teaching and promoting entrepreneurship by providing a more hands-on approach curriculum through its events.
- We help students in both the for-profit and non-profit communities. Though the two fields have often been represented as opposites among Brown students, EP brings speakers from both to discuss and present to students the role of entrepreneurship in both, as well as to demonstrate how the two can be linked.
- EP represents Brown in joint-school events, such as Entreprenliance, a joint-school entrepreneurship organization, and the DFJ East Coast Venture Challenge, an inter-school Business Plan Competition.
- EP is currently planning to reach out to high school students in Providence, using its resources to teach more students about entrepreneurship and to give back to the community.
- In the future, EP aims to reach out to alumni in more areas, actively involving more alumni and offering a larger platform of resources to students. We intend to target areas such as Southern California, Seattle, New York, Chicago, Washington, DC and high-growth areas overseas.

Public Recognition of EP

- Every year, EP events are widely publicized by publications including the *Brown Daily Herald* and the *Providence Journal*. Last year, the EP Forum was featured in *BusinessWeek* as a major event during Entrepreneurship Week USA and EP received the *Kauffmann Platinum Award* in recognition for our participation.
- We are the sole student group that facilitates interaction between alumni and students recognized by the Brown Alumni Association. Currently, informal surveys suggest that only 30% of alumni feel adequately engaged in the Brown community. EP is constantly working to improve this effort; most notably, this year we are establishing the EP Bay Area Regional Council to better engage West Coast alumni.
- In 2006, Brown became the first Ivy-league University to be awarded a grant from the Ewing Marion Kauffman Foundation for college entrepreneurship programs. For EP's contribution to the grant application process, we will be awarded \$5,000 annually for five years beginning in 2007 for the purpose of expanding our presence in areas beyond Providence.

Opportunities to Become Involved

Brown alumni and professionals have always played a crucial role in the development of Brown students through connections established by the Entrepreneurship Program. Participation generally involves being a **mentor, speaker, judge, and/or a sponsor**. Please contact us for more information if you are interested in shaping the future of promising Brown entrepreneurs. The EP team strives to ensure that any interested alumni or professional will have the opportunity to participate actively with our Program and with students. All individuals are invited to join our mailing list by signing up on our website, www.brownep.org to receive our newsletters and invitations to all events.

Mentor Roles

Office Hours Mentor: Holds office hours to advise individual students and teams starting entrepreneurial ventures for a 3-4 hour on-campus visit, giving 20-30 minutes per team. Office hours are held once per month during the school year.

Team Mentor: Works one-on-one with a specific team to create a successful venture.

Speaker Roles

Keynote Speaker: Keynote speakers are the main features of some of our speaker events. We rely on these successful and driven professionals to inspire Brown students to consider ideas and ventures outside the regular business tracks. Previous keynote speakers include John Sculley, Debra Lee, David Neeleman, Ted Turner and Kenneth Cole.

Panelist Speaker: Panelists speak at various events throughout the year. In the past, we have hosted discussions on topics including, Finance, Real Estate, Corporate Social Responsibility and Technology. We choose speakers based on success as entrepreneurs and ability to communicate the meaning of entrepreneurship in their respective industries.

Q&A Speaker: We recognize that not everyone enjoys developing or delivering formal keynote speeches. For this reason, EP now offers our speakers the option of a guided interview by a moderator in lieu of a traditional presentation.

Judging Roles

Elevator Pitch Competition Judge: A group of alumni and friends judges students based on their ability to pitch their venture idea in 45 seconds.

Business Plan Competition Judge: We hold two rounds of judging, one remotely and one at Brown. The first-round judges will each judge 3-5 business plans in early April to select the 5 finalists. At our annual \$50,000 Business Plan Competition in late April, a group of 4-5 judges will hear the 5 finalists present their venture ideas and will choose the three award recipients.

Uses of Revenues

- EP's projected budget for FY2009 (2008-2009 academic year) is \$52,500
- EP's revenues are allocated to cash prizes for our annual Elevator Pitch Competition and the \$50,000 Business Plan Competition, publicizing and hosting approximately 16 events every year, and travel.
- EP's budget is stable and will increase by 5% this year due to our new initiatives.
- Please see the Financial Appendix for a detailed breakdown of operating expenses.

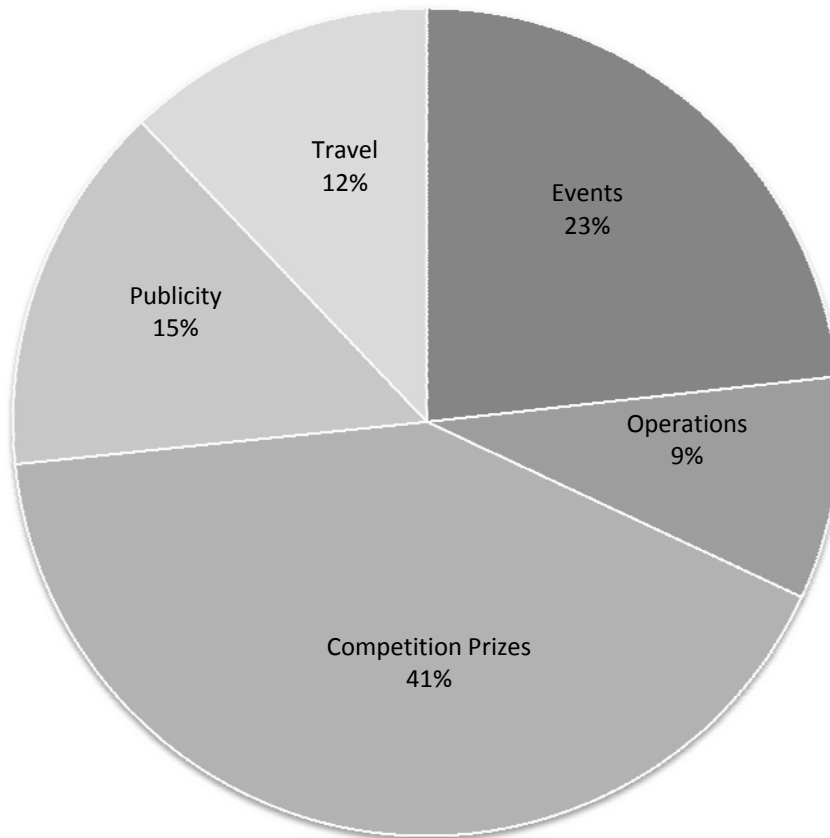
For More Information

Thank you for your kind consideration in giving to EP. If you have any further questions or would like to become involved with EP, please contact Drew Janes and Ian Spector, EP Co-Presidents 2008-2009 at ep@brown.edu.

Please visit the Brown Entrepreneurship Program Website, brownep.org for new updates, events and other information.

Financial Appendix

Expected Revenue Usage, 2008-2009:



Events Appendix

EVENTS, DATES, AND TIMES ARE SUBJECT TO CHANGE. PLEASE VISIT OUR WEBSITE, BROWNEP.ORG, FOR THE MOST UP-TO-DATE INFORMATION.

EP Information Session (Tuesday, September 9, Wednesday, September 10, 2008): If you are interested in joining our student team, this is a terrific opportunity to learn more about EP and about how to play an active role in the Program. We will discuss the upcoming events and explain how EP helps students in starting entrepreneurial endeavors. Maria Carkovic, COE Administrative Director and EP Advisory Board Member, will also talk about the relationship between EP and COE.

EP Kickoff Event (Thursday, September 25, 2008): EP kicks off each year with an engaging lecture about entrepreneurship. Following the lecture is a reception for students to interact and exchange ideas with fellow students, our keynote speaker, faculty, and alumni.

Parents Weekend Panel (Saturday, October 25, 2008): Each year the Program holds a discussion with a panel of successful entrepreneurs. Last year the panel addressed “Doing What You Love: Lessons from Successful Brown Entrepreneurs as well as how Brown and entrepreneurship helped shape their careers and lives.

Elevator Pitch Competition (Saturday, November 8, 2008): In this annual competition, students are given 45 seconds to pitch a business idea. The idea can be related to a non-profit or for-profit venture. Five winners are selected by our panel of judges. In the past, elevator pitches have ranged from topics that include developing software to allow iPods to share pictures, providing cleaner-burning cooking stoves to rural villages in Peru, and creating a new clothing line for women. Judges will evaluate the presentations on a variety of criteria.

12th Annual EP Forum (Saturday, February 21, 2009): Our biggest event of the year, the EP Forum gives students the opportunity to hear and learn from successful entrepreneurs in industries such as consulting, real estate, finance, sports, media, technology, marketing, communications, and non-profits. Former keynote lecturers at the EP Forum have included CNN Founder, Ted Turner; Former Pepsi and Apple CEO, John Sculley; JetBlue Founder, David Neeleman; BET CEO, Debra Lee; and Fashion Designer, Kenneth Cole.

Business Plan Workshop & Manhattan GMAT Info Session (Thursday, March 12, 2009): EP's Business Plan Workshop provides students with a crash course in starting a business with a focus on how to write a business plan and raise money through venture capital. EP is also excited to host a new event this year: the Non-Profit Business Plan Workshop. This workshop will supplement the Mini MBA by offering guidance to specific non-profits. Following these presentations, a representative from Manhattan GMAT will speak about the GMAT, provide free materials and answer any questions.

Pitch Practice (formerly *Venture Catalyst Group*) (Tuesday, April 7, 2009): Pitch Practice seeks to bring alumni and friends of Brown from a variety of different backgrounds, such as venture capital, to provide feedback for students who are writing business plans for EP's \$50,000 Business Plan Competition. Each student team delivers a 15 minute presentation about their business plan to the alumni business professionals. After the presentation, the alumni will provide individual feedback to each student team.

Business Plan Competition (Sunday, April 26, 2009): Student teams compete for over \$50,000 in cash prizes and in-kind services. Two rounds of judging are held and the top five teams will be selected to present their ventures publicly at Brown University on the day of the competition. A panel of judges will award a total of \$50,000 to the three ventures deemed most

promising. The three winning teams will also be able to send their business plans to the 2nd Annual DFJ East Coast Challenge, where a \$250,000 prize will be awarded.

***Eureka* Lecture Series & Idea Exchanges (Year-round):** The *Eureka* Lecture Series aims to spark innovation and entrepreneurial action among students by inviting today's most talented, creative, and thoughtful individuals to campus to speak on a variety of issues. All-new for 2008-2009, EP will be hosting speakers from all backgrounds—medicine, publishing, software, and more – for *Eureka* each month. Following each lecture will be a question and answer session with each guest as well as an idea exchange to encourage the free flow of ideas, crucial to entrepreneurship, between Brown's best and brightest.

Mentorship Office Hours (Year-round): Mentorship Office Hours are part of EP's effort to encourage one-on-one interaction between student teams interested in writing a business plan and successful Brown entrepreneurs who come to campus. Students have found these sessions extremely useful because they provide opportunities to ask questions and to receive direct feedback.