

Support the 21st Annual NEW VENTURE CHALLENGE

Launched in 1996, the Edward L. Kaplan, '71, New Venture Challenge (NVC) is the premier startup launch program designed to help students turn ideas into viable businesses. It includes a capstone class taught at Chicago Booth and is run by the Polsky Center for Entrepreneurship and Innovation.



OVERVIEW:

The Edward L. Kaplan, '71, New Venture Challenge (NVC) is a year-long program that begins in the fall quarter with team building and ideation. In the winter, teams apply to the program by submitting feasibility summaries. Selected teams then advance to a classroom phase, where they work on their businesses, practice pitching, develop a full business plan, and receive mentorship from investors and established entrepreneurs. The NVC concludes in the spring with a finals competition, where teams pitch to a world-class panel of investors and entrepreneurs. Prizes in the form of cash, legal services, and professional consulting are awarded.

In March 2016, the NVC was recognized as one of the top accelerators in the US by the Seed Accelerator Rankings Program. Others that received this top honor included household names in the start-up space such as Y Combinator and Techstars.

YOUR PARTNERSHIP PROVIDES:

- Premier exposure to entrepreneurs, investors, and UChicago students
- Visible alignment with the Polsky Center
- Increased brand recognition through event cross-promotion
- Extensive networking opportunities
- Access and first looks to cutting-edge innovations

NVC AT A GLANCE:

Purpose: To help UChicago students launch businesses through mentorship and resources

Audience: 40% professionals; 60% students

Attendance: 500+ attendees at the NVC Finals and Innovation Showcase; 3,100+ people in 60 countries tuned in via live-stream

NVC SUCCESS:

Since it began, the NVC has helped launch 160+ companies that are still in business today. These companies have gone on to raise \$575M+ in funding and achieve \$4+B in mergers and exits.

QUESTIONS?

Contact Hannah Williams, Senior Assistant Director:
hannah.williams@chicagobooth.edu

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2016 MEDIA ATTENTION:

10.12.16 The New York Times ran an article on the New Venture Challenge featuring Katlin Smith, founder of Simple Mills, a company that won first place in the 2015 NVC. “The program at the University of Chicago, she said, ‘helped me realize just how big this could be and to run after that dream.’”

6.2.16 Chicago Tribune: “The New Venture Challenge is one of the most well-known pitch events in Chicago. It’s designed to help student teams turn ideas into sustainable businesses and follows a quarter of prep and mentorship at Booth.”

5.17.16 Business Because: “A glance at the illustrious roll call of businesses that have emerged from the New Venture Challenge (NVC) shows why it was recently named a top accelerator program in the nation.”

2.27.16 Crain’s Chicago Business: “The University of Chicago became a hotbed for startups because some students thought its business school should have a business-plan competition. In the 20 years since, the New Venture Challenge has produced some of Chicago’s best-known startups, such as GrubHub and Braintree.”

BY THE NUMBERS:

160+
COMPANIES
still in business

\$575+
MILLION
in funding raised

\$4+
BILLION
in exit value

SOME OF OUR PORTFOLIO COMPANIES:



Learn more about the Polsky Center at: polsky.uchicago.edu



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JUDGES:

Finals and Classroom Judges are selectively chosen and hail from top venture capital firms, private equity firms, and start-ups in and beyond Chicago, including:

AbbVie Ventures • Apex Venture Partners • ARCH Venture Partners • Avant • Baxter Ventures • Blumberg Capital • Braintree • Bungie Studios • Ceres Venture Fund • Chicago Ventures • Corazon Capital • Essex Woodlands Health Ventures • General Catalyst Partners • gravitytank • GoGo • Groupon • GrubHub • Hyde Park Angels • IllinoisVENTURES • Lightbank • MK Capital • Morningstar • OCA Ventures • Orchard Venture Partners • Origin Ventures • Oxford Capital Group • Prairie Capital • Pritzker Group Venture Capital • Rise Interactive • Sandbox Industries • SAP Ventures • Second Century Ventures • Sevin Rosen Funds • Sozo Ventures • TiE Angels • Trident Capital • William Blair

SPONSORS AND SUPPORTERS:

Sponsors and Supporters contribute greatly to the success of the competition. 2016 sponsors included:










Edward L. Kaplan, '71, Title • AbbVie, Platinum • Sozo Ventures, Platinum • Zayo Group/The Caruso Foundation, Platinum • Avant, Gold • Dresner Partners, Gold • Katten Muchin Rosenman, Gold • Market Strategy Group, Gold • Robin Loewenberg Tebbe and Mark Tebbe, Gold • William Blair, Gold • Barnes & Thornburg, Silver • SoFi, Silver • Jim Gray, Bronze • Steven Kaplan, Bronze • Ellen and Bob Rosenberg, '67, Bronze • Silicon Valley Bank, Bronze • Rattan L. Khosa, '79 (Khosa Maker Award), Prize • OCA Ventures, Prize • Origin Ventures, Prize • Pritzker Group Venture Capital, Prize • William Spiegel, '90 (Spiegel-Kadin Family Award for Entrepreneurship), Prize • UChicago Innovation Fund, Prize • Vijay Vashee, MBA '77 (Vashee Innovation Through Partnership Award), Prize • 99designs, In-kind • 1871, In-kind • AlphaGraphics, In-kind • Amazon Web Services, In-kind • ARCH Venture Partners, In-kind • Covintus, In-kind • Crain's Chicago Business, In-kind • gravitytank, In-kind • Hyde Park Angels, In-kind • Talkdesk, In-kind

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Partnership Opportunities

Platinum Level \$30,000	Gold Level \$15,000	Silver Level \$8,000	Bronze Level \$5,000	In-kind Support*
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VISIBILITY AND INVOLVEMENT

Option to name one NVC event—e.g. kickoff, dinner, finals luncheon, finals reception, etc. (per availability and agreement with NVC organizers)					
Option to host a workshop or lunch n' learn for student teams (per agreement with NVC faculty and organizers)					
Option to be photographed with the NVC winners at the NVC Finals					
Option to participate as a class judge in BUS 34104: Developing a New Venture, a required course for NVC participants (per availability)					
Option to view NVC teams' business plans and serve as a team advisor					

EVENT ATTENDANCE

Seating in a reserved section at the NVC Finals					
Tickets to "Celebration of Entrepreneurship" Dinner before the NVC	3	2	2	1	1

MARKETING & BRANDING

Opportunity for press release and/or blog post if your sponsorship increases the total NVC prize package or creates a new award					
Series of dedicated posts of your sponsorship in social media (Facebook, Twitter) leading up to and following the NVC Finals					
Option to set up a table or booth at the Innovation Showcase					
Option to distribute company literature/goods in gift bags provided to judges at the NVC Finals					
Option to distribute company literature/goods at the NVC Finals and Innovation Showcase					
Mentions of your sponsorship in social media (Facebook, Twitter) during the NVC Finals					
Ad in the NVC Finals program booklet	Full page color	Full page BW	Half page BW	Qtr. page BW	
Logo placement on email marketing campaign to University of Chicago student and alumni communities					
Logo placement on the NVC program website (hyperlinked), signage, and in the NVC Finals program booklet					

* Customized in-kind benefits packages are available. Contact Hannah Williams (hannah.williams@ChicagoBooth.edu) to learn more. Note: Prize sponsorship and naming may be available per discussion with NVC sponsors.



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Submission Form The 2017 Edward L. Kaplan, '71, New Venture Challenge

Contact Information

Company Name: _____

Contact Person Name and Title: _____

Phone Number and Email Address: _____

Company Address: _____

Company Website and Social Media Handles: _____

Financial Sponsorship

___ \$30,000 Platinum Level

___ \$15,000 Gold Level

___ \$8,000 Silver Level

___ \$5,000 Bronze Level

___ Other; amount: _____

In-kind Sponsorship

Services or in-kind donation to be provided: _____

Cash value of services or in-kind donation: _____

Confirmation

Signature: _____

Printed name: _____

Submission and Payment Information

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 complete this form and send with check enclosed to:

Hannah Williams, Senior Assistant Director
Polsky Center for Entrepreneurship and Innovation
University of Chicago Booth School of Business
5807 South Woodlawn Avenue, Chicago, IL 60637