Support the John Edwardson, ’72, Social New Venture Challenge
research.chicagobooth.edu/nvc/socialnvc/

About the Social New Venture Challenge

The New Venture Challenge (NVC) was introduced in 1996 to help entrepreneurial students at Chicago Booth conceptualize, launch, and grow businesses. Since it began, the NVC has helped launch more than 85 companies, which have gone on to raise over $300M in funding and create more than 2,000 jobs.

Building on its tradition of success, the program expanded in 2011 to include the Social New Venture Challenge (SNVC). Spearheaded by the Polsky Center for Entrepreneurship and Innovation and the Social Enterprise Initiative and endowed by John Edwardson, ’72, the SNVC provides an additional track for for-profit and non-profit enterprises with a social mission and a model for financial sustainability. This expansion was designed to meet the diverse needs of the University of Chicago’s entrepreneurial student body, which has a growing interest in social impact through business.

Since it’s launch, 47 teams have been selected and given the opportunity and resources to develop their social venture, create a detailed plan for its creation and growth, and pitch the plan to faculty, social entrepreneurs, domain experts, foundation officers, and philanthropists.

Through entrepreneurial education, cash prizes, and incubation services, the SNVC provides the framework and resources to enable businesses to generate social impact, develop a model for sustainability/profitability, and create jobs. The program also engages alumni and industry experts worldwide in coaching, mentoring, and judging the competition.

SNVC at a glance

Date & Location: The 2014 SNVC Finals will take place on the afternoon of May 27, 2014, in the Charles M. Harper Center at 5807 South Woodlawn Avenue, Chicago, IL 60637.

Purpose: To help University of Chicago students launch for-profit and non-profit ventures with social impact missions and models for financial sustainability through mentorship and resources

Audience & Attendance: 25% professionals, 75% students; 150 at SNVC Finals; 400 at Innovation Showcase, 400+ overall participants

Your partnership provides:

- Premier exposure to social entrepreneurs, investors, philanthropists, and University of Chicago students
- Visible alignment with the Polsky Center for Entrepreneurship and Innovation and the Social Enterprise Initiative at the University of Chicago
- Increased brand recognition through event cross promotion
- Extensive networking opportunities
- Access to insights and cutting-edge innovations in social entrepreneurship
SNVC: Expanding Opportunities for Social Enterprises

With the generous support of sponsors in the Chicago area and throughout the US, the John Edwardson, '72, Social New Venture Challenge has been able to engage a growing, dynamic ecosystem of social entrepreneurial students, distinguished judges, loyal sponsors, top business school faculty, involved community members, excellent service providers, and committed supporters.

National Attention The success of the NVC and its expansion to include the SNVC has garnered the attention of media outlets across the US. Recent articles include:

5.6.13 BBC featured 2012 SNVC first place winner, LuminAid, in this article about new trends among social entrepreneurs, and issues that they tend to face when developing their business model.

4.23.13 The Wall Street Journal reported that the Center for Financial Services Innovation awarded millions of dollars in grants to eight nonprofits in the financial services sector. From more than 125 applications, 2012 SNVC finalist, Moneythink, was chosen as one of the eight to receive a grant. Moneythink was founded by UChicago grad, Ted Gonder, and also participated in the 2012 Polsky Summer Accelerator program.

9.10.12 The Financial Times wrote a feature story on the SNVC and the 2012 SNVC winner, LuminAID Lab. In the article, LuminAID co-founder, Andrea Sreshta, explained that she applied to Booth for the purpose of learning the fundamentals behind building a venture. She noted, “When we filed for our IP (intellectual property protection) and incorporated our LLC (limited liability company)—acronyms that I had barely heard of before then—I realised I had a lot to learn about running a company, so it pushed me further in the direction of wanting to acquire fundamental business skills.”

5.19.12 CNN interviewed current Chicago Booth student, Andrea Sreshta, about her venture, LuminAID Lab, which won first place in the 2012 SNVC. Inspired by the 2010 earthquake in Haiti, Andrea and her partner, Anna Stork, teamed up to create LuminAID, a small, solar-powered, inflatable light for disaster relief aid. “When a disaster happens,” Sreshta noted in the interview, “people are in fact in need of very fundamental supplies including lighting and power.” LuminAID is currently available in 25 countries.

5.18.12 The Chicago Tribune explored the rapid growth of social enterprise curricula in MBA programs around Chicago. The article highlighted the SNVC as a major program that “focuses on using business practices to change the world for the better” and profiled several of the 2012 SNVC teams.

3.12 Moneythink, a 2012 SNVC finalist founded by UChicago student Ted Gonder, '12, was chosen as one of five winners of the White House Campus Champions of Change Challenge, launched by President Obama in 2011. “All Across America, college and university students are helping our country out-innovate, out-educate, and out-build the rest of the world,” said President Obama. “I hope this challenge shines a light on their efforts, and inspires Americans of all ages to get involved in their communities.” Along with meeting President Obama at the White House for the Champions of Change event, Moneythink was featured on MTV Act and mtvU programs.
SNVC: Partnership Opportunities with Chicago Booth

Platinum Level: $25,000

Visibility and involvement
• Option to name and present a prize at SNVC Finals on 5/27/14
• Option to serve as a Finals Judge in the SNVC Finals on 5/27/14 (per agreement with SNVC organizers)
• Option to serve as a Classroom Judge in New Social Ventures, a required course for SNVC participants (per agreement with SNVC organizers)
• Option to mentor one or more SNVC teams (per agreement with SNVC organizers)

Pre-event marketing
• Logo placement on program website
• Logo placement on email marketing campaign to University of Chicago student and alumni communities

Day-of marketing
• Opportunity to distribute product/company literature at SNVC Finals on 5/27/14
• Logo placement on signage and in printed program book
• Full-page color ad in program book

Event attendance
• Two tickets to NVC Finals on 5/29/14
• Five tickets to SNVC Finals on 5/27/14
• Four tickets to VIP Innovation Week Dinner on 5/28/14
• Five tickets to Innovation Showcase (where SNVC and NVC awards announcements will be made) on 5/29/14
• Two tickets to SEI VIP dinner on 5/27/14

Gold Level: $12,000

Visibility and involvement
• Option to mentor one or more SNVC teams (per agreement with SNVC organizers)
• Option to serve as a Classroom Judge in New Social Ventures, a required course for SNVC participants (per agreement with SNVC organizers)
• Option to mentor one or more SNVC teams (per agreement with SNVC organizers)

Pre-event marketing
• Logo placement on program website
• Logo placement on email marketing campaign to University of Chicago student and alumni communities

Day-of marketing
• Opportunity to distribute product/company literature at SNVC Finals on 5/27/14
• Logo placement on signage and in printed program book
• Half-page black-and-white ad in program book

Event attendance
• Three tickets to SNVC Finals on 5/27/14
• One ticket to VIP Innovation Week Dinner on 5/28/14
• Three tickets to Innovation Showcase (where SNVC and NVC awards announcements will be made) on 5/29/14

Silver Level: $8,000

Pre-event marketing
• Logo placement on program website
• Logo placement on email marketing campaign to University of Chicago student and alumni communities

Day-of marketing
• Opportunity to distribute product/company literature at SNVC Finals on 5/27/14
• Logo placement on signage and in printed program book
• Half-page black-and-white ad in program book

Event attendance
• Four tickets to SNVC Finals on 5/27/14
• Two tickets to VIP Innovation Week Dinner on 5/28/14
• Four tickets to Innovation Showcase (where SNVC and NVC awards announcements will be made) on 5/29/14
• Two tickets to SEI VIP dinner on 5/27/14

Bronze Level: $5,000

Pre-event marketing
• Logo placement on program website
• Logo placement on email marketing campaign to University of Chicago student and alumni communities

Day-of marketing
• Logo placement on signage and in printed program book
• Quarter-page black-and-white ad in program book

Event attendance
• Two tickets to SNVC Finals on 5/27/14
• One ticket to VIP Innovation Week Dinner on 5/28/14
• Two tickets to Innovation Showcase (where SNVC and NVC awards announcements will be made) on 5/29/14

Other Contribution Opportunities

Prize Money
If you would like to allocate your sponsorship to prizes for winning SNVC teams, please contact the staff at the Polsky Center or Social Enterprise Initiative.

Ad in Program Book
Full-page ad: $500
Half-page ad: $250

In-kind Contributions
In-kind opportunities are available, please inquire for information. In-kind sponsorship is calculated at 3:1 for marketing purposes. For example, a $75,000 donation of goods and services will receive benefits at the $25,000 platinum level.
Submission Form: John Edwardson, ’72, Social New Venture Challenge

Contact Information

Company Name: ________________________________________________________________

Contact Person Name & Title: _______________________________________________________

Phone Number & Email Address: _____________________________________________________

Company Address: _______________________________________________________________

Sponsorship Level

___ $25,000 Platinum Sponsor
___ $12,000 Gold Sponsor
___ $8,000 Silver Sponsor
___ $5,000 Bronze Sponsor

Other Contributions

Ad in Program Book:
  ___ Full-page ad: $500
  ___ Half-page ad: $250

___ In-kind Donation; please specify type and amount: ____________________________________

Confirmation

Signature: ________________________________________________________________

Printed name: ______________________________________________________________

Submission & 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 submit this form with check to:
Christina Hachikian, Director
Social Enterprise Initiative
University of Chicago Booth School of Business
5807 S. Woodlawn Ave., Chicago, IL 60637

Questions?

Please contact Christina Hachikian at:
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