

# CNVC

COLLEGE  
NEW VENTURE  
CHALLENGE

# CNVC Kickoff

# Agenda

**5:30 pm - 6:00 pm** – CNVC Info Session and Q&A

**6:00 pm - 6:30 pm** – Fireside Chat with Evan Moore

**6:30 pm - 7:30 pm** – Student Quick Pitches + Networking

# CNVC Overview

- An entrepreneurship class
- A foundational course for the Entrepreneurship and Innovation minor
- A business plan competition
- A new venture launch platform
- A cohort of innovators working together to build solutions to compelling problems

# Faculty



## **Starr Marcello** **AM '04, MBA '17**

Deputy Dean for MBA and Masters Programs;  
Special Advisor to the Provost; Adjunct  
Associate Professor of Entrepreneurship,  
Chicago Booth

20+ years supporting startups from the  
University of Chicago, including Grubhub,  
Braintree, Simple Mills, and many others

# Support

## Polsky Center Support



**Julie Colhoff**

Associate Director,  
Undergraduate Entrepreneurship  
Programs

CNVC Program Manager

## Lead Coach



**Ale Breuer**

Founder Partner, LongJump Ventures

Clinical Assistant Professor of  
Entrepreneurship at Chicago Booth

# Thank you to our sponsors!

- Executive Sponsor, Adarsh Sarma, MBA '01 and Charu Sarma
- David A. Daigle, MBA '94 and Elizabeth Daigle
- Immanuel Thangaraj, AB '92, MBA '93
- Nikhil Thukral, MBA '98 and Alka Thukral



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# The NVC Program

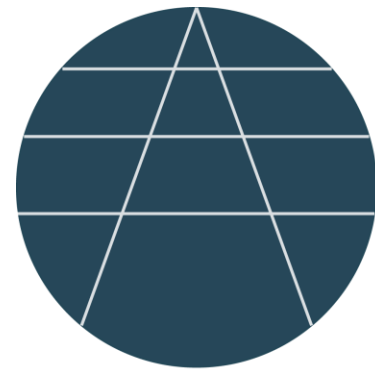
- #1 ranked university accelerator in the nation
- Four tracks of the NVC:
  - Edward L. Kaplan, '71, New Venture Challenge
  - **College New Venture Challenge**
  - John Edwardson, '72, Social New Venture Challenge
  - Global New Venture Challenge
- Brings together cross-city and cross-campus resources
- Experiential learning

# CNVC Alums

Filow

Cubii

 perfectly dosed®



DeepWalk

Quevos

FRÖNEN

HAYLON  
TECHNOLOGIES



# Feasibility Summary

- Serves as application for CNVC
- Answer the following:
  - What problem is this solving?
  - Who is the customer?
  - What is the market size?
  - Who are your competitors?
  - How will you make money?
  - Who is your team?
  - What is your go-to market strategy?
  - Why will this succeed?
- Be simple and concise
- Feasibility summaries are due Nov. 6<sup>th</sup> at 3:00 p.m.
- [Apply](#)

# Upcoming Key Dates

- **Application Workshop and Quick Pitch Event:** Thursday, October 23<sup>rd</sup>, 5–6 p.m.
- **Application Deadline:** Thursday, November 6<sup>th</sup>, 3 p.m. CST
- **CNVC Class Orientation and Teambuilding:** Thursday, December 4<sup>th</sup>, 5:30–7 p.m.

Visit the [CNVC Timeline](#) for more information.

# Eligibility

- At least 1 founding team member must take the course for credit. Preferably all founding team members take the course for credit.
- 1<sup>st</sup> year students cannot take the course for credit.
- Teams may have members who are not affiliated with the University of Chicago.
- Only UChicago students may pitch in the competition.
- There is no minimum or maximum team size.
- Entries must be the original work of the entrants and may be made by a single-student or by multiple-student teams.
- The new venture idea should be original and have commercial or impactful promise. The entry may be developed in conjunction with a course or research project, and students may enlist faculty aid.
- Entries that have received more than \$1,000,000 of institutional investment are ineligible to compete.
- Ventures can be either for-profit or non-profit.
- Teams do not have to have incorporated to apply or participate.

# Teambuilding

## HAVE AN IDEA OR TEAM?

- Fill out the [venture interest form](#)
- Review [potential teammates](#)

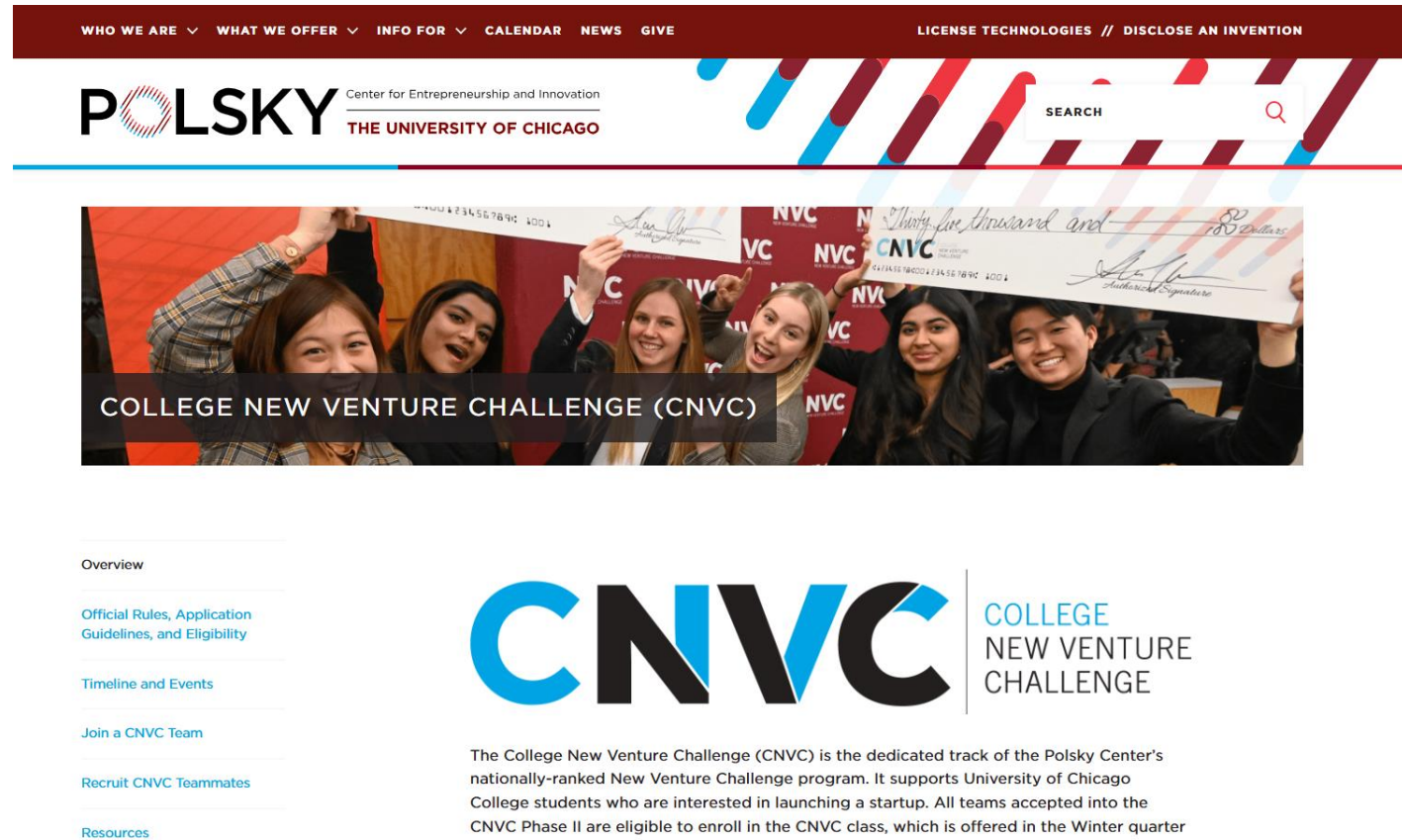
## WANT TO JOIN A TEAM?

- Fill out the [teammate interest form](#)
- Review [recruiting ventures](#)

# Application

- The [CNVC Application](#) is now live!
- Visit the [CNVC website](#) for details.

# Visit the [CNVC Polsky Page](#) for More Information



The screenshot shows the website for the Polsky Center for Entrepreneurship and Innovation at the University of Chicago. The top navigation bar includes links for WHO WE ARE, WHAT WE OFFER, INFO FOR, CALENDAR, NEWS, GIVE, LICENSE TECHNOLOGIES, and DISCLOSE AN INVENTION. The Polsky logo is prominently displayed, along with a search bar. Below the navigation bar is a large banner image of a group of students holding up a large check for \$30,000, with the text "COLLEGE NEW VENTURE CHALLENGE (CNVC)" overlaid. To the left of the main content area is a sidebar menu with links: Overview, Official Rules, Application Guidelines, and Eligibility, Timeline and Events, Join a CNVC Team, Recruit CNVC Teammates, and Resources. The main content area features the CNVC logo and the text "COLLEGE NEW VENTURE CHALLENGE". Below this, a paragraph describes the CNVC as the dedicated track of the Polsky Center's nationally-ranked New Venture Challenge program, supporting University of Chicago College students interested in launching a startup. It mentions that all teams accepted into the CNVC Phase II are eligible to enroll in the CNVC class, offered in the Winter quarter.

WHO WE ARE ▾ WHAT WE OFFER ▾ INFO FOR ▾ CALENDAR NEWS GIVE LICENSE TECHNOLOGIES // DISCLOSE AN INVENTION

**POLSKY** Center for Entrepreneurship and Innovation  
THE UNIVERSITY OF CHICAGO

SEARCH

COLLEGE NEW VENTURE CHALLENGE (CNVC)

Overview

Official Rules, Application Guidelines, and Eligibility

Timeline and Events

Join a CNVC Team

Recruit CNVC Teammates

Resources

**CNVC** COLLEGE NEW VENTURE CHALLENGE

The College New Venture Challenge (CNVC) is the dedicated track of the Polsky Center's nationally-ranked New Venture Challenge program. It supports University of Chicago College students who are interested in launching a startup. All teams accepted into the CNVC Phase II are eligible to enroll in the CNVC class, which is offered in the Winter quarter



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## EVAN MOORE

INDEPENDENT INVESTOR & CO-FOUNDER OF DOORDASH

*Keynote Speaker*

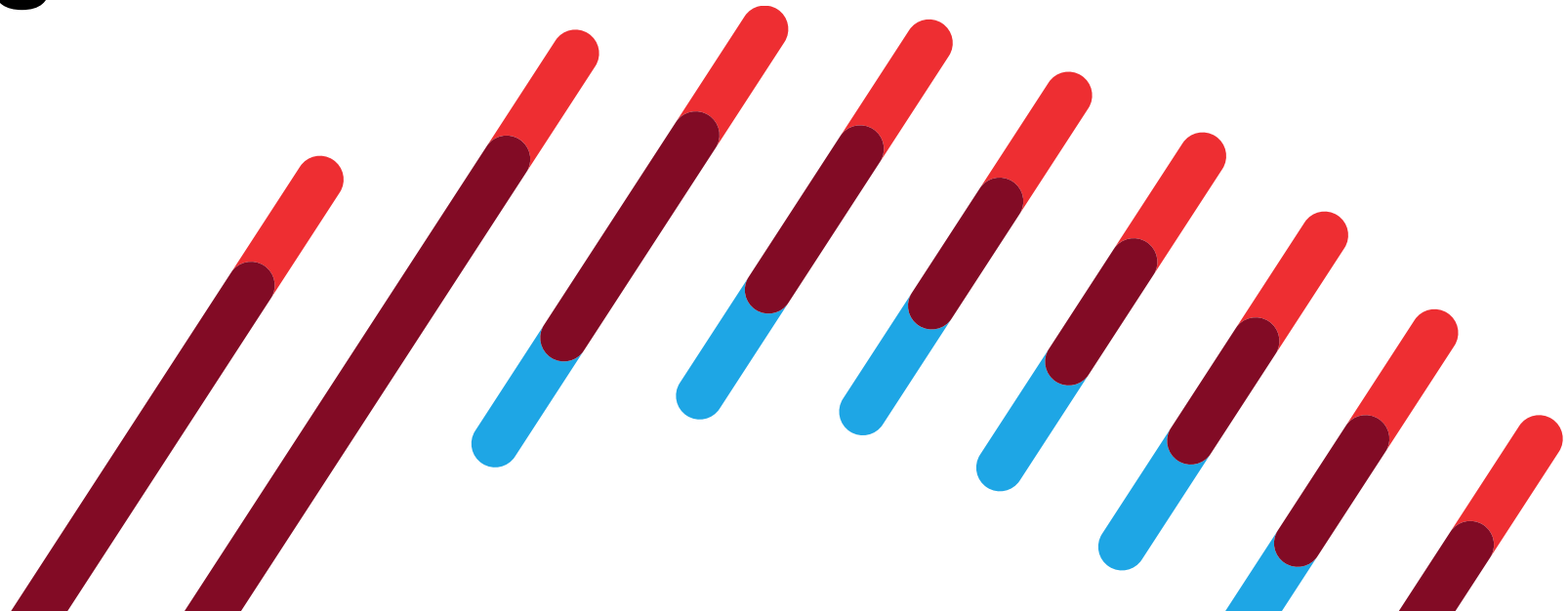


## ALEXANDER CHOI, '22

CO-FOUNDER & CEO, PERFECTLY DOSED

*Moderator*

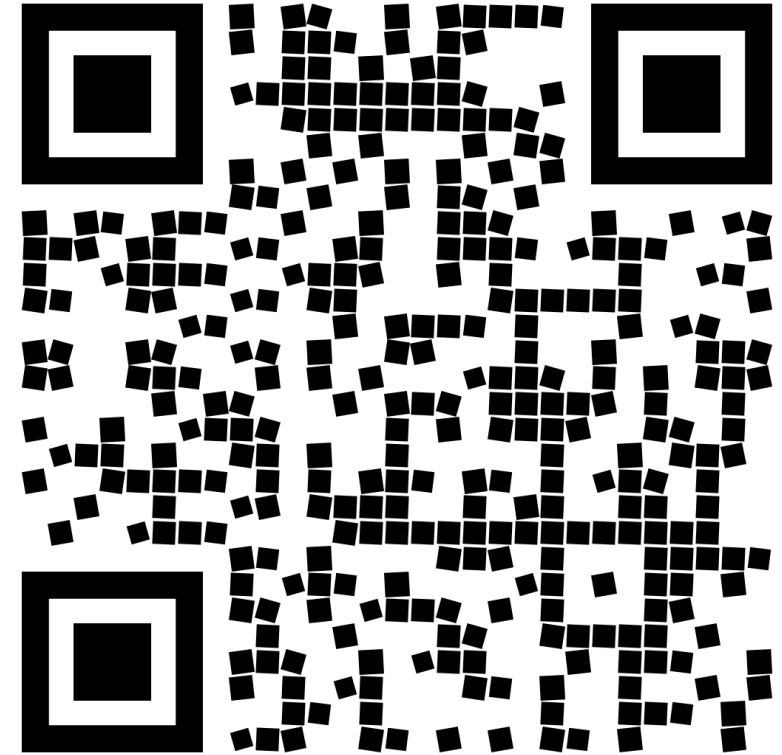
# Quick Pitches





# 1 minute pitches

- What problem are you solving?
- How are you solving it?
- What do you need?



**Sign up to pitch!**

# Networking

- Did someone's pitch interest you?
- Are you interested in potentially joining a team?

***Now is your chance to go to talk to them!***



**Connect with a team!**



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# Questions?

[Julie.Colhoff@chicagobooth.edu](mailto:Julie.Colhoff@chicagobooth.edu)