

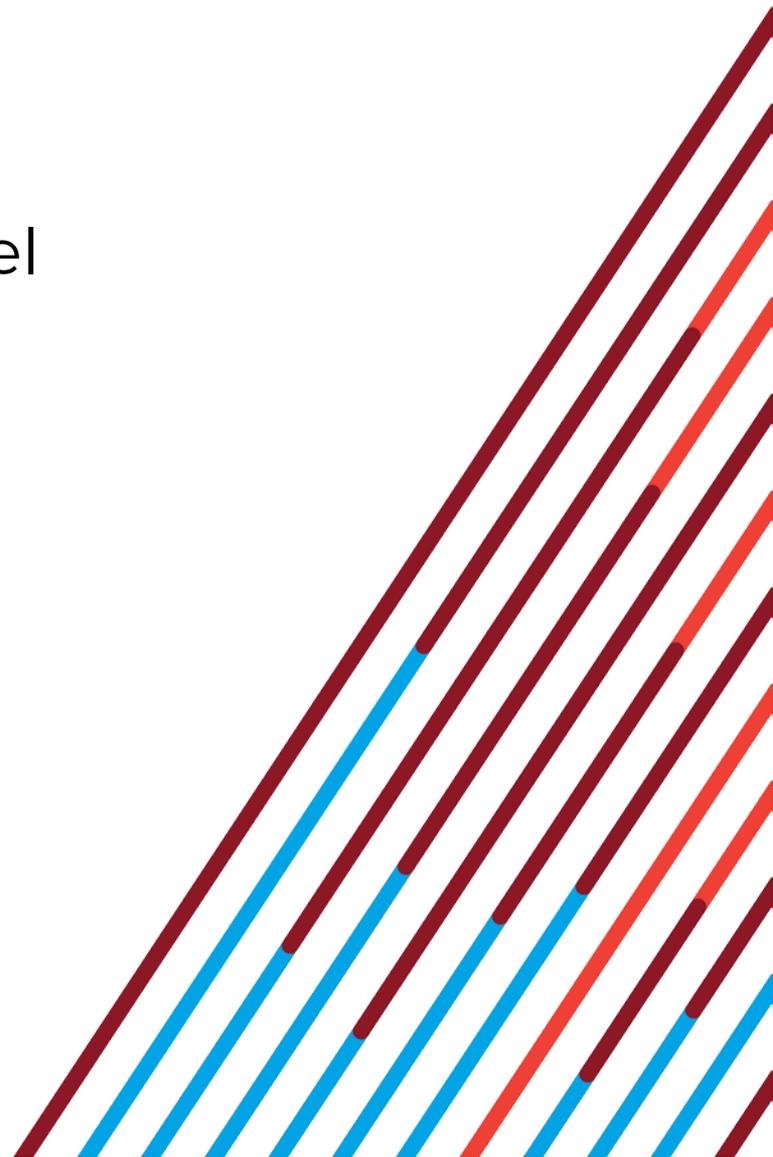
COLLEGE

NVC
KICKOFF

NEW VENTURE CHALLENGE

Agenda

- Welcome
- About the College New Venture Challenge
- College Entrepreneurship Panel
- Example Quick Pitch featuring Joshua Aaronson
- Pizza and Quick Pitches



Faculty



Starr Marcello, AM '04, MBA '17

Executive Director,
Polsky Center for
Entrepreneurship and
Innovation

Adjunct Assistant Professor of
Entrepreneurship

Coaches



Mus Chagal
CEO, UICO;
and President, Kudox
Polsky Center Entrepreneur-
in-Residence



Doug Monieson
Chairman Emeritus, Hyde
Park Angels; and Chairman
of the Board, UICO; Polsky
Center Entrepreneur-in-
Residence



**Lucas Peralta (Program
Manager and Course TA)**
Assistant Director,
Polsky Center for
Entrepreneurship and
Innovation

Sponsors

- Thank you to our generous sponsors.
 - Sharon Sadow Alper, AB '80, JD '84 and Andrew Alper, AB '80, MBA '81
 - David A. Daigle, MBA '94 and Elizabeth Daigle
 - Carl Meyer, AB '91, MBA '92
 - Immanuel Thangaraj, AB '92, MBA '93

Judges

- More than 50 judges with expertise in entrepreneurship and investing including...
 - Hilarie Koplow-McAdams
 - Venture Partner at New Enterprise Associates (NEA)
 - Immanuel Thangaraj, AB '92, MBA '93
 - Silicon Valley VC Investor
 - Jennifer Fried, MBA '15
 - Co-founder and CEO of Explorer Surgical
 - Mark Tebbe
 - Founder of Answers.com and Polsky Entrepreneur-in-Residence

Overview: NVC

- #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
 - Alumni New Venture Challenge
- Brings together cross-city and cross-campus resources
- Experiential learning

History

- **1996:** NVC created
- 1997:** 33 entries
- 2000:** 105 entries
- 2006:** GrubHub places first in the NVC
- 2007:** Braintree places first in the NVC
- 2008:** GNVC created
- 2011:** SNVC created
- 2012:** **CNVC created**
- 2015:** Over 150 entries; Named #1 university accelerator
- 2016:** 20th anniversary; Over \$1M cash and in-kind services

History

- Over 100 entrepreneurs, investors, and service providers are involved each year
- Over the years, the NVC tracks have cumulatively awarded:
 - Over **\$2M** in cash prizes
 - Over **\$3M** in business services

New Venture Challenge

230+
COMPANIES
still operating today

\$915+
MILLION
funding raised

\$13+
BILLION
in mergers and exits

GRUBHUB

Braintree
A **PayPal** Company

lumin**AID**



NETenergy

So**Core** Energy



kishr
like tea but better



swingbyte



gen¹¹⁰

POWER SWITCH

SWITCHED SOURCE

Stylisted

rise interactive

ProOnGo

FEE FIGHTERS

hello-tractor



moneythink

BloomNation

Cubii

BolderThinking

CAPTAIN U

BASE

prepmé

medspeed.
Moving Healthcare Forward

CancerIQ

EXPLORER

AgileMD

CLOSTRABIO

BenchPrep

POLSKY

Program overview

- The CNVC program is a for-credit class.
- It will run in the Winter quarter.
- The Finals event will be on March 13, 2018.



Overview

- Three phases of the CNVC:
 - Phase I: Idea generation, validation, team formation, and selection. Concludes with application process and team selection.
 - Phase II: A for-credit class at Chicago Booth for College students. Includes startup pitches and business plan development.
 - Phase III: The Finals Competition
- If you have a viable business model, the CNVC will:
 - Improve the business model substantially
 - Improve the business plan substantially
 - Increase the likelihood that you will be funded
 - Provide seed funding to winners

Participation

- Teams must have a current UChicago College student
 - Student must be a founder or integral team member (min. 10% equity)
 - Student cannot be a “consultant”
 - Successful teams may be eligible for the NVC or SNVC which are traditionally for graduate students only.
- Teams can be any size
- Teams that are selected must have one or more teammates taking the class for credit.
- First years are not eligible to take the course for credit, however...
 - ...first years can audit the class if their team has someone taking the course for credit.
 - ...some first years are considered second years in the winter quarter if they have enough AP or transfer credits.

Eligibility

- Business idea should be original
 - A UChicago College student must be a founder or in the senior management team of the venture
- Prior funding eligibility requirements:
 - No prior institutional investments allowed
 - Outside funding from friends and family up to \$500,000 is allowed
- Prior participation in external competitions may be ineligible
 - Check with faculty for confirmation

NDA's

- CNVC participants DO NOT SIGN non-disclosure agreements
 - Program organizers have taken all reasonable measures to assure that all contestants retain their rights to the business plan and intellectual property
- Your IP is your responsibility
 - Contestants are urged to mark as confidential any portion of their entries that they consider to be proprietary or of a sensitive nature

Prizes

- Prizes in excess of \$1M (cash and in-kind) across all tracks of the NVC.
- **CNVC:** Cash prizes will total at least \$30K in the form of cash grants
- Prizes are structured as a Simple Agreement for Future Equity (SAFE)
 - For more information about SAFEs, contact the Polsky Center. (lucas.peralta@chicagobooth.edu)

Phases

- **Phase I: Idea generation, validation, team formation, and selection. Concludes with application process and team selection.**
 - Due November 19, 2018 at 10 a.m. (max 8 pages)
 - Selection will be made shortly after
- **Phase II: A for-credit class at Chicago Booth for College students. Includes startup pitches and business plan development. (Winter Quarter)**
 - At least one team member must enroll in the CNVC class.
 - Course provides resources to develop and improve your business ideas
 - Teams present plans in class twice to entrepreneurs and investors
- **Phase III: The Finals Competition**
 - Finalist teams present to distinguished judges on March 13, 2018

Feasibility summary

- 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 Summary Presentation on October 30, 2018 from 5-6 p.m. in Harper Center Room C-02

Your pathway

1. IDEATION, DESIGN THINKING AND TEAM BUILDING WORKSHOP

- Wednesday, October 17, 2018
5:00 p.m. - 6:00 p.m.
- Harper Center, C-02
5807 S. Woodlawn Ave.

2. CUSTOMER DISCOVERY WORKSHOP

- Tuesday, October 23, 2018
5:00 p.m. - 6:00 p.m.
- Harper Center, C-02
5807 S. Woodlawn Ave.

3. HOW TO WRITE A FEASIBILITY SUMMARY FOR THE COLLEGE NEW VENTURE CHALLENGE

- Tuesday, October 30, 2018
5:00 p.m. - 6:00 p.m.
- Harper Center, C-02
5807 S. Woodlawn Ave.

4. COLLEGE QUICK PITCHES AND NETWORKING

- Thursday, November 1, 2018
5:00 p.m. - 6:00 p.m.
- Harper Center, C-02
5807 S. Woodlawn Ave.

More information

bit.ly/UChicagoNVC

WHO WE ARE ▾

WHAT WE OFFER ▾

GET INVOLVED ▾

EVENTS

NEWS

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POLSKY Center for Entrepreneurship and Innovation
THE UNIVERSITY OF CHICAGO

SEARCH



COLLEGE NEW VENTURE CHALLENGE

GO BOOTH 

CHICAGO 

CHOOSE A TRACK: [NVC](#) // [SOCIAL NVC](#) // [GLOBAL NVC](#) // [COLLEGE NVC](#) // [ALUMNI NVC](#)

Overview

[Prepare and Apply](#)

[Schedule and Key Dates](#)

[Sponsors](#)

OVERVIEW

The College New Venture Challenge (CNVC) is the dedicated track of the Edward L. Kaplan, '71, New Venture Challenge (CNVC) that is for all currently enrolled College students at the University of Chicago. Alumni of the university and individuals not affiliated with the university are eligible to apply to the CNVC as long as they have at least one current UChicago College student as an integral member of the team. All teams accepted into the CNVC Phase 2 are eligible to enroll in the CNVC class, which is offered in the winter quarter.

POLSKY

Our Panel



Mus Chagal (Moderator)
CEO, UICO;
President, Kudox
Entrepreneur-in-Residence,
Polsky Center



Joshua Aaronson
Co-founder and COO,
Debate it Forward

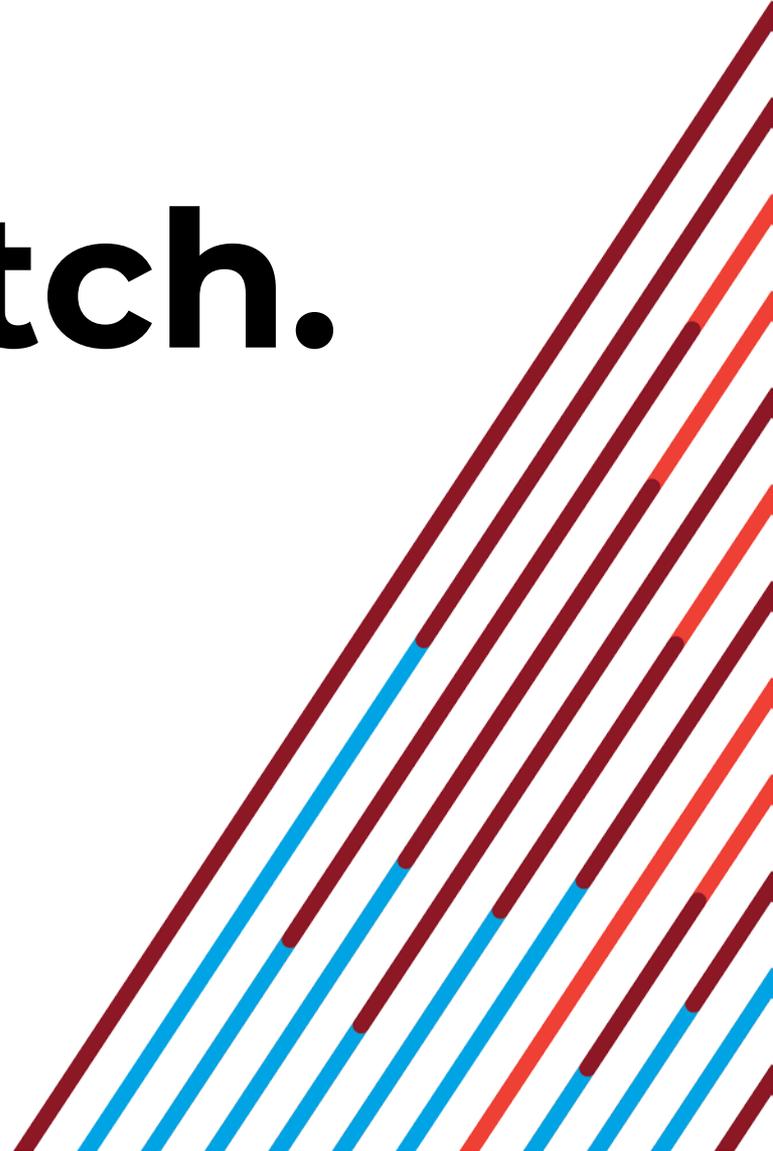


Jessica Gartenstein
Founder,
Fronen



Ben Elias
CMO,
Quevos

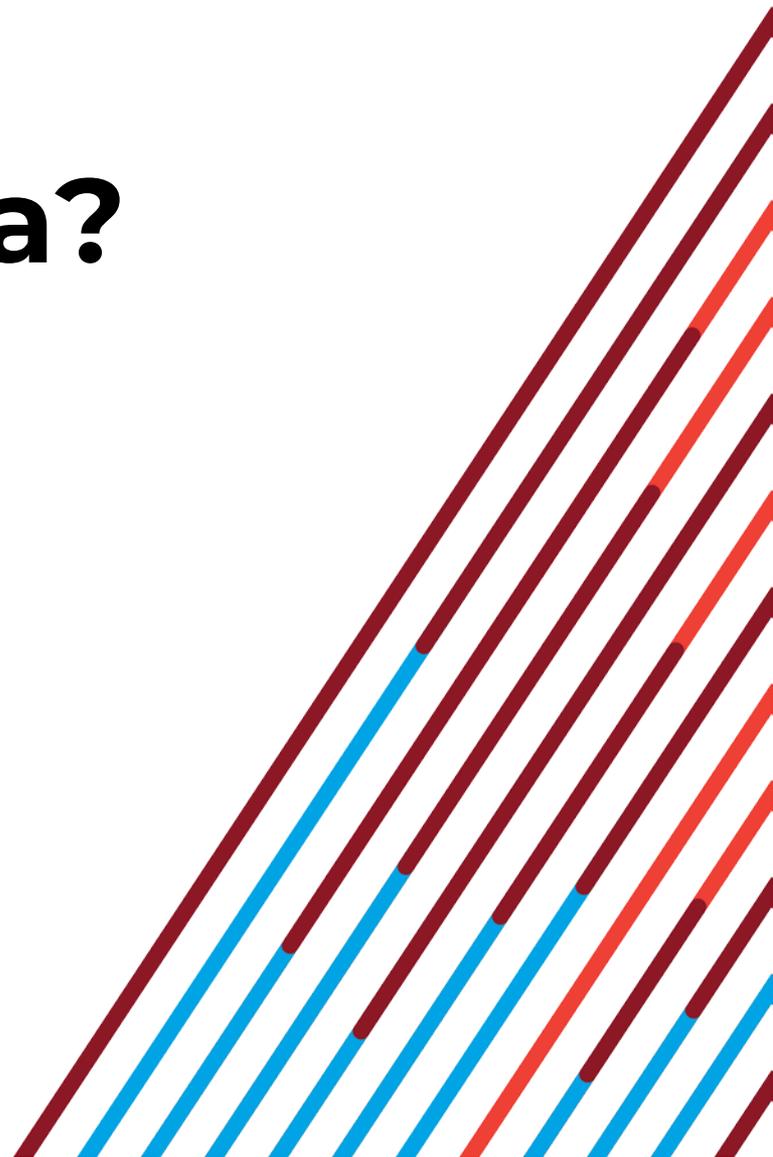
Time to pitch.



Who are you?

What is your idea?

**What do you
need?**



Find a team!

bit.ly/team-formation



Thank you!

