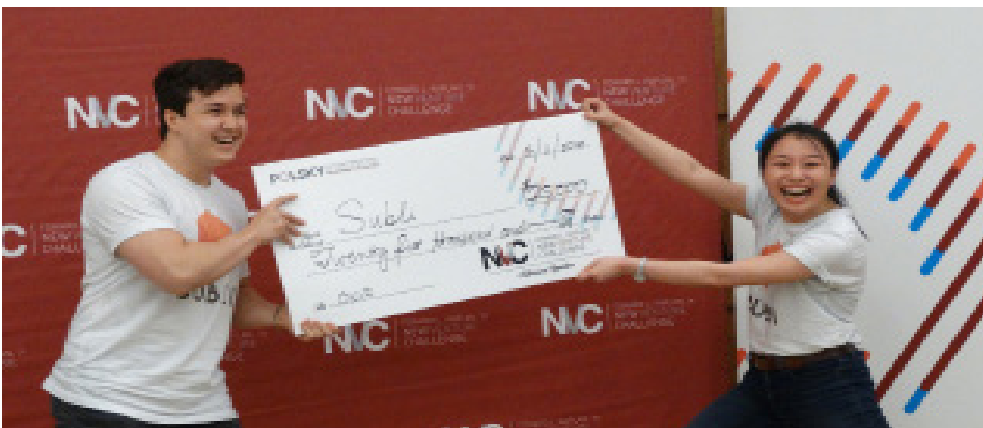


COLLEGE NEW VENTURE CHALLENGE (CNVC)

The College New Venture Challenge (CNVC) is the undergraduate track of the Edward L. Kaplan, '71, New Venture Challenge, a nationally-recognized startup accelerator program. Entering its ninth year, the CNVC helps undergraduate students turn their ideas into viable businesses.



OVERVIEW:

The Edward L. Kaplan, '71, New Venture Challenge (NVC) is recognized as one of the top-ranked accelerators in the U.S., an honor shared by only the most elite startup accelerators such as Y Combinator and Techstars. Managed by the Polsky Center for Entrepreneurship and Innovation and taught by Chicago Booth faculty, the program has expanded and now includes five tracks to serve a diverse group of entrepreneurs across the globe. The College New Venture Challenge (CNVC) is the dedicated track of the NVC that supports teams of currently enrolled undergraduate students at the College.

PROGRAM FORMAT:

The CNVC is divided up into three phases:

- **Phase I:** In the Fall quarter, attend events hosted by the Polsky Center to learn about entrepreneurship, meet teammates, and generate ideas. Eligible teams must develop their business feasibility summary and apply by November 20, 2020.
- **Phase II:** Selected teams will enroll in a Chicago Booth class (for undergraduates only) in the Winter quarter, where they will develop a full business plan, practice pitching, and receive mentorship from faculty, coaches, and experienced investors.
- **Phase III:** The program will culminate at the end of the Winter quarter where the top finalist teams will compete for investment and pitch in front of an esteemed panel of investors and judges at the CNVC Finals on March 3, 2021.

KEY DATES:

CNVC Kickoff

- **Thursday, October 1**
5:00-6:30 p.m., Virtual

Application Deadline

- **Friday, November 20**
at 10:00 a.m.

CNVC Networking Night

- **Sunday, December 13**
5:00-6:30 p.m., Virtual

CNVC Finals

- **Wednesday, March 3**
1:30-4:30 p.m., Virtual

APPLY ONLINE:

Visit chicagonvc.com and click on the "College NVC" tab.

QUESTIONS?

Contact Lucas Peralta, associate director, at lucas.peralta@chicagobooth.edu.

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WHO SHOULD APPLY?

All second, third, and fourth year students at the University of Chicago are eligible to apply to the CNVC as an individual or as a team. First year students can participate as auditing team members, but are not allowed to enroll in advanced coursework. *Students who are not a part of a participating team may not audit the course.* Teams with cross-functional expertise are strongly encouraged.

CNVC teams must have at least one current UChicago College student as an integral member of the team (i.e., someone with a minimum of 10% equity stake in the venture). At least one member of the team must enroll in the CNVC course, BUSN 20340: Developing a New Venture. This course counts towards Trott Business Program and Dougan Scholars requirements.

FACULTY:



Starr Marcello, AM '04, MBA '17
Deputy Head and Executive Director of the Polsky Center for Entrepreneurship and Innovation; Adjunct Associate Professor of Entrepreneurship at Chicago Booth

CNVC ALUMNI COMPANIES:



Podu delivers an end-to-end podcasting platform for the Arab World, which offers listeners a variety of podcasts that suit their interests and which they can listen to on-demand at their convenience. Podu won the 2019 College New Venture Challenge, taking home \$15,000 in investment from the Polsky Center. *Team member: Wessam Abozeid, AB '19.*



Quevos are chips made from egg-whites, which are loaded with protein. After winning the 2018 CNVC, Quevos was accepted into the inaugural Kraft-Heinz's SpringBoard accelerator. Quevos has since raised a seed round of funding and ran a successful Kickstarter campaign, generating over \$70,000 in pre-sales. *Team members: Nick Hamburger, AB '20.*



Cubii is an under-the-desk elliptical machine. After taking second place at the 2013 CNVC, Cubii raised a \$300,000 Kickstarter campaign. Since the product launch in 2014, Cubii has sold over 500,000 units. *Team members: Arnava Dalmia, AB '13; Shivani Jain, AB '13; and Ryota Sekine, AB '13.*