Why Enter
For starters, we can think of 175,000 reasons. Up for grabs in the two competitions is a combined $175,000 in seed money plus more than $50,000 in pro bono services and support through the Berkley Center virtual incubator. But more important than the cash, you get to:

- Test your venture idea and your mettle in a supportive, risk-free environment.
- Develop critical skills such as evaluating opportunities, creating marketing plans, preparing financial statements, leading a team and pitching investors.
- Receive one-on-one coaching, mentoring and feedback from experienced entrepreneurs and executives as well as seasoned mentors.

Who Can Enter
All NYU students and alumni are welcome to compete. No prior business courses or experience is necessary. The only requirement is that at least one member of your team be either a current student or graduate of the Stern School of Business.

You may enter the competition alone (not recommended since entrepreneurship is the ultimate team sport) or as a group (strongly encouraged). No team? No problem. We’ll try to help you find others with the interests, talent and skills you seek.

What Next
Join us Tuesday, September 23 at the Kick-Off Event. (See back panel.) There, you’ll get a chance to learn more about the program, meet previous winners, talk to past judges and ask lots of questions. In the meantime, you can also check out our website at www.stern.nyu.edu/berkley/competition for more details.

RSVP required and for a complete calendar of events visit www.stern.nyu.edu/berkley/competition or e-mail Loretta Poole, lpoole@stern.nyu.edu

NYU STERN’S ENTRREPRENEURS CHALLENGE
— Hosted by —
THE BERKLEY CENTER FOR ENTREPRENEURIAL STUDIES

You dance to a slightly different beat. Others see problems, you spot opportunities. For some, a high-powered career is the holy grail, but for you it’s a high-growth business built from the ground up.

So, what’s your next move? May we suggest taking on the Berkley Center’s Entrepreneurs Challenge?

Discover what it really takes to launch a start-up. Enter the 10th Annual NYU Stern Business Plan Competition or the 5th Annual NYU Stern Social Venture Competition and finally get that idea you’ve been kicking around off the ground.

NYU Stern Business Plan Competition $75,000 Rennert Prize
The NYU Stern Business Plan Competition is the premier platform for identifying, nurturing and showcasing entrepreneurial talent at NYU. The competition challenges aspiring business owners and those excited by the new venture startup process to take their ideas from concept to market.

Winners of the NYU Stern Business Plan Competition receive the $75,000 Rennert Prize named after the program’s benefactor, Ira Leon Rennert, a Stern alumnus and successful entrepreneur.

Over the past 10 years, the Business Plan Competition has awarded more than $500,000 in seed money and services to 26 innovative new ventures and has been a springboard for successfully launching dozens more.

NYU Stern Social Venture Competition $100,000 Satter Prize
Now in its fifth year, the NYU Stern Social Venture Competition was started to recognize and support the growing number of students and alumni interested in using their business and entrepreneurial skills to create innovative approaches to tackling social problems, here and abroad.

Winners of the Social Venture Competition receive the $100,000 Satter Family Prize named after Stern alumnus Stewart Satter, a successful entrepreneur whose donations support the program.

Over the past five years, the Social Venture Competition has awarded more than $500,000 in seed money and services to six innovative new social ventures and has been a springboard for successfully launching many more.

— Hosted by —
THE BERKLEY CENTER FOR ENTREPRENEURIAL STUDIES
THE BEST REASON TO START AN ORGANIZATION IS TO MAKE MEANING—TO CREATE A PRODUCT OR SERVICE TO MAKE THE WORLD A BETTER PLACE.

— GUY KAWASAKI, ENTREPRENEUR, INVESTOR, AUTHOR

THE CRITICAL INGREDIENT IS GETTING OFF YOUR BUTT AND DOING SOMETHING... A LOT OF PEOPLE HAVE IDEAS, BUT THERE ARE FEW WHO DECIDE TO DO SOMETHING ABOUT THEM NOW. NOT TOMORROW. NOT NEXT WEEK. BUT TODAY. THE TRUE ENTREPRENEUR IS A DOER, NOT A DREAMER.

— NOLAN BUSHWELL, FOUNDER OF ATARI AND CHECK ‘E CHIPS

MARK YOUR CALENDAR

September 23, 2008 – Tuesday, 5:00–7:30 p.m.
Kick-off Reception
40 W. 4th Street, Schimmel Auditorium. Get more competition details, hear from previous winners and chat with past judges.

September 25, 2008 – Tuesday, 5:00–7:30 p.m.
Teammate Hunt
Reception (mandatory). Meet and greet other aspirants and past winners.

September 25, 2008 – Thursday, 5:00–7:30 p.m.
Kick-off Reunion
40 W. 4th Street, Schimmel Auditorium. Get more competition details, hear from previous winners and chat with past judges.

October 5, 2008 – Sunday, 5:00–9:00 p.m.
Entrepreneurs’ Boot Camp (mandatory)
Intensive how-to training on refining your concept and business model, identifying markets, preparing financial statements, evaluating operational requirements, etc.

October 27, 2008 – Monday, 3:00 p.m.
Initial venture concepts due.
All teams interested in competing must submit a venture summary and application fee. $50/student team; $100/alumni team

October 30, 2008 – Thursday, 5:00–7:00 p.m.
Selling Your Idea
Learn how to communicate your value to prospective clients, partners, funders, and other stakeholders.

December 1, 2008 – Monday, 3:00 p.m.
Final venture concepts due.
All teams interested in competing must submit a revised venture summary and application fee.

December 3, 2008 – Tuesday
Semi-finalists announced.

December 10, 2008 – Wednesday, 5:00–9:00 p.m.
How to Write a Business Plan (mandatory)
Learn step-by-step how to develop a blueprint for starting and growing your venture.

February 9, 2009 – Monday, 5:00–7:30 p.m.
Team Strategy Feedback Session and Pitch-off Practice (mandatory)
Learn from the pros, but do not stay on the sidelines. Teams pitch their ideas to a panel of coaches and get feedback on their business model and presentation skills.

April 17, 2009 – Friday
Semi-Final Pitch-off

May 1, 2009 – Friday
Final Pitch-off and Awards Ceremony