



# **2006 Wharton Entrepreneurship Conference** **“Start Small, Finish Big”**

## **Sponsorship Package**

**Conference Date:**  
**November 17, 2006**

The Wharton Entrepreneurship Conference is an independent student-run conference held at The Wharton School, The University of Pennsylvania.



## Wharton Entrepreneurship Conference 2006

<http://www.weconference.org>

Sponsored by the Wharton School, University of Pennsylvania

October 23, 2006

Dear Sponsorship Director,

The Wharton Entrepreneurship Club and the Wharton Graduate Association are proud to present the **10th Annual Wharton Entrepreneurship Conference** - one of the East Coast's largest and most widely attended annual Entrepreneurship Conferences. Last year's conference attracted over 500 attendees and this year we anticipate increasing our audience to exceed more than 700 entrepreneurs, business leaders and students.

This year's conference, entitled "**Start Small, Finish Big**" is scheduled for **November 17, 2006** and will focus on entrepreneurial success stories of humble beginnings leading to great successes. We are also pleased to confirm that **Darius Bikoff, Founder of Glaceau, the brand owner of vitaminwater and smartwater**, will address this year's conference as a keynote speaker. By presenting an array of panels covering different paths to entrepreneurship, industry trends and personal success stories we will engage the entrepreneurial community in a dialogue that is relevant to their future success. In addition, an integral element of the conference is the opportunity for selected sponsors to interact directly with and show their support for past, present and future clients.

As the Conference draws near, we are actively seeking sponsors and would like take this opportunity to highlight the many benefits that sponsorship of this event offers:

- Direct exposure to a targeted, **live audience of 500+** successful entrepreneurs, venture capitalists, business leaders, local entrepreneurs and students
- Opportunity to sponsor or select representatives to participate in the panel discussion of your choice
- **Exposure to 5,000+** MBA students from Wharton and Wharton West, located in Silicon Valley, as well as students from other top academic institutions

We offer a range of sponsorship packages that enable you to tailor your involvement to the specific goals of your sponsorship investment.

Please find attached a description of our conference agenda, panel descriptions and sponsorship levels below. I will plan to follow up with you to further discuss your company's needs as well as answer any specific questions you may have about the Conference. In the meantime, please feel free to reach me at (201)-417-1498 or [gona@wharton.upenn.edu](mailto:gona@wharton.upenn.edu) if we can be of any assistance. Thank you in advance for your time and consideration in this matter and we look forward to hearing back from you.

Sincerely,

Preet Gona  
WEC, Conference Co-Chair



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Please find below detailed information about this year's conference, the Wharton Entrepreneurship Club and the entrepreneurship initiative at The Wharton School.

## WEC 2006: "Start Small, Finish Big"

The path to launching something new often begins with an idea and modest means at the disposal of the entrepreneur. Therefore most successful entrepreneurial ventures tend to "Start Small" and hope to finish "Finish Big". The journey in between includes building a team, developing a compelling product or service, obtaining funding, and finally bringing the product to market. The 2006 Wharton Entrepreneurship Conference seeks to present these stories to the entrepreneurial community in a manner that is relevant to today's entrepreneurs. A tentative agenda is presented below:

### WEC 2006: "Start Small, Finish Big"

8:00 - 9:00	Sponsored Breakfast & Registration		
9:00 - 10:00	Morning Keynote: Darius Bikoff (Founder & CEO, Glacéau)		
10:15 - 11:25	Turning Your Idea Into Reality	Real Estate Entrepreneurship	Entrepreneurship Via Acquisition
11:40 - 12:50	Building Human Assets	Healthcare Entrepreneurship	Women in Entrepreneurship
1:00 - 2:30	Lunch Keynote: To be announced		
2:30 - 3:40	How To Pitch To A VC	Emerging & Enabling Technologies	Building a Global Value Chain
3:40 - 4:35	Networking Coffee Break		
4:35 - 5:45	Negotiations	Corporate Entrepreneurship	Under 40 Success Stories
5:45 - 7:00	Sponsored Reception		

Entrepreneurship 101
Types of Entrepreneurship
Industry Verticals
Entrepreneurial Success Stories



## **2006 CONFERENCE PANELS**

### **1. ENTREPRENEURSHIP 101**

#### **WEP Presents: Turning your Idea into a Reality**

This panel will feature entrepreneurs who conceived their ideas while at UPenn and used the resources made available by Wharton and UPenn to build their businesses. The panelists will share their experiences on how best to utilize these resources in making their idea a reality.

#### **Building Human Assets Workshop**

The success of every entrepreneurial venture depends on identifying and building a winning team to bring its product or service to market. This is not only limited to initial team formation but also developing sound organizational practices that will continue to define the level of success the business will enjoy in the future. This workshop will be led by Professor Campbell from WEP.

#### **How to Pitch to a VC Workshop**

The purpose of this workshop is to help demystify some of the myths and lore surrounding pitching your idea to a VC. The workshop will feature prominent VCs who will judge real business plans that are presented by entrepreneurs in front of a live audience.

#### **Negotiations Workshop**

Professor Diamond, who teaches one of the most sought after classes at Wharton will return to WEC. His workshop is extremely well attended and continues to be the highlight of the conference schedule year after year.

### **2. INDUSTRY VERTICALS**

#### **Real Estate Entrepreneurship**

Planning on building a multi-million dollar real estate empire? See yourself as the next Donald Trump or feel that single family housing is the next big thing? Listen to valuable



insights and lessons learnt from entrepreneurs that have ridden the real estate roller coaster to success.

### **Healthcare Entrepreneurship**

Philadelphia is the hub of pharmaceutical and biotech activity on the east coast. The winners of this year's Wharton Business Plan Competition (WBPC) were entrepreneurs with a biotech business model. The panel will explore the latest trends in the biotech space as well as identify the resources available at UPenn and the greater Philadelphia area to develop and make your healthcare venture a reality.

### **Emerging Technologies Entrepreneurship**

Many entrepreneurs with a ground breaking emerging technology concept struggle to establish the viability of their idea and many fail to capitalize on the opportunity. Our panelists will details the latest trends in emerging technologies and detail the steps one needs to take to move from emerging technology concept to emerging technology commercialization.

## **3. TYPES OF ENTREPRENEURSHIP**

### **Corporate Entrepreneurship**

Corporate entrepreneurship programs can be very effective at seeding technology innovation; however, capturing these innovations often proves difficult. Our panelists will address the challenges they have faced and discuss topics such as best practices for developing a global corporate venturing and partnering strategy, the merits of different corporate venturing models, and successful models demonstrating how large corporations can work effectively with traditional venture capital firms to grow their businesses.

### **Entrepreneurship via Acquisition**

Why spend time coming up with new ideas or undertake the risk of building something from scratch? Buying and growing an existing business is a model that has proven to generate substantial returns with comparably lower risk. Hear from entrepreneurs who have chosen this path – some of whom even did so while at school!



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### **4. YOUNG ENTREPRENEURSHIP**

#### **Under 40 Success Stories**

They did it, you can too! Our panelists are all successful entrepreneurs who have created and sold businesses. At our session, they will share their inspiring stories and give specific advice on fundraising, capturing your first customer, and conquering the fear that you're too young.

#### **Women in Entrepreneurship**

The WEC plans to celebrate women in entrepreneurship through our panel that will showcase successful women-owned business started by UPenn and Wharton alumnae. Successful women entrepreneurs will not only discuss their paths to entrepreneurship but identify some of the private, state, and federal resources available to them to help build their businesses.



## SPONSORSHIP OPTIONS AND BENEFITS

Each sponsorship package offers the following benefits:

<b>Title sponsor</b>	\$20,000	<ul style="list-style-type: none"> <li>• “Brought to you by” co-Branding on all conference marketing materials</li> <li>• Full page ad in Conference program – choice of inside front or back cover</li> <li>• Full page welcoming remarks in Conference program</li> <li>• Advertising space on Conference website</li> <li>• Opportunity to blog for 1 year on Conference website</li> <li>• Opportunity to introduce the keynote speaker</li> <li>• Company banner displayed prominently at the conference<sup>1</sup></li> <li>• Opportunity to sponsor a panel</li> <li>• Opportunity to speak on a panel</li> <li>• Company information or product booth at Conference</li> <li>• Two lunchtime tables offering a total seating capacity of 20</li> <li>• Opportunity to host an educational session for Entrepreneurship Club and other invited Wharton students during the year</li> <li>• <b>Only one Title sponsor per Conference!</b></li> </ul>
<b>Platinum sponsor</b>	\$10,000	<ul style="list-style-type: none"> <li>• Full page ad in Conference program</li> <li>• Half page welcoming remarks in Conference program</li> <li>• Company banner displayed at the conference<sup>1</sup></li> <li>• Advertising space on Conference website</li> <li>• Opportunity to blog for 1 year on Conference website</li> <li>• Opportunity to exclusively sponsor a panel</li> <li>• Opportunity to be a panel speaker</li> <li>• Company information or product booth at Conference</li> <li>• Listed sponsor on all marketing materials</li> <li>• One lunchtime table offering a seating capacity of 10</li> <li>• Opportunity to host an educational session for Entrepreneurship Club and other invited Wharton students during the year</li> </ul>
<b>Gold sponsor</b>	\$5,000	<ul style="list-style-type: none"> <li>• Half page ad in Conference program</li> <li>• Advertising space on Conference website</li> <li>• Opportunity to blog for 1 year on Conference website</li> <li>• Opportunity to exclusively sponsor a panel</li> <li>• Opportunity to speak on a panel</li> <li>• Opportunity to host an educational session for Entrepreneurship Club and other invited Wharton students during the year</li> <li>• Listed sponsor on all marketing materials</li> <li>• One lunchtime table offering a seating capacity of 10</li> </ul>

<sup>1</sup> All individual promotional banners and posters must be provided by the sponsor.



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<b>Silver sponsor</b>	\$2,500	<ul style="list-style-type: none"><li>• Half page ad in Conference program</li><li>• Listed sponsor on all marketing materials</li><li>• One lunchtime table offering a seating capacity of 5</li></ul>
<b>Bronze sponsor</b>	\$1,000	<ul style="list-style-type: none"><li>• Listed sponsor on all marketing materials</li><li>• One lunchtime table offering a seating capacity of 2</li></ul>

### In addition, all sponsors will also receive the following benefits:

- Verbal acknowledgement during introductory remarks
- Logo exhibited on the posters/invitations circulated around campus as well as to alumni, professional organizations, and top business schools
- Link to your company website, including the logo, on the conference home page at *www.whartonentreconf.org* (site of conference registration)
- Distribution of company literature to all conference attendees
- Two complimentary tickets to the conference
- All contributions are tax deductible



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### THE WHARTON ENTREPRENEURSHIP CLUB

The Wharton Entrepreneurship Club is dedicated to promoting entrepreneurship within the Wharton Community. The Club is the leading student organization at the Wharton School, focused on helping students understand the management challenges and business issues facing entrepreneurial ventures. The Club activities for 2006-2007 include:

- Annual Wharton Entrepreneurship Conference
- Venture initiation competition
- Speaker series – previous academic year included Seth Goldman, Founder of Honest Tea, and Stelios Hadji-Ionauu, Founder of easyJet and Chairman of the easyGroup
- Receptions with faculty, local entrepreneurs, and alumni
- Entrepreneur Career Exploration

### ENTREPRENEURSHIP AT WHARTON

Among his many impressive ventures, one of Joseph Wharton's most successful entrepreneurial undertakings was The Wharton School. Back in 1881, the concept of a school dedicated towards business study was an innovative and unproven idea but Joseph Wharton funded and championed this idea, which soon became a model for hundreds of other business school programs.

Celebrating its 33<sup>rd</sup> anniversary of entrepreneurial education, Wharton was the first school to develop a fully integrated curriculum of entrepreneurial studies in 1973. Wharton today is the leader in entrepreneurial research and the pioneer in entrepreneurial education. The Sol C. Snider Entrepreneurial Research Center is the first and largest center dedicated to the study of entrepreneurship. The Goergen Entrepreneurial Management Program is one of the largest entrepreneurial programs in the world, offering more than 20 courses every year to more than 2,000 students and executives. Wharton also promotes global entrepreneurship through an international network of entrepreneurial centers and programs.

If you would like to learn more about Wharton's entrepreneurship programs, please contact the Goergen Entrepreneurial Management Program at 215-898-4856.



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### CONTACT DETAILS

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