



NVC | NEW VENTURE CHALLENGE

SPONSORSHIP OPPORTUNITIES GUIDE



University of Colorado **Boulder**

Boulder

WED

CU BOULDER

NEW VENTURE CHALLENGE





WHO WE ARE

Since its inception in 2009, the New Venture Challenge (NVC) program and competition—run out of the CU Boulder Innovation & Entrepreneurship Initiative—has been known as CU Boulder’s entrepreneurial “flight simulator.” NVC gives aspiring entrepreneurs a chance to build a startup through entrepreneurial events and programming, community support, mentorship and—ultimately—funding.

Participants represent majors and departments from across the university. NVC invites everyone to pitch their idea, from undergraduates to graduates, PhD candidates to postdocs and faculty to staff.

With a world-class community of entrepreneurs, startups and established businesses in our backyard, Boulder is one of the best places to launch ideas. NVC leverages the dynamic intersection of a top research university, an internationally renowned startup community and one of the nation’s best cities in which to live.

KEY INITIATIVES

- 1** Lift our funding prize pool for the NVC Championships to \$500K.
- 2** Create a world-class mentorship program at CU Boulder.
- 3** Collaborate across campus and the Colorado startup community to get everyone involved.
- 4** Plant the “entrepreneurial seed” with the next generation with our High School NVC and provide at least \$50,000 in scholarships yearly.



OUR IMPACT

“NVC is the best thing that CU Boulder does for students, and the value from NVC is worth as much—if not more—than four years’ worth of classes.” — **Carter Brown (Fin’21), GoGuide**

“NVC gives participants first-hand experience pitching and positioning their business, working on a startup team, and, perhaps most importantly, connecting with Boulder’s world-class network of entrepreneurial mentors. For me, the feedback and support I got during NVC was critical to a pivot of my first business, which, six years later, grew to over 150 people and was acquired by a \$26B publicly-traded company.” — **Devon Tivona (CompSci, ’14), Pana (acquired by Coupa)**

“I’m so grateful for the wonderful learning experience through NVC. CU Boulder’s robust innovation network is truly incredible, and I feel so fortunate to be a part of it!” — **Danielle Carroll (AeroEngr, EngrMgmt’21), Orbital Biodesign**

TOP 15

Largest collegiate entrepreneurship competitions

1,000+

Total CU Boulder startups who have participated in NVC

\$27.5 M+

Funding raised by NVC alumni

\$1 M+

NVC funding awarded to CU Boulder startups since 2017



OUR PROCESS

CONNECTION

NVC provides learning and engagement opportunities for students to develop an entrepreneurial mindset through seminars, workshops, classes, mentorship and competitive events all year. From the Idea Builder workshops to the Demystifying Entrepreneurship series, NVC connects everyone from the hard-core entrepreneur to those curious about their first steps into the entrepreneurial community.

MENTORSHIP

At our Mentor Matching events, our goal is to match the perfect mentor with each competing venture. Our mentors are excited to share their experiences and nurture the next generation of entrepreneurs forward.

COMPETITION

NVC will let the best ventures rise to the top. Utilizing our startup community, over 75 judges will identify the top ventures for the year. These ventures will pitch live for their share of over \$100,000 in non-diluted seed money. Then, our panel of seasoned venture capitalists identifies the top ten ventures to pitch to VC and angel investors for additional funding at our NVC Demo Day!



RECENT STARTUPS

PROMETHEUS
MATERIALS

\$8M Series A closed in 2022

tynt

\$8.5M raised in 2021

darwin
biosciences

Over \$7M secured in contracts

VITRO3D

\$1.5M Seed raised in 2022

LONGPATH
TECHNOLOGIES

Over \$10M raised to date

Think
Bioscience

\$17M Seed and Series A in 2022

TISSUE FORM

Over \$150K raised to date

stridetechn

Over \$500K raised to date

Ready to be an NVC sponsor? Contact Stan Hickory at hickorys@colorado.edu.



SPONSOR BENEFITS

The New Venture Challenge (NVC) has two goals: to nurture the development of tomorrow's entrepreneurial leaders and support the launch and scaling of new ventures.

Our sponsors understand and believe in supporting entrepreneurial programs like NVC to build the pipeline of future business leaders. We are actively recruiting venture capital, angel investing groups, businesses and individuals to participate in the NVC process. The idea that, together, we can build a world-class entrepreneurial ecosystem in Colorado is our mantra.

Your sponsor dollars make a difference.

Sponsorship funds college scholarships for entrepreneurial-minded high school students through our High School NVC program. Your sponsorship also provides the seed money for new ventures to impact our world. NVC is a great way to pay it forward and assure that Colorado will continue to be a startup hot spot! And heck, it just feels good to give back!

Join us.

All SPONSORS

- Your tax-deductible donation goes directly to the NVC prize pool
- Recognition at all NVC programming and on the NVC website
- Annual member dinner
- Networking events and mentorship opportunities
- VIP treatment at the annual NVC Finals
- Invitation for investors to attend the annual NVC Demo Days

\$2,500+ **STEEL SPONSOR**

100% of funds support prize money and high school scholarships

- Name recognition at the NVC Finals
- NVC branded merchandise

\$5,000+ **BRONZE SPONSOR**

100% of funds support prize money and high school scholarships

- Name recognition at the NVC Finals
- Name recognition at High School NVC events
- Logo recognition at select events
- Invited to annual investor dinner
- NVC branded merchandise

\$10,000+ **SILVER SPONSOR**

100% of funds support prize money and High School Scholarships

- Name recognition at the NVC Finals
- Name recognition at High School NVC events
- Opportunity to present prizes at High School NVC
- Logo recognition in the NVC Finals program
- Logo recognition at select events
- Invited to annual investor dinner
- NVC branded merchandise

\$25,000+ **GOLD SPONSOR**

Funds support NVC prize money and program implementation

- Premium logo recognition at the NVC Finals
- Logo recognition at all large events

- Logo recognition in the NVC Finals program
- Lead sponsor recognition at High School NVC events
- Opportunity to present prizes at High School NVC
- Opportunity to host an NVC event
- Invited to annual investor dinner
- Opportunity to interact with or lead learning sessions with Demo Day ventures
- One engagement opportunity with students, faculty or professional network interested in entrepreneurship
- NVC branded merchandise

\$50,000+ **PLATINUM SPONSOR**

Funds sustain Innovation & Entrepreneurship programming across campus

- Premium logo recognition at the NVC Finals and all other events
- Premium logo recognition at all NVC events
- Premium logo recognition in the NVC Finals program
- Premium logo sponsor recognition at High School NVC events
- Opportunity to present prizes at High School NVC
- Opportunity to host an NVC event
- Opportunity to speak or serve as a judge at the NVC Finals or present winning prizes
- Opportunity to meet with the NVC finalists
- Invited to annual investor dinner
- Opportunity to speak at the annual investor dinner
- Opportunity to interact with or lead learning sessions with Demo Day ventures
- One engagement opportunity with students, faculty or professional network interested in entrepreneurship
- Opportunity to speak at the annual Demo Day
- NVC branded merchandise



2022-23 NVC SPONSORS



*Robin and
Kevin Luff*

J.P.Morgan

PRIVATE BANK

*Robin and
Kevin Luff*



kiln.

BOLDLEGAL



Jeff Gustavson

Nancy Pierce

Marcy Tatsch



Ready to be an NVC sponsor? Contact Stan Hickory at hickorys@colorado.edu.