



ARE YOU UP FOR THE CHALLENGE?

AUSTRALIA'S PREMIER EVENT OF ITS TYPE –
THE UNIVERSITY OF ADELAIDE ENTREPRENEURS' CHALLENGE.

Sponsoring the eChallenge is an opportunity to:

- network with progressive and like-minded companies
- build business opportunities and leverage your branding
- support and encouraging the best and upcoming entrepreneurial minds in South Australia and beyond

We invite you to become a Sponsor and associate your organisation with this exciting event and the prestigious University of Adelaide brand. The eChallenge is undoubtedly growing in both popularity and stature. A great time to engage with a *very successful* activity.

eChallenge 2011

ECIC THE UNIVERSITY OF ADELAIDE

THE EVENT

The eChallenge 2011

Each year the eChallenge captures the energy of young, bright entrepreneurial enthusiasm and channels it into investment-ready early stage companies.

Participants work together in teams and to date over 480 individuals have competed. Indeed in 2010 we had a record number of 50 competing teams!

Each team that enters the competition must have at least one student member from one of South Australia's tertiary institutions, including TAFE. They must develop a Business Plan for a new, previously unfunded business concept. The concepts of most teams are full of ingenuity, creativity and diversity.

No doubt some of the entrants are initially attracted by cash and prizes on offer each year, but it soon becomes clear to them that the competition process is just as valuable as the prizes. The total value of prizes in 2010 was \$50,000.

The eChallenge offers competitors unprecedented access to top South Australian business acumen and expertise. The contestants engage in a stimulating education process including:

- a series of 10 specialised workshops conducted by experts in different fields including – assessing ideas, marketing, finance, IP, writing the plan, presentation skills
- over five months they cultivate their entrepreneurial plans, working with dedicated mentors and the teams are culled over a series of eliminations
- making important contacts with members of the business and educational community

The judges look for overall commercial viability of the business based on the quality of the opportunity, the marketability, competitive advantage and the team's strengths and weaknesses.

The winners will be announced towards the end October 2011 at a gala 'black tie' function – a highlight in the annual calendar of The University of Adelaide.

The focus of the 2011 competition is twofold:

- The best new entrepreneurial business concepts (three prizes: 1st, 2nd & 3rd)
- The most outstanding technology commercialisation proposal (one prize only)

Past winners of the eChallenge have gone on to win the national young entrepreneurs event – The John Heine Competition – and have followed up to represent Australia at the international competition in the USA - Venture Labs Investment Competition (formally Moot Corp).

THE OPPORTUNITY

The eChallenge offers sponsors a wide range of excellent and diverse returns on their investment, spread over a six month period, namely:

Networking

- Invitations for your guests at a prestigious 'black tie' Awards Dinner – late October 2011
- Invites to the annual University of Adelaide 'thank you' event in Bonython Hall
- Participation in the Venture Showcase event
- Attendance at the Sponsors Lunch
- Attendance at specialised workshops of your choice
- Other appropriate Faculty and University events

Business Opportunities

A range of potential opportunities developed via discussion including, but not limited to:

- A full day or weekend seminar for staff and /or clients, conducted by a leading academic in a specialised discipline
- One named 'scholarship' for an ECIC course promoted to your client base
- Direct 'one stop' access to University research and business development facilities
- Enhanced access to graduates for potential recruitment
- Negotiated time for an ECIC academic to contribute to company strategy development

Branding

- Name and logo on all press releases, publications, and press advertising campaign
- Signage at events
- Speaking opportunities at key events
- Editorial in Annual Report
- Exposure through Media Sponsors

Sponsorship Investment

Potential sponsors are invited to participate at one of the following levels.

Naming Sponsor (1)	\$40,000
Gold Sponsor (4)	\$10,000
Silver Sponsor (4)	\$5,000
Bronze Sponsor (4)	\$2,500

(The ECIC reserves the right to alter the final number of sponsorships in the above categories. Payments received at any time throughout 2011).

Sponsors are invited and encouraged to nominate a suitable member of staff to act as a judge at the semi final and final assessment process. We would also welcome suitable individuals to act as mentors.

SUCCESS STORIES

eChallenge winners and participants from previous years have done extremely well in further developing their business ideas. Several finalists are pursuing commercialisation opportunities for their ideas. Here are just three of those success stories.

Track To Track

Track To Track is Australia's premier racehorse trading magazine founded by an eChallenge participant and young Adelaide entrepreneur, Penny Verco. Penny was able to develop her business idea for *Track To Track* through her participation in the 2004 eChallenge. Her success in the eChallenge provided Penny with a grant which allowed her to launch her business in 2005.

Track To Track has proved immensely successful with an average monthly subscription of 12,000 readers. In May 2010 the magazine launched its 60th issue.

Pro Scales

In 2008, the Pro Scales team developed a weighing and labelling solution targeted to the food industry which, via its unique user interface, enables a more efficient and flexible method to print product and contextual information on a label. Since winning the ECIC eChallenge, the business has gone on to sell systems to a host of retailers, wholesalers and those in warehouse and packing environments, both locally and interstate.

Pro Scales are currently formalising their relationship with a worldwide distribution channel based upon these successful sales and also looking at diversifying into tailored software solutions as well as new and exciting methods of patent pending below the line advertising.

Faibelle

Faibelle sell a range of custom-made natural skin-care products and specialised skincare services exclusively in 'Faibelle' concept beauty salons.

Faibelle has a solid outlook to expand nationally and internationally in the future, after consolidating success with a replicable concept in the small and conservative South Australian Market.

THE BRAND

The University of Adelaide

Established in 1874 The University of Adelaide is Australia's third oldest university and currently ranked 4th in Australia and 73rd in the world. This brand immediately associates your company with 'excellence' being a 'Go8' University, an elite group of the eight leading tertiary institutions in Australia.

In addition The University of Adelaide is proud of its excellent teaching practices and a major player in the commercialisation of brilliant ideas, assisting various industries to be more innovative and successful.

The history and the outstanding achievements of its alumni, including 5 Nobel Prize winners and over 100 Rhodes Scholars, is part of the rich legacy The University of Adelaide has bestowed on our communities both locally and internationally.

www.adelaide.edu.au

THE DRIVER

Entrepreneurship, Commercialisation and Innovation Centre – ECIC

The organiser and host of the eChallenge, now in its ninth year, is the Entrepreneurship, Commercialisation and Innovation Centre – The ECIC.

With its roots in the Faculty of Engineering, Computer and Mathematical Sciences, the ECIC reaches out across all disciplines in the University and offers undergraduate and postgraduate qualifications in the following areas:

- Entrepreneurship
- Commercialisation
- Project Management

The ECIC's Mission is to foster innovation through entrepreneurship, commercialisation and project management, research, teaching and community and industry engagement activities.

www.ecic.adelaide.edu.au

...where imagination, creativity and knowledge produce **innovative outcomes**.



	Naming Rights 1 Sponsor \$40,000	Gold 4 Sponsors \$10,000	Silver 4 Sponsors \$5,000	Bronze 4 Sponsors \$2,500	Media	Prize Patron
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Branding

Signage at all events	✓	✓	✓	✓	✓	
Major signage at all events	✓					
Acknowledged in print and at public events	✓	✓	✓	✓	✓	✓
Referred to in all signage, press releases and publications	✓					
Logo on all printed material and website	✓	✓	✓	✓		
Exposure through media sponsors	✓	✓				
Acknowledgement in eChallenge Annual Report	✓	✓	✓	✓	✓	✓
Editorial in eChallenge Annual Report	✓	✓				
Speaking opportunity at Awards Dinner	✓					
Opportunity to provide MC for events	✓				✓	
MC acknowledgement at Awards Dinner	✓	✓	✓	✓	✓	✓

Networking

2 Seats on the head table at the Annual Awards Dinner	✓					
Guests invited to attend Annual Awards Dinner (tables of 8)	8	6	4	2	4	2
Invitation to the launch event	✓	✓	✓	✓	✓	✓
Invitation to sponsors lunch	✓	✓	✓	✓	✓	
Invitation to attend annual University Thank You Event	✓	✓	✓		✓	
Invitations to other appropriate Faculty and University wide events	✓	✓				

Business Opportunities

50% discount on a 4 hour course workshop for staff or clients to be delivered by ECIC			✓		✓	
One complimentary 4 hour course workshop for staff or clients delivered by ECIC		✓				
Complimentary Entrepreneurial Workshop delivered by ECIC for up to 20 clients or staff	✓					
One contact person as a 'one stop shop' for all university enquiries	✓	✓				
Enhanced access to undergraduate students for recruitment	✓	✓				
One named scholarship for an ECIC course to be promoted to client database	✓					
Academic staff member available for 1 company strategic development meeting		✓				
Negotiated time from academic staff to contribute to company strategy development	✓					

BREAKS its BORDERS

In 2010 the eChallenge moved beyond just representing South Australia:

- an enquiry from a MBA graduate from Paris to join a team
- a concept stage team from NSW
- a semi-final team with a member doing their MBA at Harvard University, USA
- a finalist team with two members living in Queensland – presenting at the semi-final judging day via skype



And once again in 2010 The University of Adelaide ran its very popular and successful eChallenge in Singapore at its Ngee Ann Campus.

FOR FURTHER INFORMATION:

To discuss any aspect of this Sponsorship Proposal or obtain more information please feel free to contact either:

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