

About the Host Organizations

Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies

www.zli.bus.umich.edu

The Institute actively engages the nation's most successful entrepreneurs and offers an outstanding faculty composed of both academic researchers and practitioners in entrepreneurship. Leading faculty and advisory board members all play a strategic role in providing programs that give students the knowledge and real-world experience necessary to launch entrepreneurial ventures, now or in the future. The Institute also operates in partnership with the Center for Venture Capital and Private Equity Finance, www.bus.umich.edu/CVP. Led by Professor David Brophy, each spring the Center hosts the Michigan Growth Capital Symposium for ventures and venture funding sources from across the nation.

Entrepreneur and Venture Club

www.evc-club.com

The Entrepreneur and Venture Club (EVC) is comprised of both undergraduate and graduate Business School students, who are dedicated to furthering their educational and professional goals as prospective entrepreneurs and venture capitalists. The club offers its members the opportunity to actively network with potential employers, advisors, alumni and colleagues who have entrepreneurial, venture capital, and private equity interests.

Social Entrepreneurship Panel Co-sponsors

Nonprofit & Public Management Center

www.umich.edu/~nonprofit/

The Center is a collaboration of the University of Michigan Schools of Business, Public Policy, and Social Work. The Center develops educational opportunities for professional school students, with a focus on preparing them to contribute to society through their involvement with the nonprofit and public sectors.

Net Impact Club

webuser.bus.umich.edu/Organizations/netimpact/

Michigan Net Impact's primary focus is to cultivate MBAs who wish to leverage their influence for the benefit of society, the economy and the environment. The Club equips members with tools and resources that enable them to add sustainable value in private and public enterprises.

For symposium information, visit:

www.epalooza.bus.umich.edu

Questions? Please contact Zell Lurie Institute at 615-4419 or zlicontact@umich.edu.



About the Panel Discussion Participants

Building Successful Ventures: Success Factors and Pitfalls

Eric Ersher (BBA '86), Co-Founder and Managing Partner, Zoup!

In 1998, Mr. Ersher co-founded Zoup - a quick soup restaurant company. He has overall responsibility for strategic planning, financial performance, franchise development and employee training.

Charles Fry, Vice President, Sophisticated Systems

Mr. Fry's latest startup, Aurum IT, is an Ohio-based firm focused on providing small and medium businesses with cost-effective professional IT services. In April 2005, Aurum was sold to Sophisticated Systems where he will continue to grow the business as a division of Sophisticated.

Adam Hanin, Executive Vice President Sales and Development, Varsity Group Inc., and Former Founder and CEO, Campus Outfitters LLC

In 1997, Hanin bought a bankrupt uniform company. He led Campus Outfitters out of bankruptcy and grew it to become a leading provider of uniform needs for 350 private schools nationwide. In May 2005, Varsity Group Inc. acquired the company.

Moderator: Gary Rabinovich (MBA '05), Ross School of Business

The Real Estate Entrepreneur: Mastering Opportunities for Success

Daryl Carter, CEO, CharterMac Mortgage Capital

Mr. Carter oversees a portfolio totaling more than \$10 billion in servicing and is responsible for the overall strategic direction of the company. Mr. Carter is also co-founder of Capri Capital Advisors, a mortgage banking and pension advisory firm, where he continues to serve as Vice Chairman.

Douglas M. Etkin, Principal, Etkin Equities

Mr. Etkin has been actively involved in real estate development since 1977. While at the helm of Etkin, his accomplishments have resulted in an extensive portfolio, including some of the region's most significant developments.

William Watch (BBA '75, MBA '81), President, First Commercial Realty & Development

First Commercial Real Estate was founded by William Watch and Warren Terrace in 1988. The company is a full service real estate firm providing a broad spectrum of services to institutional, corporate and individual property owners.

Lorne Zalesin (MBA '94), CEO and Founder, Bruce Building Company

From 1994-2004 Mr. Zalesin guided the building arm of Biltmore Properties. In 2004, under his leadership, Biltmore's building operation was spun out into Bruce Building Company. The company now builds about 200 homes a year.

Moderator: Anthony Ross (MBA '06), Ross School of Business

Social Entrepreneurship: Creating Value Beyond the Bottom Line

Hank Cauley, Partner, Ecos Corporation

Ecos is an Australian and U.S. consulting company that assists large corporations to integrate environmental and social considerations into their business strategies in pursuit of sustainable growth. Mr. Cauley formerly served as a management consultant at Telesis Inc. and previously led Innovative Environmental Technologies, a company he founded.

Dean Cycon, Founder, Dean's Beans Organic Coffee Company

Dean's Beans is a certified 100 % organic, fair-trade and kosher coffee roasting operation in Orange, MA. Mr. Cycon created Dean's Beans 11 years ago to prove that business can promote positive economic, social and environmental change at the third-world source and be profitable at the same time.

David Green, Founder and Executive Director, Project Impact

Project Impact is a nonprofit organization dedicated to making medical technology and health care services sustainable, affordable and accessible to all, particularly to the poorer two thirds of humanity living mostly in developing countries. Mr. Green is an Ashoka fellow and a MacArthur Fellow and is recognized by the Schwab Foundation as a leading social entrepreneur.

Barbara Kazdan, Senior Venture Entrepreneur, Co-director U.S. Program, ASHOKA

Ms. Kazdan is the founder and director of programs to promote the educational and economic advancement of disadvantaged children, youth, and adults. In 1995 she helped organize InFOCUS, an international non-profit primary eye care organization, prior to joining Ashoka.

Moderator: Karen Putterman (MBA and MS '07), Ross School of Business

Venture Capital / Private Equity: Funding Entrepreneurship

Michael Gruber, President, Keiretsu Forum - Midwest/Chicago Chapter

Keiretsu Forum is the largest North American angel investment network with 350 accredited private equity investors, venture capitalists, and corporate/institutional investors. Mr. Gruber launched the Chicago/Midwest Chapter in February, 2004.

Ted Kramer, Principal, Hammond Kennedy Whitney & Co.

Mr. Kramer joined Hammond Kennedy Whitney Inc. as Senior Associate in 2001. Prior to joining the firm, he was an investment manager at White River Venture, a venture capital fund based in Indianapolis, IN.

Vijay Parikh (MBA '82), Managing Principal, Global Catalyst Partners

Global Catalyst Partners (GCP) is a cross-border venture capital firm based in Redwood Shores, CA which was formed in 1999 by prominent investors and technologists to identify and invest in compelling U.S., European and Asian high-growth companies.

Clay Pew, Partner, Draper Fisher Jurvetson

Mr. Pew advises Draper Fisher Jurvetson (DFJ) senior management on strategic business matters as well as DFJ's venture teams on their business and investing activities. He helped lead DFJ's expansion into Canada, Russia/Ukraine, Australasia, and Texas.

Moderators: Jason Jarjosa and Nikhil Mathew (MBAs '06), Ross School of Business



entrepalooza
2005

Define Your Path

September 23, 2005

Stephen M. Ross School of Business
at the University of Michigan
Assembly Hall

Keynote Speakers:



**Bharat Desai (MBA '81),
Co-Founder, President
and CEO, Syntel Inc.**



**Dan Gilbert,
Chairman and Founder,
Quicken Loans Inc.**

For complete biographies of the panel participants, visit: www.epalooza.bus.umich.edu.

The entrepreneurial spirit is very much alive in today's economy and offers many career choices. These range from new venture creation and venture capital financing to intrapreneurship — the application of entrepreneurial leadership within an innovative corporate environment. However, choosing among these entrepreneurship paths can oftentimes be challenging.

Entrepalooza 2005 will provide audience members with the opportunity to explore entrepreneurship paths in real estate and social enterprise, as well as new venture creation and venture capital financing. In addition, audience members will have the opportunity to connect with distinguished entrepreneurial business leaders as they share insight on their choices that led them to entrepreneurial success.

Agenda

7:30 AM–8:15 AM

Refreshments, Networking and Registration

Assembly Hall

8:15 AM–9:00 AM

Welcome and Presentation of the 2005 Alumni Entrepreneur of the Year Award

Robert Dolan, Dean, Ross School of Business

Hale Auditorium, Assembly Hall

Keynote Speaker

Bharat Desai (MBA '81), Co-Founder, President and CEO, Syntel Inc.

2005 Alumni Entrepreneur of the Year Award Recipient

Mr. Desai will focus on the challenges he faced in growing Syntel from a Troy, Michigan-based IT staffing company in 1980 to a successful global IT solutions firm today with over 4,700 employees. Mr. Desai founded Syntel with his wife Neerja Sethi.

9:00 AM–9:15 AM

Networking Break and Refreshments

9:15 AM–10:15 AM

Concurrent Panel Discussions - Session I

- Building Successful Ventures
P1018, Paton Hall
- The Real Estate Entrepreneur
Michigan Room, Assembly Hall
- Social Entrepreneurship
Wolverine Room, Assembly Hall
- Venture Funding
D1273, William Davidson Hall

10:15 AM–10:30 AM

Networking Break and Refreshments

10:30 AM–11:30 AM

Concurrent Panel Discussions - Session II

(Session I panel discussions are repeated. This provides attendees with the opportunity to attend two of the four panel discussions.)

11:30 AM–11:45 AM

Networking Break and Refreshments

11:45 AM–12:30 PM

Keynote Speaker

Dan Gilbert, Chairman and Founder, Quicken Loans Inc.

Hale Auditorium, Assembly Hall

Mr. Gilbert will focus on his rise to success through the founding of Quicken Loans and the challenges he faced in leading the company's growth to become the nation's largest online retail home lender.

12:30 PM

Symposium Ends

Panel Discussions

Building Successful Ventures: Success Factors and Pitfalls

P1018, Paton Hall

There are many challenges in building and managing a new venture. Learn how these business leaders have succeeded in building successful ventures. Diverging from the traditional panel format, each presenter will focus on a specific area of new business development, including: how to create a strong company culture, strategies for getting the product to market and human resource management.

Eric Ersher (*BBA '86*), *Co-Founder and Managing Partner, Zoup!*

Charles Fry, *Vice President, Sophisticated Systems*

Adam Hanin, *Executive Vice President Sales and Development, Varsity Group Inc., and Former Founder and CEO, Campus Outfitters LLC*

Moderator: Gary Rabinovich (MBA '06), Ross School of Business

The Real Estate Entrepreneur: Mastering Opportunities for Success

Michigan Room, Assembly Hall

The Real Estate industry is increasing in popularity among aspiring entrepreneurs. This discussion will provide insight on what it takes to enter the real estate industry. Learn from a diverse group of real estate players who have weathered this cyclical industry to achieve entrepreneurial success.

Daryl Carter, *CEO, CharterMac Mortgage Capital*

Douglas M. Etkin, *Principal, Etkin Equities*

William Watch (*BBA '75, MBA '81*), *President, First Commercial Realty & Development*

Lorne Zalesin (*MBA '94*), *CEO and Founder, Bruce Building Company*

Moderator: Anthony Ross (MBA '06), Ross School of Business

Social Entrepreneurship: Creating Value Beyond the Bottom Line

Wolverine Room, Assembly Hall

Social entrepreneurs are driven, creative, professional individuals who rework traditional business models in order to create value for their shareholders and stakeholders in areas such as the environment, education, health and community. This panel will explore how to develop a socially and environmentally friendly supply chain while bringing a benign product to market and raising enough capital to succeed.

Panel Co-sponsors: U-M Nonprofit & Public Management Center and Net Impact Club

Hank Cauley, *Partner, Ecos Corporation*

Dean Cycon, *Founder, Dean's Beans Organic Coffee Company*

David Green, *Founder and Executive Director, Project Impact*

Barbara Kazdan, *Senior Venture Entrepreneur, Co-director U.S. Program, ASHOKA*

Moderator: Karen Putterman (MBA and MS '07), Ross School of Business

Venture Capital/Private Equity: Funding Entrepreneurship

D1273, William Davidson Hall

This panel will feature angel, venture and private-equity investors. These specialized investors will discuss the attributes of successful investing in entrepreneurial endeavors of various sizes and industries. The panel will also discuss important factors they look for in companies, including: management capability, investment size, company stage, industry and region.

Michael Gruber, *President, Keiretsu Forum - Midwest/Chicago Chapter*

Ted Kramer, *Principal, Hammond Kennedy & Whitney*

Vijay Parikh (*MBA '82*), *Managing Principal, Global Catalyst Partners*

Clay Pew, *Partner, Draper Fisher Jurvetson*

Moderators: Jason Jarjosa and Nikhil Mathew (MBAs '06), Ross School of Business

About the Keynote Speakers

Bharat Desai, (MBA '81), Co-Founder, President and CEO, Syntel Inc.

Under Mr. Desai's leadership, Syntel has grown over the past 25 years to become a leading global IT services company. Syntel now employs over 4,700 people in offices strategically located throughout North America, Europe and Asia, as well as from fully networked Global Development Centers in the U.S. and India. With Mr. Desai at the helm, Syntel has been profitable since its inception in 1980 and today has a market capitalization in excess of \$660 million. Mr. Desai also serves on several boards and lends company support to various community and charitable organizations. Mr. Desai holds a Bachelor of Technology degree in Electrical Engineering from the Indian Institute of Technology and an MBA from the University of Michigan.

Dan Gilbert, Chairman and Founder, Quicken Loans Inc.

As the head of Quicken Loans Inc., Mr. Gilbert oversees Quicken Loans, Rock Financial and Title Source. He is also majority owner of the Cleveland Cavaliers NBA basketball team. Quicken Loans closed approximately \$12 billion in residential mortgage loans in 2004 and has more than 3,000 employees. It is ranked the nation's largest online retail home lender by National Mortgage News. Mr. Gilbert founded the company as Rock Financial in 1985 and grew it into one of the largest independent mortgage banks in the country. In 1988 he took the company public and in 1999 began offering home loans via the Internet. In December 1999, Gilbert sold the company to Intuit Inc., maker of Quicken and TurboTax software, at which time the name was changed to Quicken Loans Inc. In 2002, Gilbert led a small group of private investors and purchased the Quicken Loans subsidiary back from Intuit. The now privately held company maintains the Quicken Loans brand name. Mr. Gilbert received an undergraduate degree from Michigan State University, a law degree from Wayne State University and is a member of the Michigan State Bar.