

ABOUT ZELL LURIE INSTITUTE – Company Information

The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies aims to develop and enhance the entrepreneurial skill set and mindset of tomorrow's business leaders. While entrepreneurial skills can be leveraged in a variety of business settings, they are most effectively learned in an entrepreneurial environment. That is why the Zell Lurie Institute augments Michigan's business courses by placing MBA student interns and project teams inside small, high-growth companies where they work on real problems with real people in real time.

As a part of the Michigan MBA program, each spring first-year students are assigned to MAPs, multidisciplinary action projects, at host companies. Student options for placement include entrepreneurial startups, traditional corporations, or non-profits in domestic or overseas settings. Over a seven-week period, MAP teams execute high-level management assignments, such as developing business plans, identifying new product opportunities and formulating strategies for market entry.

Through the Marcel Gani Internship Program, entrepreneurial graduate students spend 12 weeks during the summer at start-ups and early-stage companies, to participate in their planning and execution. These companies benefit from the students' management expertise and strategic recommendations they otherwise might not obtain. Stipends to offset the cost of hiring this talent are distributed to host companies by the Zell Lurie Institute at the mid-point of the internship.

The \$3.5 million Wolverine Venture Fund (WVF), operated directly out of the Ross School of Business, invests in collaboration with other professional funds, in early-stage, emerging growth companies. The Fund is one of the world's first venture capital funds where students are partners in the investment decision-making process. The WVF's 18 MBA participants seek, screen and negotiate investments. In October 2004, the Fund realized its first IPO with IntraLase, which returned over \$1M.

The Zell Lurie Institute hosts several major public symposia each year. *Entrepalooza* and *Emerging Industry* symposia cover a range of entrepreneurial topics and connect individuals with the latest in emerging technology developments. The *Michigan Growth Capital* symposium is the Midwest's leading conference where hundreds of cutting edge companies and venture capitalists from around the country make connections. In the 24-year history of the symposium over \$800M has been raised by presenting companies.

The Zell Lurie Institute serves as a conduit to world-class researchers in diverse University of Michigan top-ranked schools and colleges including medicine, public health, engineering, computer science and law. In fiscal year 2004 alone, research expenditures at Michigan topped \$752M, one of the largest amounts spent by any U.S. university.

PROCURING BUSINESS EXPERTISE

"Interns bring newer, greater knowledge about resources, and their technical skills are usually more proficient than ours. This allows our team to leverage their time more efficiently and effectively by pursuing higher-level activities, such as prospecting for new deals and meeting with the principals who can influence the outcome of a transaction." David Bowe, President and CEO, Ascendant Solutions

GAINING A FRESH PAIR OF EYES

"When you are going at the speed of a startup, unless you have a fresh pair of eyes looking at your business, you can easily miss something of strategic importance. The Zell Lurie Institute had a great deal of impact on our company in the beginning because we didn't have much business experience. The Institute's role has evolved into providing feedback that has helped us refine our business operations." Kalyan Handique, Co-Founder and Chief Technology Officer, HandyLab

Please contact the Institute at 734-615-4419 or visit the website at www.zli.bus.umich.edu.