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Zell Lurie Institute’s Annual Entrepreneurship Symposium to Provide Direction for Successfully Forging an Entrepreneurial Path

Groupon Co-Founder and University of Michigan Alumnus Brad Keywell to Keynote Entrepalooza 2011

Ann Arbor, Mich. – Sept. 6, 2011– Building on its established reputation as a driving force in the entrepreneurial and innovation communities in Michigan and beyond, The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies at the University of Michigan Ross School of Business, will host its annual entrepreneurial symposium, Entrepalooza, on Sept. 16 at the University’s Blau Auditorium. This year’s event theme, The Path Forward, will cover how to advance new business ventures and support entrepreneurial thinking through panel discussions, keynote presentations and networking.

The public symposium brings together the best and brightest members of the business community and leaders in entrepreneurship and venture capital to share the secrets behind their success with students, alumni, faculty and members of the broader business community. The robust program explores opportunities for innovation and entrepreneurial success, and in this spirit, there will be a Business Model Competition sponsored by the Ross School of Business Entrepreneur and Venture Club the day before Entrepalooza. During the competition, five student teams will have 90 seconds to pitch a business plan, followed by a 90 second Q&A session with a panel of experienced entrepreneurial professionals.

The formal program will begin at 9:00 a.m. with a keynote address from Brad Keywell, co-founder of deal-of-the-day website Groupon, which in June filed initial paperwork with the Securities and Exchange Commission to go public. University of Michigan BBA ’91 and JD ’93 and a serial entrepreneur, Keywell will tell the story behind the multiple business ventures he has created and provide insights on taking risks and turning visions into success. Following his keynote, Thomas Kinnear, Executive Director of the Zell Lurie Institute, will present Keywell with the Alumni Entrepreneur of the Year Award, a prestigious recognition that honors significant contributions to the entrepreneurial community by a Ross School of Business graduate.

The remainder of the program includes multiple networking opportunities, as well as several panel presentations that will bring together local business and venture capital executives to provide expert advice on key business development and funding topics. These include:

- Getting Started: Making an Idea Reality
- Growing a Company: How a Startup Becomes a Business
- Inside the Mind of a VC: How They Look at Startups
- Entrepreneurial Careers: Innovating in Startups, Corporations and Beyond

Entrepalooza is co-presented by the Ross School of Business Entrepreneur and Venture Club and the School’s Zell Lurie Institute for Entrepreneurial Studies. The public symposium is free to attendees. For more information or to register to attend the event, please go to http://www.epalooza.bus.umich.edu/. To receive live event updates or share your thoughts from the symposium, use hashtag #epalooza on Twitter.

About the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies / Center for Venture Capital & Private Equity Finance at the Ross School of Business at the University of Michigan
The Institute and its Center for Venture Capital and Private Equity Finance bring together a potent mix of knowledge, experience and opportunities from the front lines of entrepreneurship and alternative investments. The student learning experience is further enhanced through internships, entrepreneurial clubs and organization and events that serve to provide viable networks and engage the business community. The School's three student-led investment funds, with over $5M in management, immerse students in the business assessment and investment process. Members of the Advisory Board include Samuel Zell, Chairman of Equity Group Investments; Michael Hallman, former COO of Microsoft Corporation; and Eugene Applebaum, Founder of Arbor Drugs, Inc. For more information, visit the Institute at www.zli.bus.umich.edu.