University of Michigan’s Zell Lurie Institute Unveils Lineup for Annual Entrepreneurial Symposium

Entrepalooza 2009 to Feature Keynote Presentations and Panel Discussions that Reflect a New Time for Entrepreneurship

Ann Arbor, Mich. – Sept. 8, 2009 – Continuing to bring together members of the business community and leaders in entrepreneurship and venture capital, The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies at the University of Michigan Ross School of Business will host Entrepalooza, its annual Entrepreneurial Symposium, on Friday, Sept. 18 from 7:30 a.m. – 1:30 p.m. at the U-M Ross School of Business, Blau Auditorium. This year’s event, which also marks the 10th Anniversary of the Zell Lurie Institute, will offer attendees inspirational business success stories from Fortune 100 executives and venture capital leaders, as well as unique insight into emerging trends such as social entrepreneurship and alternative financing.

The public symposium brings the best and the brightest business minds to the University of Michigan campus in Ann Arbor to share the secrets behind their success with students, alumni, faculty and members of the broader business community. Networking opportunities are also built into the program to enable newly minted entrepreneurs the opportunity to make personal contacts with potential backers and future clients.

Entrepalooza will open with a keynote address from Roger Frock (MBA ’59), author of Changing How the World Does Business: FedEx’s Incredible Journey to Success - The Inside Story. Frock will share his remarkable story of being a member of the founding team of FedEx and the rise of FedEx from a fledgling start-up with an innovative idea to a company with annual revenues of $30 billion as a model of entrepreneurial success against the odds.

The closing address will be delivered by venture capital and software industry veteran, Ravi Mohan (MBA ’96), managing director of Silicon Valley-based Shasta Venture, who will share his insights on how and when to get funded, business trends and good business practices. Prior to co-founding Shasta Ventures, Mohan was a general partner at Battery Ventures where he led eight investments and served on the boards of 12 software and technology-enabled service companies. An active entrepreneurial advocate, Mohan helped found the Silicon Valley Chapter of the Indian Venture Capital Association (IVCA) to leverage entrepreneurial activities between India and America, and he is an active Charter Member of The Indus Entrepreneurs (TiE).

The theme of this year’s symposium is “A New Time and a New Home for Entrepreneurship” and the event will also host four panel discussions on the following topics:

- Launching and Growing Your Business
- Financing Your Business
- The Social Entrepreneurial Revolution
- Local Resources for Start-ups

Panelists will include entrepreneurs, business executives and venture capitalists from organizations such as Lumen Legal, NextHop Technologies, Chemir Analytical Services, Biotechnology Business Consultants, Apex Venture Partners, Nth Power, Comerica Bank, Gerding Edlen Sustainable Solutions, Grassroots Business

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/.

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 two student-led investment funds, with over $3M 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.

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