CAMPUS-WIDE ENTREPRENEURIAL NETWORKING & GUEST SPEAKER

Wednesday, November 2, 2005. Room D1270, Ross School of Business

5:45 pm - Mingle ‘n Match: Pizza & Power Networking for entrepreneurial student teams

7:00 pm - Guest Speaker: Darius Bikoff, Founder & CEO of Glaceau (producer of Vitaminwater)

Are you looking for team members to help develop your business idea? The Zell Lurie Institute and Entrepreneur and Venture Club are holding a “Mingle ‘n Match” power networking session for you to promote your concept to others across many disciplines at U-M. We hope this will help facilitate the formation of student teams in order to take part in the Michigan Business Challenge, Dare to Dream Grant Program, intercollegiate business plan competitions, and to launch their businesses.

This is a great opportunity for ANY student who wants to join a business planning team, or for those who have a concept or company that needs team members. Dress is business casual and free pizza will be provided to all!

We will prepare an overview handout for all the concepts that will have their founders in attendance. To be included in this handout, please script a brief statement of your concept that is UNDER 75 words. Generally, a good format to follow is the following:

For ... the ideal customer
Who ... has the this problem
Our product is ... a product category (e.g. software application, marketing tool)
That ... provides a specific solution with one or two important benefits
Unlike ... the competitors
Our product ... has the key differentiator

Include this 75-word description of your company, your team/business name, current team members’ names, and one main contact name, phone, and email to be distributed to everyone. Please submit this information to teambuilding@umich.edu by Monday, October 31, at noon.

Please arrive to room D1270 (Davidson Hall of the Ross School of Business) by 5:25pm on November 2 to set-up for this session. There will be no formal pitches, nor any tabletop area for you to distribute materials; this is strictly an opportunity for students to talk peer-to-peer about each others’ ideas.

Afterward, be sure to attend an excellent presentation by Darius Bikoff as part of the Entrepreneur and Venture Club (EVC) speaker series. Students will be able to listen and ask questions to guest speaker Darius Bikoff, Founder and CEO of Queens, N.Y.-based Glacéau, which makes and sells 700 million bottles of Vitaminwater, Smartwater, and Fruitwater a year. Bikoff says he got the idea for Vitaminwater while eating a vitamin C wafer. Vitaminwater launched in 2000 and was a crossover success, appealing to customers outside the health-food niche. There will also be special give-a-ways of Vitaminwater at the presentation.

For more details on any of the above mentioned programs, please visit our website at www.zli.bus.umich.edu. Thank you!