

Zell Scholars

Program Introduction

2014-2015

Program Mission:

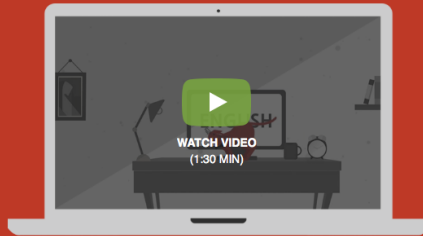
The **Zell Scholars Program** is designed to be a unique, *applied* entrepreneurial experience for a select number of Kellogg MBA students with a passion for new business creation. The program combines *resources*, *mentoring*, *experiences* and *community* to support student-entrepreneurs as they develop, launch and grow their ventures.

Zell Scholars are known not just for their intellect, drive and entrepreneurial passion - but also for their humility, collegiality and inherent desire to support others.

Designed to help students
make their businesses as
market-ready and
fundable as possible by the
time they graduate.

So far, so good.

Zell / has raised over
\$2M to-date



English Sentence Correction Service

92,128 Chats were corrected by 482 Native English Speakers

TRY IT FOR FREE! ➔

*no credit card needed

ChattingCat's English native speakers are from the U.S. and the U.K.
Average response time for the last 24 hours: 4 min 9 sec.



Access private tutors

Native English speakers are ready to help you — 24/7!



Save time with instant corrections

Get help with your English sentences in real time.



Learn from your mistakes

Learning from your own mistakes helps you improve your English faster.

A New Way To Buy a Luxury Watch

by Leonard & Church

Home Updates 7 Backers 3,463 Comments 454

New York, NY Fashion

Funded! This project was successfully funded on August 22.



3,463
backers
\$470,279
pledged of \$75,000 goal
0
seconds to go

Project by
Leonard & Church
New York, NY
First created - 1 backed
Has not connected Facebook
leonardandchurch.com

LEONARD & CHURCH

- a new way to buy a luxury watch -

Share 2,827 Tweet Embed

No middlemen. No retail markups. An obsessive focus on the details. A new way to buy a luxury watch.

THANK YOU FOR ALL YOUR SUPPORT AND ENCOURAGEMENT DURING THIS KICKSTARTER CAMPAIGN - WHAT A RIDE. YOU CAN CONTINUE TO FOLLOW OUR STORY OR PLACE A PRE-ORDER AT WWW.LEONARDANDCHURCH.COM.

FOR ALL BACKERS: PLEASE KEEP AN EYE OUT FOR THE

Pledge \$2 or more

55 backers

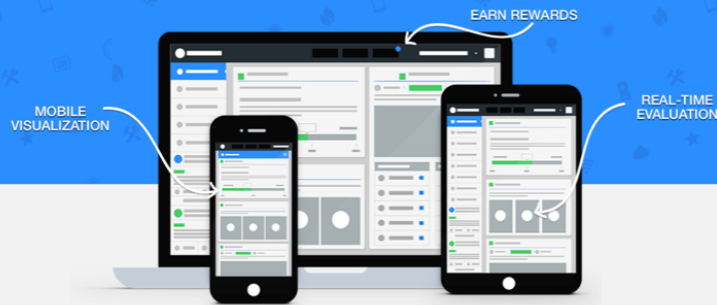
Help launch the brand and receive a special acknowledgement on the website!

Estimated delivery: Nov 2014

Pledge \$70 or more

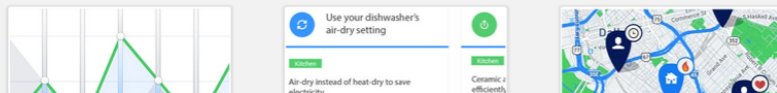
take control of your electricity bill

SAVE MONEY, ENERGY AND PEACE OF MIND



Stop Wasting, Start Saving

Engage with MeterGenius to understand your electricity use, learn how to be more efficient, and compare your use to neighbors.



A System As Mobile As You Are

With advanced satellite and mobile platform technology, FourKites puts the power of real-time tracking through the supply chain right in your hands. So you can stay connected at every point of the delivery.

Streamlined Communication? Real-Time Efficiency? That's A Switch For Logistics.

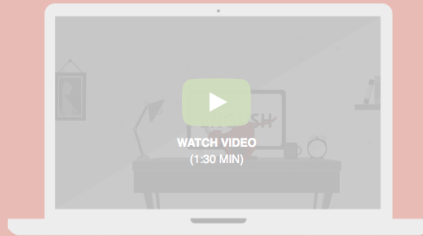
Trading partner integration in logistics is not only expensive but it lacks a realtime element to it. Without that element, you're facing the prospect of making a decision based on skewed factors. FourKites addresses that with an intuitive experience that converts truck positions into real-time, actionable data.

people we help

SHIPPERS

3RD PARTY LOGISTICS PROVIDERS AND BROKERS

ASSET-BASED TRUCKING COMPANIES



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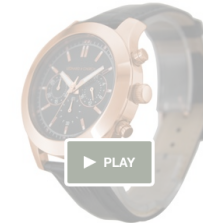
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See full bio Contact me

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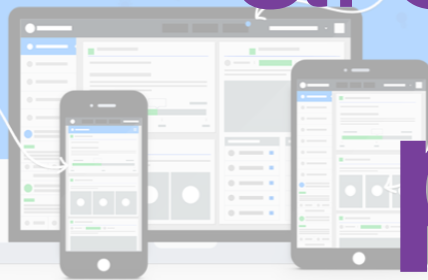
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MOBILE VISUALIZATION



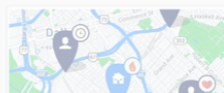
REAL-TIME EVALUATION

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Air-dry instead of heat-dry to save electricity



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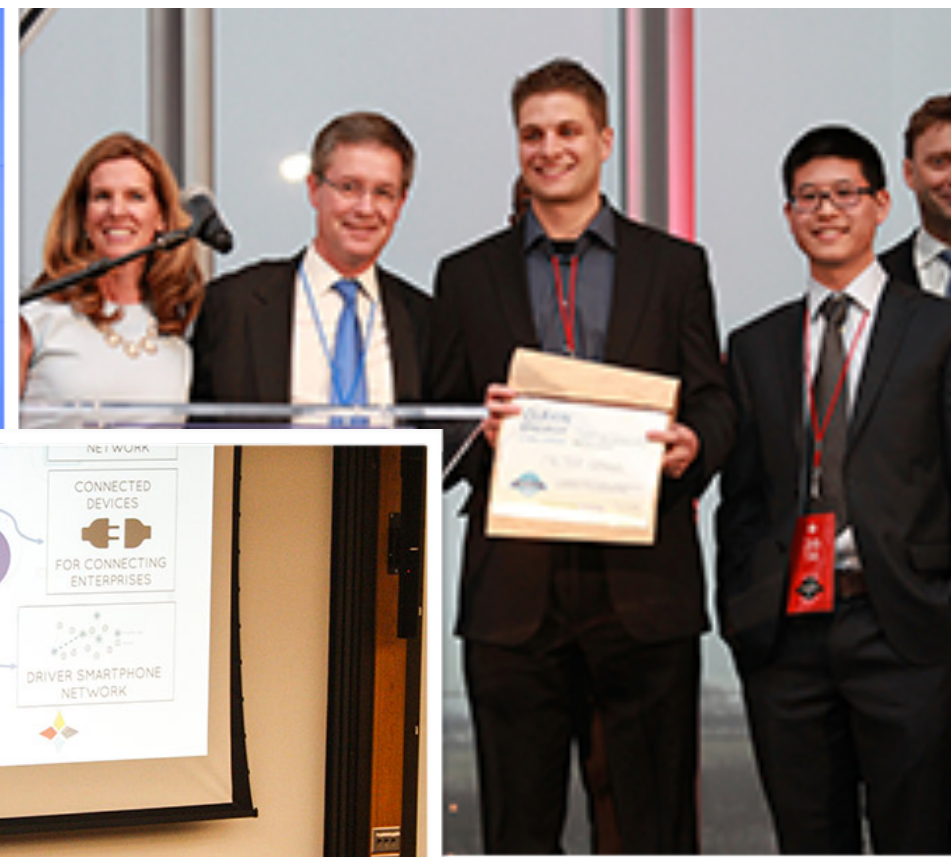
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VLIC VENTURE LABS
INVESTMENT COMPETITION
THE UNIVERSITY OF TEXAS AT AUSTIN™



Awards &

Grants



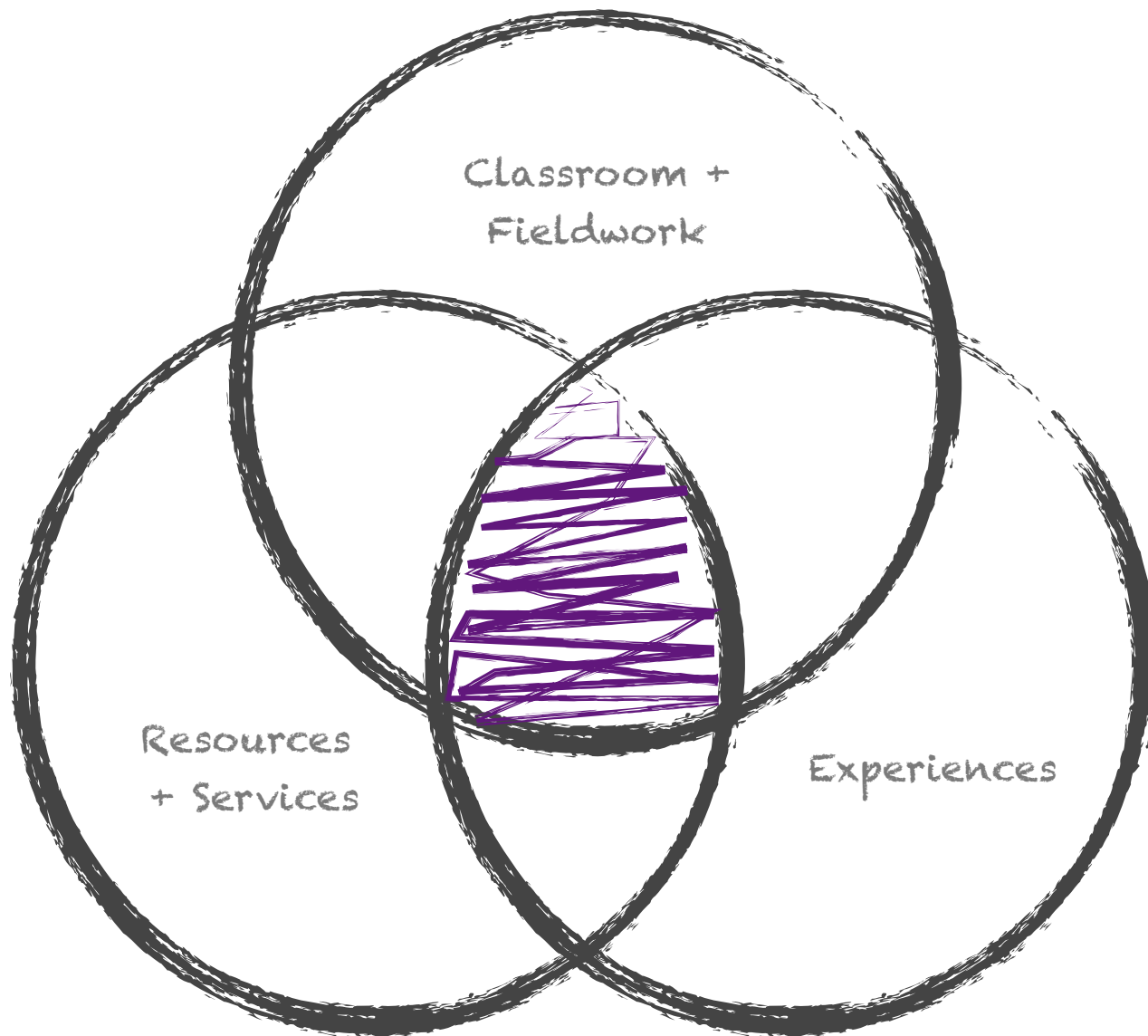
Awards, Honors & Grants

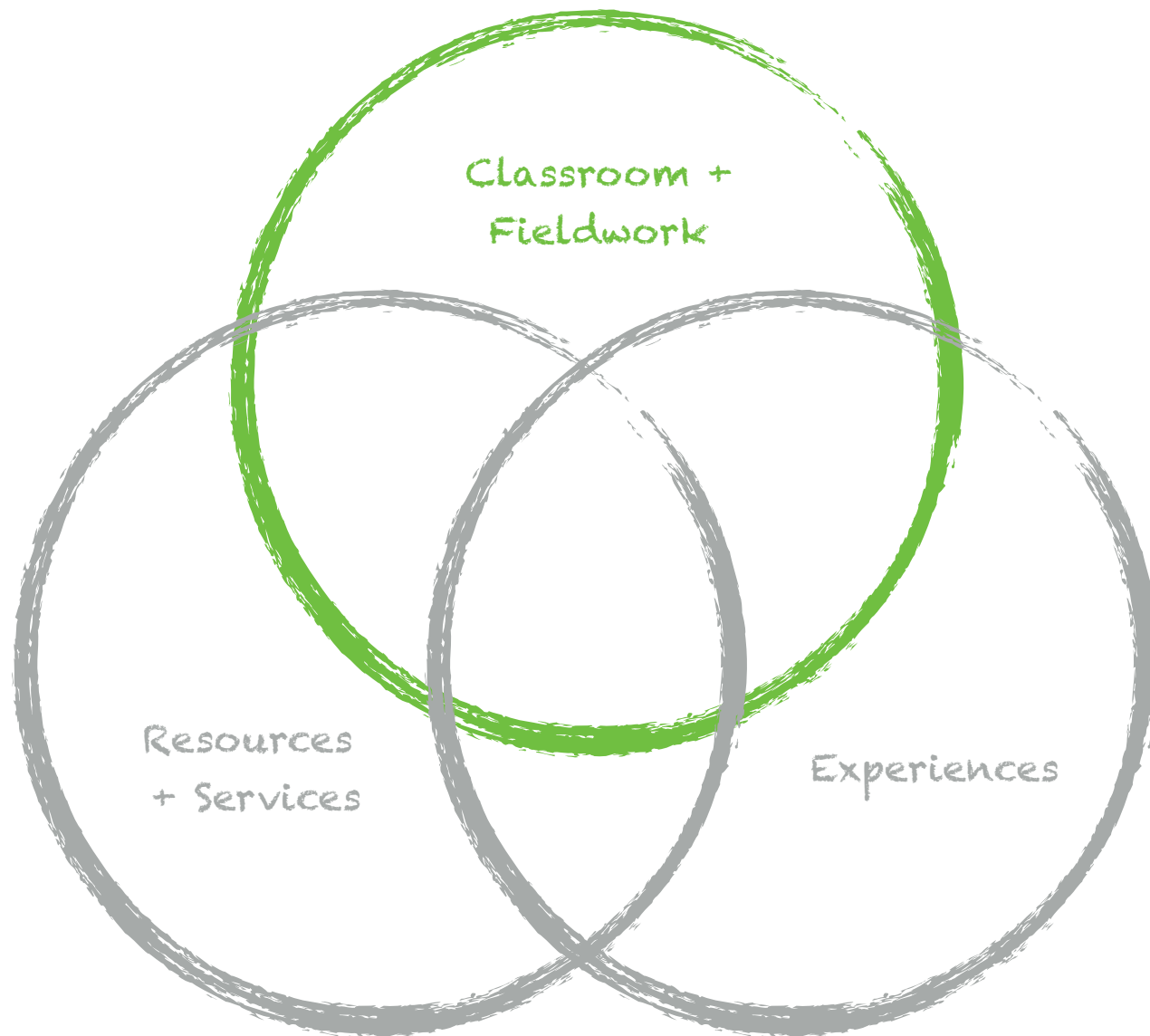
- **Winner:** University of Texas Global Venture Labs Investment Competition
- **Winner:** Northwestern University Venture Challenge– Medical Category
- **Winner:** Stanford University BASES Product Showcase - Medical
- **Winner:** University of Oregon, New Venture Championship – Best Business Plan (Runner-up Overall)
- **Winner:** UManitoba Stu Clark Investment Competition – Medical (Second Overall)
- **Winner:** Rice Business Plan Competition – Women’s Health Award (Fourth Place Overall)
- **Winner:** BME Innovation, Design, and Entrepreneurship Award
- **Winner:** Toyota Net Impact Award
- **Winner:** NU Venture Challenge (Business Services Category)
- **Second Place:** NU Venture Challenge (Consumer Category)
- **Winner:** Arch Grant in St. Louis
- **Second Place:** NU Venture Challenge (Energy Category)
- **Winner:** McCaffrey Interests Prize (Chicago)
- **Awarded** KETI Grant for Educational Technology
- **Accepted** in to an Accelerator Program in Arizona
- **Awarded** KETI Grant for Educational Technology
- **Second Place:** NU Venture Challenge (Business Services Category)



The bar is **High.**

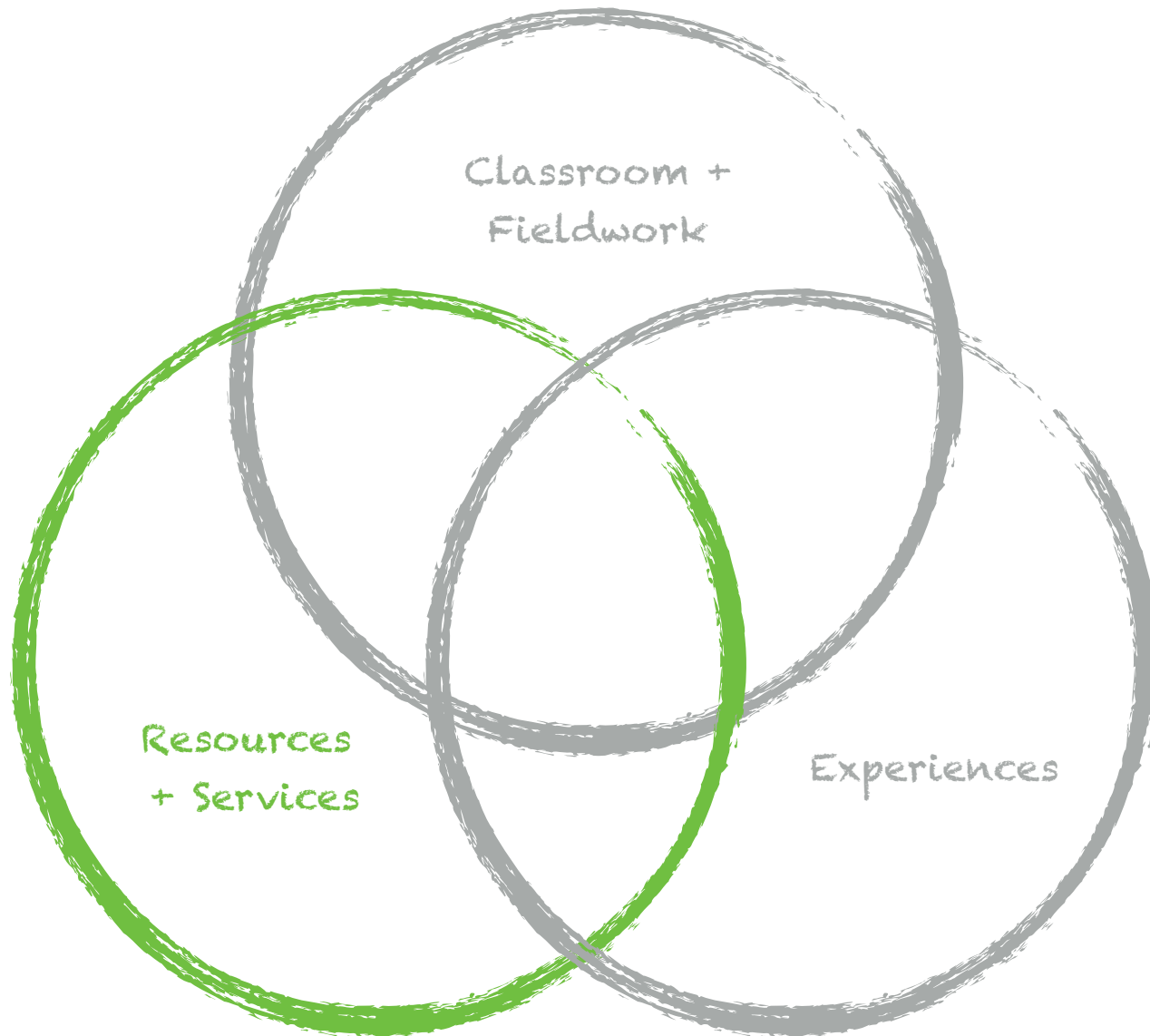
Program Overview





Classroom + Fieldwork

- Meant to serve as a compliment to coursework (*Not for academic credit*)
- Help choose an academic track that supports/compliments entrepreneurial goals
- Possibility for Independent study
- Other

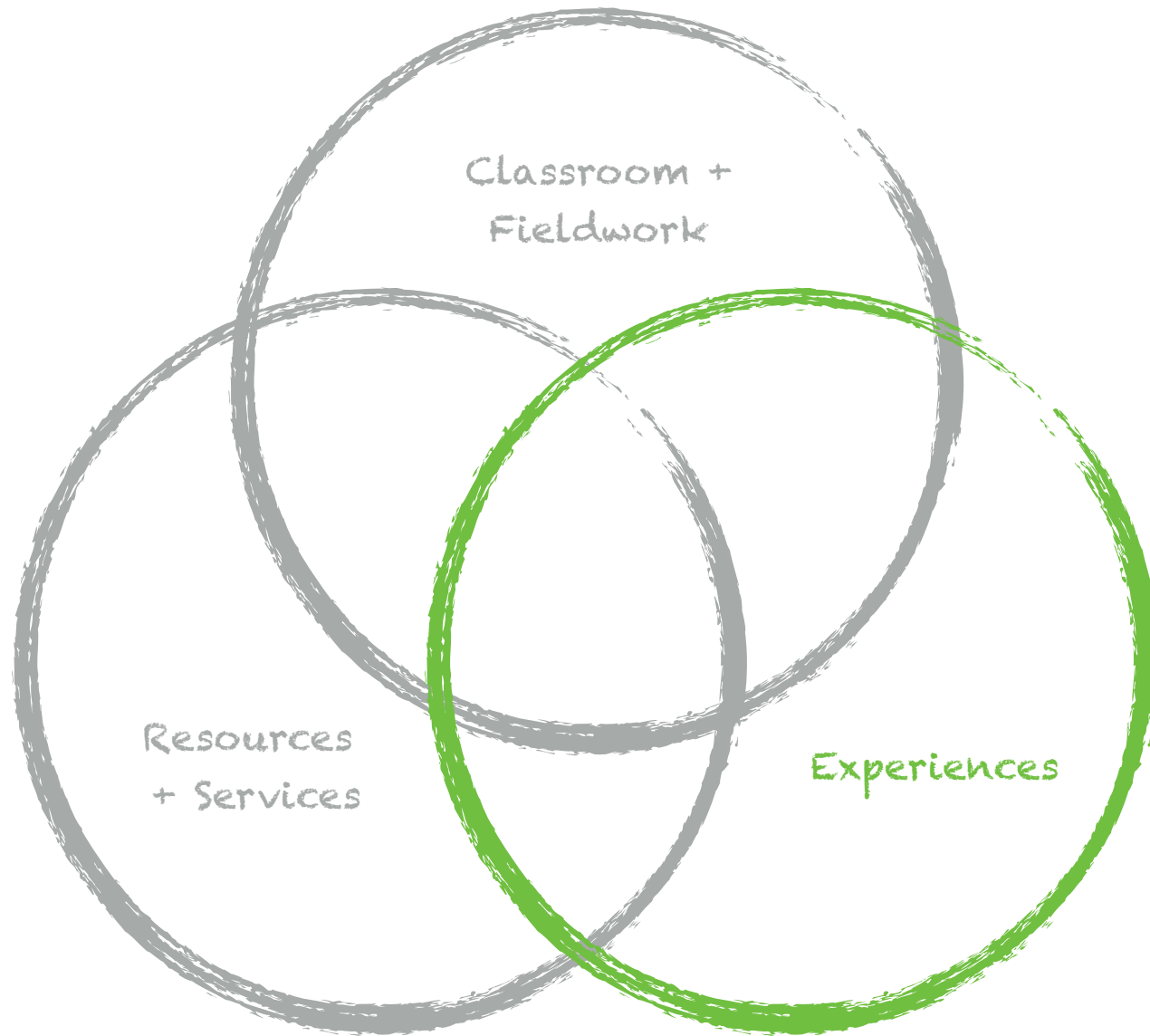


Resources + Services

- (\$) Support for business services and contractors
- (\$) Travel, conference and meeting costs
- (\$) Software/hardware and other materials expenses
- *(Does not include expenses for non-business items)*
- (\$) SME Office Hours
- Matched Mentoring

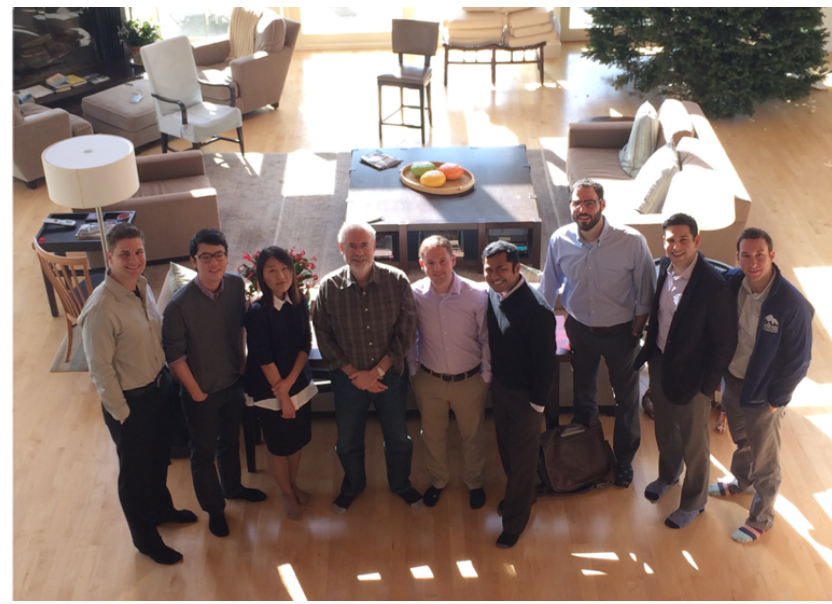
Resources + Services

- Each scholar granted a services budget of **\$4,000 per quarter** (\$8,000 total)
- Additional funds are available for certain Scholars based on performance, need and momentum (*this will be evaluated on a case-by-case basis*)
- Possibility for additional funding
- KSM has relationships with certain providers, but the decisions on who to use is up to you
- More detailed guidelines regarding this portion of the program will be shared upon acceptance



Experiences

- Sponsored trek to the bay area
- Meetings with Sam Zell and other notable entrepreneurs
- Events with Zell Scholars Council Members
- Events and networking with IDC group (Israel)
- **NEW:** Trek to Israel (Spring Break)
- **NEW:** X-Zell Workshops at Kellogg (June)
- **NEW:** Startup “Immersion”
- **NEW:** SME Office Hours
- (Others to be added)



Past Zell Scholars Council Members

Chuck Templeton

Founder, OpenTable

Managing Director, Impact Engine

Director, Task Rabbit, GrubHub

Gregg Latterman

Founder and President, Aware Records

Gabe Greenbaum

Venture Capitalist, Pritzker Group

Linda Darragh

Professor and Director, Kellogg Innovation and Entrepreneurship Initiative

David Schonthal

Professor of Entrepreneurship and Innovation



Application and Selection

[Calendar Title]

January 2015

Application Process

Timing	Activity
October 3	Program Overview Presentation
October 17	Application Deadline (at 5PM)
October 28 and 29	Finalist Interviews
October 31	Scholars Selected
November 2	Zell Scholars Intro Meeting
November 23-25	Trek to the Bay Area
January 3	"Official" Program Start

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[Calendar Title]

January 2015

Other Key Dates to note

March 21-29 (Israel Trek)

June 8 and 9 (Hosting IDC in Chicago + Meetings with Sam Zell)

Selection Criteria

1. Academic performance
2. Track record in entrepreneurial endeavors
3. Coach-ability
4. Resourcefulness
5. Leadership qualities
6. Need/problem they have identified in the market
7. Progress to-date with current business/venture
8. Involvement/role of a team in their business (*if applicable*)
9. Demonstration of follow-through and commitment to projects (especially in uncertain conditions)
10. The merits of the “Discovery+Development Plan”^{*} proposed as part of the application process

Requirements

- Open to full-time students only
- Must be in your 2nd year of a 2-year program
- 1Ys, JDMBAs and 2nd year MMMs are all eligible
- Must have more than an “idea” to participate
- Eligible students may be Co-Founders of teams that include *non-KSM* students (or non-eligible KSM students)

Ideal Candidates

- Are Founders or Co-Founders of a startup
- Have made *material progress* on the development of their venture to date. Ideally this includes having put in the work to assess “viability” and product-market fit.
- Are committed to launch
- Are community-oriented
- Will add *value* to the community

**We take this program
very seriously.**

(And expect that you will do the same)

Expectations

- Expected to uphold specific standards and requirements throughout the academic year in order to remain part of the program
- Expected to participate in programming, events and meetings (*Monthly meetings, working sessions etc.*)
- Expected to be an active member of the Zell community (both before and AFTER graduation)
- Expected to help the *community* - “give more than you get”
- **Note:** Just because you are “**selected**” as a Zell Scholar, does not mean you will “**graduate**” as a Zell Scholar.

Commitments

- **Weekly** Progress reports and updates
- **Weekly** *Optional* working sessions
- **Monthly** Individual Check-ins
- **Twice-Quarterly** Scholars Meeting
- **Mid-Program** Presentation and milestone review