

## Event Sponsor

**Banner Bank** is our Event Sponsor, graciously donating towards prizes and refreshments for the evening. For more than a century, Banner Bank and its employees have been committed to being the best provider of financial services in the Northwest.

## Our Benefactors

We can't say enough about our friends. More than their donations of cash and time, they passed on their wisdom to our students.

### **Inventive Spark**

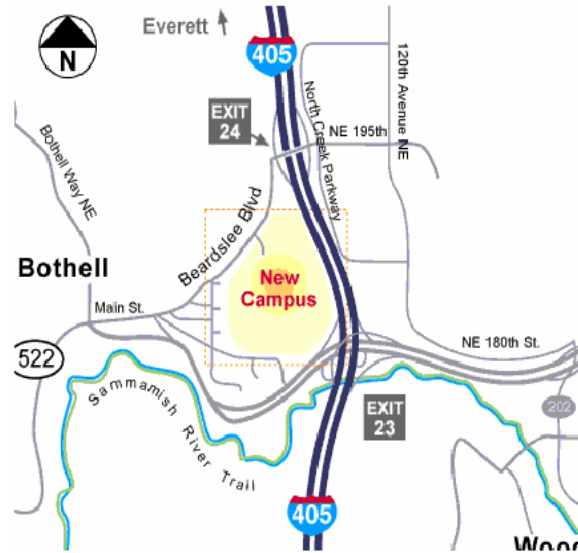
IP Attorney Kyle Flindt has donated legal consultation to the winners of the final evening of Hell Night.

### **Rodger Kohn P.S.**

Corporate attorney Rodger Kohn has donated legal consultation to the winners of the final evening of Hell Night

### **enVenture**

Over 100 strong, this 501c3 network for entrepreneurs span across a number of industries, both high tech and low tech. Starting with UWB alums, it now includes students, alumni, and professionals from other locations.



- From I-405, take the Beardslee/195th Exit (Exit #24) and proceed to the stop light at the end of the exit ramp.
- Go west on Beardslee Boulevard (a right turn if traveling south, a left turn if traveling north).
- Go approximately 1/4 mi; the campus entrance is on the left side.
- Avoid going into the first parking structure. Instead, go straight through the intersection. The road rings around the campus for about 1/5 mile. You'll see another parking structure.
- Park there and pay the \$3 fee at the parking machine on level 2 near the stairs. Walk the corridor between the two UWB buildings, past the library, and turn right at the UWB Bookstore. Enter the North Creek Café.

*Alan Leong  
Univ of Washington, Bothell*

18115 Campus Way NE  
Bothell, WA 98011-8246

PH 425-352-3259  
FX 425-352-5216

leonga@u.washington.edu

# Hell Nights

**5:40 pm - 7:45 pm**  
**March 11 & 13**  
**At the UWB**  
**North Creek Café**

**Sponsored by**



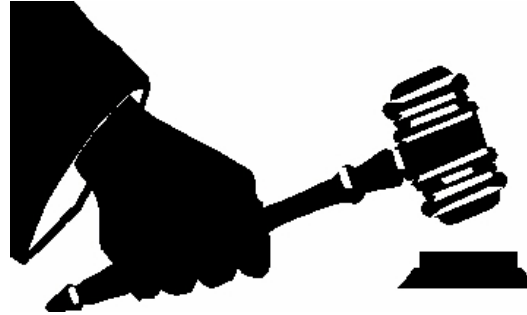
## The Pitch

10 teams are part of the Entrepreneurial Seminar. Each team is preparing their elevator pitch and business plan. They need you to be their *Hell Night Critic* to prepare them for that which lies ahead:

- A UWB Competition with a presentation & awards
- You may witness some first small steps towards an actual launch.
- The winning team will receive a special prize – you will help choose the winners.

The teams contain some of our hungriest students. Former students have launched 37 companies ahead of them. Help prepare the future leaders of the Puget Sound in this dynamic exchange. You can do this only here...at the Center for Student Entrepreneurship at UWB.

## The Class



The students in this course have a passion and they know what to do with it. They want to be a part of something great.

The students must be part of a venture that intends to launch. “Air guitar” is not allowed, the students cannot participate in a “fake” plan.

The students must demonstrate a workable business model. Moreover, they must present complex material with surpassing ease.

## Agenda

**Location:**  
**North Creek Café**  
(Near the UWB Bookstore)

5:40 – 6:15 *Elevator Pitch*  
- 10 teams based at 10 stations  
- Guests receive play money  
- Each team tries to sell their ideas  
- Guests allocate their play money between teams  
-The winning team has the most money

6:15 – 6:30 *Break*  
- Students informally mill around and collect feedback from critics

6:30 – 6:50 Center for Student Entrepreneurship

6:50 – 7:45 *Winning Presentation*  
- The Winner is crowned and pitches before the entire audience.