

INTERNATIONAL

BusinessModel

COMPETITION

SPONSOR PACKET

2017



2017 IBMC to be Hosted in the Heart of Silicon Valley

Keynote Speaker:
Ash Maurya

Author of Running Lean
Creator of Lean Canvas

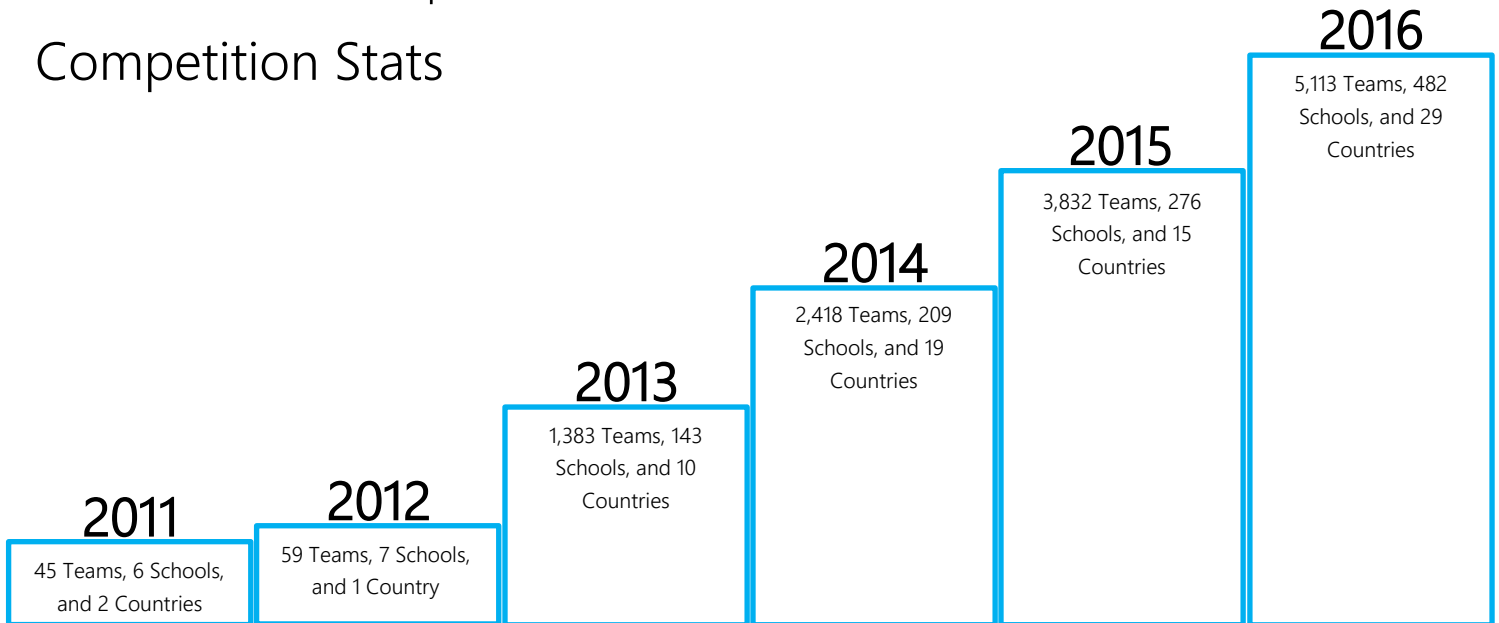
IBMC 2017
May 11-12
Computer History Museum
Mountain View, CA

INTERNATIONAL BusinessModel COMPETITION

Partner with the **competition** that is **championing**
the principles of **lean startup**
around the world

The International Business Model Competition, founded by BYU and cohosted by Harvard, is *the first and largest lean startup competition in the world*. This unique student competition requires active identification and validation of crucial business model hypotheses rather than the writing of a static business plan, talking to customers outside the building rather than gathering secondary data inside the building, applying customer development rather than relying on product development, and "pivoting" or changing course rather than executing on the plan. **The IBMC's primary aim is to educate and inspire smarter and more successful entrepreneurs.**

Competition Stats



Success Stories



SimpleCitizen

-4th Place, IBMC 2015
-Y Combinator startup accelerator
-\$1M in funding



-1st Place, IBMC 2013
-R/GA Techstars Accelerator
-\$24M in funding



-2nd Place, IBMC 2013
-Made deal on Shark Tank
-30,000 retail locations worldwide



-3rd Place, IBMC 2012
-Amplify.LA Accelerator
-\$9M in funding

Past Judges



Steve Blank

-Author of *The Four Steps to the Epiphany* that launched the Lean Startup movement



Alex Osterwalder

-Lead author of *Business Model Generation*
-Created Business Model Canvas



Brant Cooper

-Lead author of NYT bestseller *The Lean Entrepreneur*



Nathan Furr

-Co-author of *Nail It Then Scale It*
-Competition co-founder

DIAMOND SPONSOR - \$100,000

Only 1 spot available

- ✓ Opportunity to address the crowd at the IBMC Final Event (or other event of your choosing)
- ✓ Table in best location to display your products and services during the event
- ✓ Eight (8) tickets and VIP seating at all IBMC events
- ✓ Attendance at the exclusive post-finals networking event with top student teams, judges, and VIP guests
- ✓ Large company logo in top location on all event signage (printed and digital)
- ✓ Full page color ad on back cover of the competition booklet (distributed to all competition attendees)
- ✓ Large company logo and link on the IBMC website
- ✓ Sponsorship name recognition in all IBMC PR releases

PLATINUM SPONSOR - \$50,000

Only 3 spots available

- ✓ Table in prominent location to display your products and services during the event
- ✓ Six (6) tickets and VIP seating at all IBMC events
- ✓ Attendance at the exclusive post-finals networking event with top student teams, judges, and VIP guests
- ✓ Medium company logo on all event signage (printed and digital)
- ✓ Full page color ad in the competition booklet (distributed to all competition attendees)
- ✓ Medium company logo and link on the IBMC website
- ✓ Sponsorship name recognition in all IBMC PR releases

GOLD SPONSOR - \$25,000

Only 5 spots available

- ✓ Table to display your products and services during the event
- ✓ Four (4) tickets and VIP seating at all IBMC events
- ✓ Attendance at the exclusive post-finals networking event with top student teams, judges, and VIP guests
- ✓ Small company logo on all event signage (printed and digital)
- ✓ Half page color ad in the competition booklet (distributed to all competition attendees)
- ✓ Small company logo and link on the IBMC website
- ✓ Sponsorship name recognition in all IBMC PR releases

SILVER SPONSOR - \$10,000

Only 10 spots available

- ✓ Two (2) tickets and VIP seating at all IBMC events
- ✓ Attendance at the exclusive post-finals networking event with top student teams, judges, and VIP guests
- ✓ Company name on all event signage (printed and digital)
- ✓ Quarter page color ad in the competition booklet (distributed to all competition attendees)
- ✓ Company name and link on the IBMC website
- ✓ Sponsorship name recognition in all IBMC PR releases