

# UTAH Student 25

## 2012 University Packet



Awards Gala  
Thursday, March 1, 2012  
5:30pm–9:00pm  
Grand America Hotel  
Salt Lake City, Utah  
[UtahStudent25.com](http://UtahStudent25.com)

### AGENDA

5:30 pm – VIP Pre-Reception  
6:15 pm – General Reception  
7:15 pm – Dinner, Program & Awards

# University Packet

Dear University Representatives,

Now in its third year, the Utah Student 25 is poised to deliver yet another great ranking of Utah's top student-founded businesses. We have moved from the Fall to the Spring at the request of the state's leading universities in order to give them time to help the leading candidates submit their entry. We hope you will choose one of our three levels of involvement. Your efforts are at the core of our nonprofit event that honors students who are not only making their own job but creating jobs for others.

Sincerely,

  
John Richards  
Founder-Director

[UtahStudent25.com](http://UtahStudent25.com)



## History

The **Utah Student 25** was born when Utah higher education faculty began to recognize student entrepreneurship through single university business plan competitions and Student Entrepreneur of the Year events.

Then, these educators began to realize that there were students who quietly started their businesses without much fanfare but were achieving extraordinary success in terms of revenue and profits but there was nothing recognizing these almost super-human efforts. Students taking a full slate of credit hours and with myriad concerns and considerations were launching businesses that defied logic. University students aren't supposed to create \$1 million revenue companies in their first year!

The idea to hold an Inc. 500-like event to recognize student entrepreneurs by attempting to get every student entrepreneur with at least \$1 in revenue to submit his or her company to the Utah Student 25 for consideration of being ranked in the Top 25 by revenue and profits.

In 2009, the first-ever **Utah Student 25** was held to great fanfare. A sell-out event, over 300 persons gathered at the inaugural festivities. *Meter Solutions* was crowned #1 and has since been bought by a large corporation and the still ungraduated students are high-level executives with that large corporation. In 2010, attendance soared to well over 400 as *Stubtopia* was named #1. Revenues within a few months nearly doubled.

An interesting twist is that private equity groups now look to the **Utah Student 25** as a great way to prospect for up and coming companies and entrepreneurial leaders.

Universities requested that the Utah Student 25 be moved to a late Winter or Spring event instead of a Fall event. For its third year, this has been done. This should give ample time to all schools to find the next great student business to be crowned #1 in all the land of Utah.

May we extend congratulations in advance!

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## Instructions for Participating as a University

We need your help to find your student-entrepreneurs who are operating companies with revenue. It's that simple!

It's your choice: Select from 3 levels of involvement!

### □ Host Related Events **Level 3**

- Include everything in Level 2
- The Champion arranges for the following events to occur on campus:
  - Bookkeeping and accounting seminar(s)
  - Corporate legal seminar(s)
  - Student Entrepreneur of the Year competition (see text box below on BYU's approach)

### □ Champion **Level 2**

- Include everything in Level 1
- A faculty or staff/administrator steps up to champion the cause of Utah Student 25 at your campus.
- The Champion facilitates all access.
- The Champion helps the rest of your campus understand the competition.
- The Champion may form a student leadership committee to help "shake the trees" and find student-entrepreneurs.
- The Champion is a member of the Utah Student 25 Organizing Committee.

### □ Allow Access **Level 1**

- Allow our student and professional organizing committee to help be on campus to encourage your students to apply for recognition.
- We have many methods and ideas to make this happen – but we need access through anything from ...
  - on-campus events
  - emailing your student body
  - distributing posters and flyers
  - in-class announcements

### *Case Study – Brigham Young University*

The **BYU Center for Entrepreneurship & Technology** has supported the non-profit **Utah Student 25** program by being the host university, supply staff and students, and leveraging the Utah Student 25 program to simplify and enhance its own Student Entrepreneur of the year program.

BYU takes the top 3 or 4 ranked companies from BYU in the Top 25 of the Utah Student 25 and holds a judged presentation competition where a "**Student Entrepreneur of the Year**" is named. The runners up in addition to the winner receive cash prizes that go into their companies.

To find out how your university can do similar things, contact the Utah Student 25 at [utahstudent25@gmail.com](mailto:utahstudent25@gmail.com) at your earliest convenience.

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## Attend the Awards Gala!

One of the most exciting student entrepreneurial events in Utah is the Awards Gala for the **Utah Student 25**, which will be held on March 1, 2012 at the **Grand America Hotel** in Salt Lake City. This black-tie-optional evening is purposefully a posh affair meant to help these young entrepreneurs see what is possible and to reward their spouses and families for the accomplishments of "their entrepreneur."

We hope you, as a university representative, will send a contingent of students at our discount rate, to cheer on your entrants who make it into the Top 25. The two previous years have seen 6 different universities having representatives in the Top 25.

You may purchase tickets at <http://2012utahstudent25.eventbrite.com>.



Last year's **Utah Student 25 Awards Gala** was a grand slam success. Student entrepreneurs, university leaders, mentors, angel investors, and venture capitalists flocked to the networking gala held at the Grand America Hotel in Salt Lake City for our second successful year.

Last year's event was **sold out!** **There are still tickets for this year's event - so register today!**

Don't miss the **COUNTDOWN to #1.**

Prior to the gala, an investor-only VIP reception will kick off the festivities -- this event is for accredited and institutional investors only, the Top 25 student entrepreneurs, and supporting program sponsors.

Then, the **Grand Networking Reception** will be held for all attendees, nominees and sponsors. This will be followed by a wonderful dinner and the awards ceremony.

- 5:30 pm - VIP Networking Reception
- 6:15 pm - General Networking Reception
- 7:15 pm - Dinner, Program, Awards

**Attire:** Black Tie Optional

Sponsorships are still available. Sponsorships allow access to student-entrepreneurs, premium seating, and acknowledgment. Go to <http://www.utahstudent25.com/sponsors.html> for more information. General Questions? Email [utahstudent25@gmail.com](mailto:utahstudent25@gmail.com)

*UtahStudent25.com*