

## Our Friends

We can't say enough about our friends.

### Han Santos Ringer PLLC

IP Attorneys Pat Santos and Eric Ringer held clinics in support of the students. We can't thank them enough.

### Trivett Monghate & Co

Attorney Mark Trivett is contributing a major prize and has advised students.

### Aaron Avril

Class Teaching Assistant and also the weekend accelerator conference director for the class.

### Mike Hoak

The Director of Dragon Curve, the entrepreneurial group for students, alums, and professionals across the region.

### Abbie Klein

Volunteer Adviser to the students and weekend accelerator conference leader

### George Fletcher

Executive VP of Parity Software assembled the "community office hours" on Fridays for the students.



- **Coming from the north via I-5 southbound**  
**From I-5 southbound**, take the NE 45th Street exit (#169). Turn left onto NE 45th St. Continue east about one half mile to 17th Ave NE. Turn right onto the main campus. Stop at the gatehouse (**Gate #2**) for directions and a parking permit. Starting at 5pm, parking fee drops to \$5.
- **Coming from the south via I-5 northbound**  
**From I-5 northbound**, take the NE 45th Street exit (#169). Turn right onto NE 45th St. Continue east about one half mile to 17th Ave NE. Turn right onto the main campus. Stop at **Gate #2** for directions and a parking permit.

## 12<sup>th</sup> Annual Hell Night

## For Student Entrepreneurs



**6:00 pm – 8:00 pm**  
**December 2, 2012**  
**Anthony's Forum**  
**Dempsey Hall, Room 302**  
**University of Washington**

## The Pitch

20 teams are a part of special Entrepreneurship classes. 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 Competition with a presentation & awards
- You may witness some first small steps towards an actual launch.
- The winning teams will receive a special prize – you will help choose the winners.

The students in this class have big shoes to fill. Former students have launched over 90 companies ahead of them. Help prepare the future leaders of the Puget Sound in this dynamic exchange. You can do this here at the undergraduate Entrepreneurship classes at the University of Washington.

## The Class



The students have a dream. They want to be a part of something great.

The students must join something that has serious intent. Students should not engage in a “fake” plan.

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

You will choose the team(s) that did this best.

## Agenda

**Location: Room 302, Business Hall**

- 6:00 – 7:30 *Elevator Pitch*
- 20 teams based at 20 stations
  - Guests receive play money
  - Each team tries to sell their ideas
  - Guests “vote” the best businesses by awarding play money
  - The winning teams have the most money

- 7:30 *Break*
- Students informally mill around and collect feedback from guests

7:45 *Announce Winners*

8:00 *Celebration & Networking*