

# ESS

*European  
Student  
Startups*

EUROPEAN STUDENT START UPS  
**SPONSORSHIP  
PROPOSAL**

Europe's first seed and venture capital  
competition exclusively for students



# ESS AT A GLANCE



40 Top European universities, representing 50,000 EU students

60+ Experienced investors in a room of 100 people, with 20-30 handpicked audience members in the startup world

12 Startups looking to raise cash

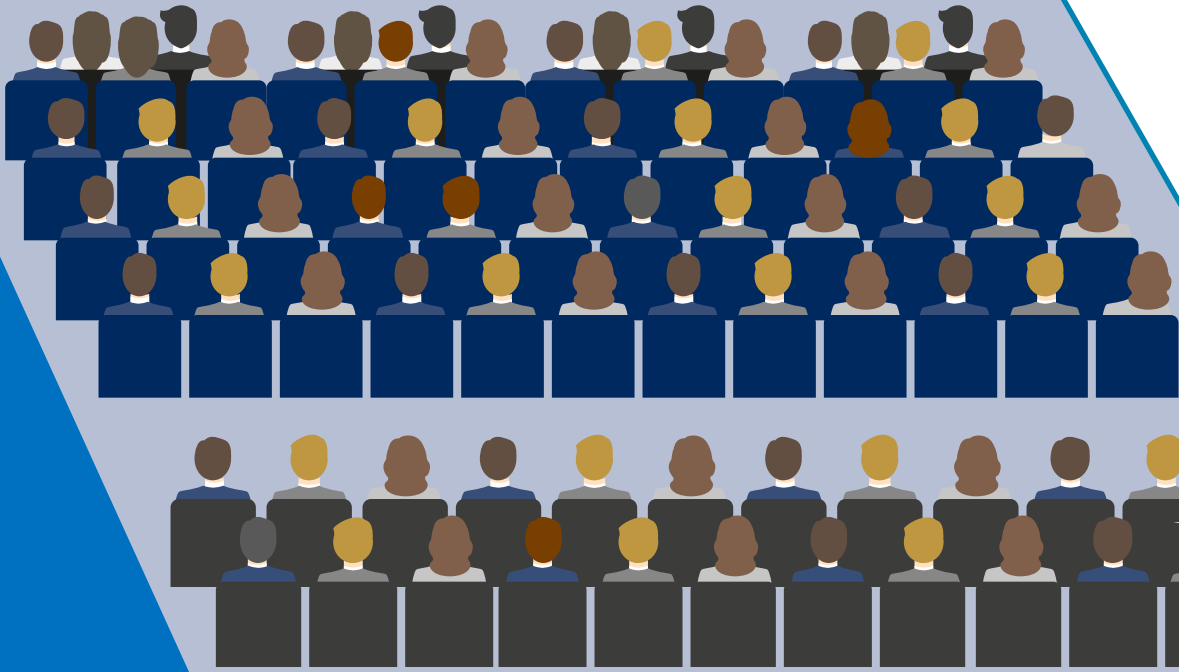
12 companies looking to raise cash.



**\$500k/year** in sale  
**20%** profit  
Raising **\$2M**



Representation from 40 top European universities, all involved in bringing the event to life.



40-80 VCs, Investors and other selected audience members, e.g., press and advisors.

# ESS UNIVERSITY REACH



Select universities	
School	Number of students
LMU Munich	50,327
IMU	50,000
Cologne	49,772
Münster	43,790
Manchester University	38,000
Leeds University	32,000
UCL	30,000
Oxford University	22,000
Tu Graz	17,000
Maastricht University	15,000

# ESS ALUMNI

Capital raised, \$M

3.00

0.35

★ Social enterprise

7.25

**feeligo** 

Feeligo provides branded digital stickers for use online (i.e., custom emojis)

Its customers include 20th Century Fox and Duracell, as well as many other well-known companies

  
**BE MY EYES**

This social entrepreneurship venture is an app that connects blind people with volunteers via live video chat

Be My Eyes has created 200k opportunities for 32k blind people to be helped by 450k registered sighted individuals

**aqdot**

AQDOT has created cutting edge technology for energy efficient microcapsules manufacturing

The technology leads to lower energy consumption and less waste

# ESS GET INVOLVED

	Pre-event	During-event	Post-event	Companies interested	Cost
<b>Bronze</b>	★	★	★	<ul style="list-style-type: none"><li>Start-up looking for exposure to investors</li><li>Company looking for LSE student body exposure</li></ul>	500
<b>Gold</b>	★★	★★	★★	<ul style="list-style-type: none"><li>EU-wide exposure (50k+ students)</li><li>More day-of-exposure</li></ul>	1,000
<b>Platinum</b>	★★★	★★★	★★★	<ul style="list-style-type: none"><li>Exclusivity and event partnership</li><li>Exposure to address and have naming rights on the event</li></ul>	3,000

# ESS SPONSORSHIP PACKAGES

	Bronze	Gold	Platinum	
<b>Pre-event</b>	ESS website marketing (1,500 views/month)	✓	✓	✓
	<ul style="list-style-type: none"> <li>Name page</li> <li>Detailed sponsor profile</li> </ul>			
	LSE community exposure (5000 students)	✓	✓	✓
	Exposure to 50,000 students via 40 student society partners (e.g. FB)		✓	✓
ESS website homepage feature and categorization as exclusive partner			✓	
<b>During-event</b>	Company stall at networking event post event	✓	✓	✓
	<ul style="list-style-type: none"> <li>50-100 investors</li> <li>100 individuals in the startup community (inc. press)</li> </ul>			
	Promotion at event	✓	✓	✓
	<ul style="list-style-type: none"> <li>1/2 page leaflet</li> <li>Item in goodies bag</li> </ul>			
	Company logo on splash page		✓	✓
Day-of-attribution			✓	
<ul style="list-style-type: none"> <li>Keynote</li> <li>Networking reception host</li> <li>Logo on the cover</li> <li>Full page leaflet</li> </ul>				
<b>Post-event</b>	LSE promotion coverage (to 5,000 students)		✓	✓
	Water-marked photos			✓
	Speak at 'Entrepreneur's Tuesday' via the LSE Entrepreneur Society	✓	✓	✓