

BASES

2016-2017 SPONSORSHIP PACKAGE



# MISSION:

## TO INSPIRE STANFORD STUDENTS TO BECOME ENTREPRENEURIAL LEADERS AND INNOVATIVE THINKERS

Dear prospective sponsor,

Welcome to the 2016-2017 BASES year!

The Business Association of Stanford Entrepreneurial Students (BASES) is Stanford's largest student-run entrepreneurship organization. Celebrating our 21st anniversary this year, we empower the next generation of entrepreneurs through our wide range of programs.

This year, we're rolling out many exciting new initiatives including Business Hackathon and Product Bootcamp. We will continue to focus on expanding our flagship programs, such as our BASES Challenge and the Entrepreneurial Thought Leader series. We have also formed partnerships with a diverse array of technical groups on campus to provide our sponsors with the broadest reach on campus possible.

We seek to form long-lasting relationships with our sponsors. Indeed, many of our existing sponsors have worked with us for over a decade. BASES creates a customized strategy for each of our sponsors to ensure we reach their sponsorship objectives. A dedicated BASES sponsorship liaison works with each sponsor to leverage our organization and resources to maximize our sponsors' impact on campus.

Some of the main ways we support our sponsors include:

- Strengthening their brand presence on campus
- Recruiting the best Stanford programmers and engineers
- Developing meaningful relationships with Stanford entrepreneurs
- Exclusive access to the most exciting startups and technologies on campus

We look forward to hearing from you.

Best,

Valerie Huynh  
Vice President, Business Development

Vice President  
Valerie Huynh  
valerie.huynh@stanford.edu

Leads Management  
Pierce Freeman  
piercef@stanford.edu

Leads Management  
Jason Randoing  
jase5241@stanford.edu

Strategy  
Lorel Sim  
lsim@stanford.edu

Sponsorship Liaison Program  
Dania Cortes  
dpcortes@stanford.edu

BASES President  
Chris Yuan  
cqyuan@stanford.edu

BASES President  
Zabreen Khan  
zabreen@stanford.edu

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**BASES: AT A GLANCE**

**\$100,000,000+**  
in VC funding to  
BASES Challenge Companies

**3000+**  
Challenge Entrepreneurs

Founded in  
**1996**  
by Stanford  
graduate students

**900**  
Startup Career Fair Students

**14**  
BASES Bus Visits

**5,000+**  
Weekly BASES Digest  
Readers

**\$100K+**  
Awarded in BASES  
Challenge

**400**  
Hackspace inventors



ETL Talks by leaders from

reaching 1200+ students



**1995**  
 Founding of BASES  
 BASES is founded by five students under the Stanford School of Engineering



**ETL Speaker Series**  
 The first Entrepreneurial Thought Leaders Seminar invites speakers to host seminars for large student audiences



**\$10K Trilogy Competition**  
 Stanford's first year-long student run entrepreneurial competition

**1998**  
 Stanford E-Challenge  
 BASES hosts its first \$50K business plan competition for Stanford startups

**2003**  
 Stanford Social E-Challenge  
 BASES hosts the first \$50K Challenge with a social impact focus

**2010**  
 Freshman Battalion  
 20 top freshmen join a year-long immersion program in entrepreneurship, selected from a pool of 200+ applicants

**2011**  
 First \$150K Product Showcase  
 BASES organizes Stanford's largest product demo day

**Stanford BASES \$150k Challenge**  
 The BASES \$150k Challenge combines the E-Challenge, Social E-Challenge, and Product Showcase



**2012**  
 BASES Startup Career Fair  
 First Stanford career fair dedicated to startups with 76 startups in its inaugural year, now Stanford's second largest career fair

**2013**  
 HackSpace Program  
 BASES establishes technical arm to connect sponsors with the best technical talent

**First Big Hack hackathon** against UC Berkeley



**2015**  
 TreeHacks

**First Women in Entrepreneurship Summit**



**2016**  
 CNECT launch  
 TechCrunch for college students in partnership with Harvard, MIT, Berkeley, and Columbia

**Treks and Social Impact Programs**  
 Trips to entrepreneurial hubs in New York and Seattle; social impact case competition

**2017**  
 Business Hackathon  
 Product Showcase

# BASES

is Stanford's largest student-run entrepreneurship organization. We look forward to an exciting year with our students, faculty, and sponsors.

The current BASES team consists of 74 students, 35 female and 39 male. 40% of our members are computer science majors, and 20% are majors in other engineering disciplines. BASES is one of the few student organizations on campus that bridges the engineering school, the Graduate School of Business, School of Law, and many other departments in the arts and sciences. We have over 1,000 active Bay Area alumni, many of whom are founders, entrepreneurs, and senior engineers. Notable BASES alums include Instagram co-founder Kevin Systrom, Snapchat co-founder Evan Spiegel, ZenPayroll co-founder Joshua Reeves, KPCB Edge partners Anjney Midha, Ruby Lee, and Roneil Rumberg, HealthTap founder Ron Gutman, and Voltage Security founder Guido Appenzeller.

We host a variety of initiatives every year, including Stanford's oldest entrepreneurship competition, hacking workshops, a weekly speaker series, and two career fairs. Additionally, we collaborate with a number of other student organizations to offer our sponsors the highest quality experience and access to students. Our different events and activities are grouped into the BASES Inspire, Create, and Launch programs. Summaries of our programs are found on the following pages.



## INSPIRE



## CREATE



## LAUNCH

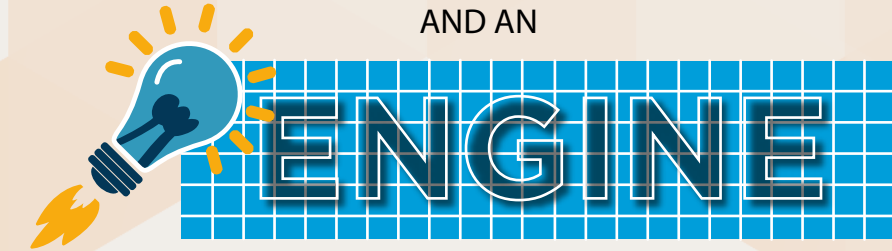
EVERY YEAR, BASES WORKS WITH STUDENTS FROM ALL DISCIPLINES TO CREATE

# BREAKOUT

PRODUCTS. TO SERVE AS A

# MAGNET

AND AN

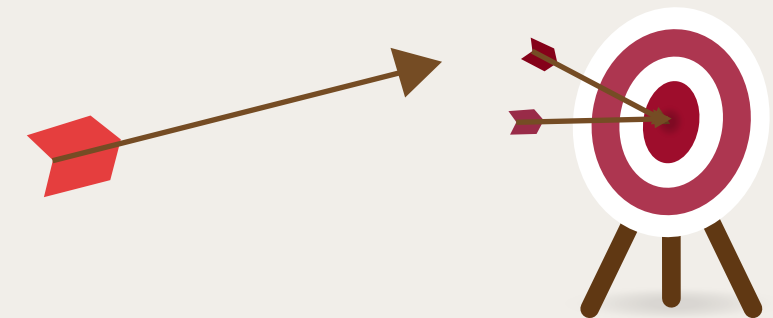


FOR THE ENTREPRENEURIAL COMMUNITY AT STANFORD AND BEYOND.  
 FOR MORE THAN

## TWO DECADES

OUR SPONSORS HAVE HELPED  
 TO EMPOWER THE NEXT GENERATION OF

# RESOLUTE



# INDEPENDENT THINKERS

# FIGHTERS

WITHOUT OUR SPONSORS, THESE OPPORTUNITIES WOULD NOT BE POSSIBLE.  
 FOR THEIR SUPPORT, WE ARE INFINITELY GRATEFUL.

- THE BASES TEAM



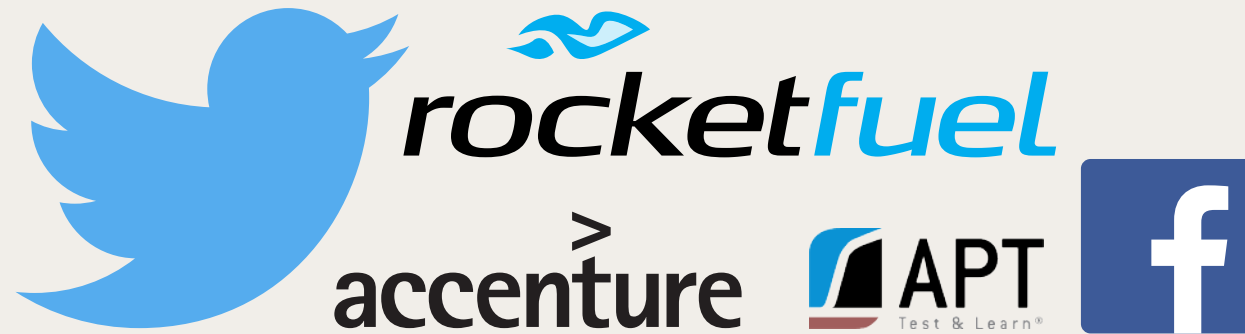
# INSPIRE

## Entrepreneurial Thought Leader (ETL) Lecture Series

The ETL Lecture Series is Stanford's most widely attended weekly speaker series, reaching over 350 students every week. It is a great way for students to connect with the Valley's top thought leaders and inspiring professionals from across the world. Past speakers include Mark Zuckerberg, Marissa Meyer, Sheryl Sandberg, Melinda Gates, Reid Hoffman, Jack Dorsey, Laurene Powell Jobs, and Marc Andreessen. BASES sponsors are able to nominate speakers for an ETL speaking slot.



 **14** BASES Bus Visits  
to companies such as



## BASES Bus

BASES Bus takes Stanford students on tours of companies and startups around Silicon Valley. Each bus tour is application based, accepting up to 20 Stanford students. Past Bus tour destinations have included Facebook, Twitter, Oculus, Lyft and Applied Predictive Technologies. Sponsors may engage with student engineers and entrepreneurs by inviting them to their offices for BASES Bus visits.



## Adventures

BASES Adventures puts a small group of students and a special guest in a dynamic problem solving environment. These events are great team building and bonding exercises. Past Adventures have included Escape the Room, rafting and hot-air ballooning. Adventures is a great way for sponsors to engage with students in a fun, intimate setting.



## Lessons in Life

Lessons in Life (LiL) are small lunches hosted every quarter between a sponsor and up to eight students. The focus of LiL focus is placed on the guest speaker's life story, rather than his or her company. This series has experienced tremendous success over the past two years as students engage authentically with sponsors.



## BASES Startup Career Fair

Every winter and spring, BASES hosts Stanford's second largest career fairs, attracting 900+ students and 79 companies. The fair attracts top programmers and engineers, and is the only campus fair focused on startups. Sponsors get free tables and access to the BASES Talent Portal, an online database with resumes of Stanford's most talented students.



 **900** Students

 **84** Startups Attending

## Startup Lunches

Our External Relations team invites founders and CEOs from sponsor companies to have lunch with high-quality, pre-selected students in intimate, high-impact settings. Past guests include Joe Lonsdale and Kevin Hartz, and past companies represented include Palantir, Thumbtack, ZenPayroll, and AdRoll. This is a fantastic opportunity for students to get to know sponsor companies on a more personal level, and doubles as a great branding and recruiting opportunity.



## VC-Law Mixer

Entering its fourth year, the BASES VC-Law Mixer brings together the larger Stanford entrepreneurial community and 20+ VCs and law firms at a fun mixer-style event. Last year attendees included KCPB, General Catalyst, WilmerHale, Perkins Coie, Lightspeed Venture Partners. Sponsors are given special admission to the event.

## Events with Accelerators and Incubators

Our External Relations team hosts a series of events with Y Combinator and StartX to educate students on the resources available through different accelerators and incubators affiliated with Stanford. These include talks and workshops where sponsors are invited to interact with entrepreneurs in these accelerator programs.





# INSPIRE

## Mentorship and Alumni Relations

BASES has a rich network of alumni, counting over 1,000 active alums in the Bay Area alone. We host events including alumni mixers, mentorship programs and alumni visits with a strong focus on networking. BASES alums include the founders of Instagram, Snapchat and ZenPayroll. Sponsors are invited to our alumni events to engage with top BASES engineers and entrepreneurs, past and present.



## CNECT Platform

CNECT (Central Network of Entrepreneurial Collegiate Teams) is an online platform for entrepreneurs, modeled to be the TechCrunch for college campuses. CNECT will become an online platform for student entrepreneur communities across the nation to share ideas and promote relevant events. Our objective is to facilitate greater conversation and cooperation between student entrepreneurs and provide a central hub of relevant information for the greater community of business-minded students. Contributors will include Stanford, Harvard, MIT, Columbia, Berkeley, Northwestern, and Syracuse .



## Social Impact Summit

The BASES Social Impact team will be kicking off the year with a high visibility event emphasizing opportunities for social good. The Global Impact team has invited several social entrepreneurs and CEOs of non-profits to speak about high impact work with a focus. After the panel, we will host an expo of companies working in social entrepreneurship. Sponsors can get involved by joining our expo and nominating speakers for the panel.



## International Development Course

This fall, a group of 20 students will enroll in our project-based international development course. For 10 weeks, they will learn about the different pieces of the social entrepreneurship ecosystem and how they work together. By working in teams on 5 separate projects with Silicon Valley companies, students will address pressing global issues. Sponsors can get involved by sharing opportunities for social impact work at their respective organizations, mentoring on special projects, and lecturing about entrepreneurial and international development.

## Tackling Today's Troubles

Every month, we will bring in an expert to discuss a social problem and possible solutions with 10-15 Stanford students. The goal of Tackling Today's Troubles is to expose students to a variety of ways to engage in social entrepreneurship. Sending an industry expert to one of these events is a great way to connect with socially-minded students on a smaller, more personal level.



## Social Impact Fair (Haas Fair)

Stanford's Haas Center for Public Service holds an annual Social Impact Fair to expose students to social impact internships and careers. This year, BASES will bring more business-related opportunities and marketing to the Social Impact Fair. Sponsors have the option to attend the Social Impact Fair and interact with students.

## Emerging Market Workshops

The BASES Global Impact team will be facilitating Emerging Market Workshops in partnership with the Freeman Spogli Institute, the Stanford Design School, and the Stanford Institute for Innovation in Developing Countries at the Graduate School of Business. These workshops aim to help students prototype and iterate on innovative tools for alleviating poverty. BASES sponsors can nominate problems and send mentors to work with students on creating innovative solutions.



## Treks

The BASES Treks Team takes 10-15 Stanford students on trips to company offices to explore context-specific definitions and manifestations of entrepreneurship. Treks trips are planned around existing connections, many of which come from sponsors. This coming year, BASES will also be taking the treks international, as it partners with universities in Asia and Europe. Sponsors may invite students to visit offices across the nation or globe.



## Frosh Battalion

Each fall quarter, BASES identifies 20 Stanford freshmen with outstanding potential to grow professionally, and immerses them in a quarter of entrepreneurship-specific knowledge. BASES is proud to help its Frosh Battalion members start their professional experience from their first quarters at Stanford, and sponsors are welcome to join the events as guests, lecturers, or panel members.



# CREATE

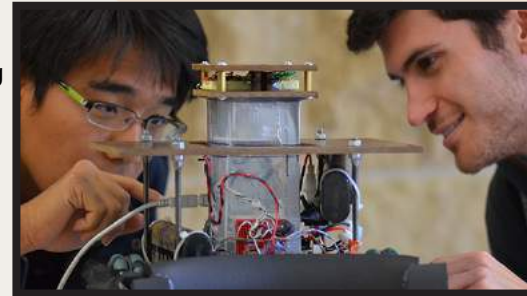


## Startup Collab

A quarter-long project initiative where small groups of students partner with a company in order to solve an interesting problem that the company faces. **Sponsors are eligible to nominate problems for students to work on, and will build deep relationships with handpicked students over the course of a quarter.**

## Product Bootcamp

A once-per-quarter bootcamp that aims to teach students how to apply academic coding skills from Stanford's introductory CS courses to real-world projects. **As a sponsor, you can get involved by sending engineering mentors and providing APIs/products to use in the coding bootcamp curriculum.**



## bGarage

bGarage is a new BASES initiative that aims to connect talented entrepreneurial students with the guidance of established companies. By working with companies to design consulting cases, business hackathon missions, and interactive projects for clients, bGarage caters to the high demand by students for intensive learning and helps connect them with company mentors.



## Business Hackathon

The Business Hackathon is Stanford's first non-technical hackathon. The focus of the hackathon will be creative marketing skills and business plan writing for specific products. **BASES sponsor companies will be invited to judge teams and mentor students.**

## Interactive Projects with Companies

Interactive projects are an opportunity for our sponsors to design business-focused projects for Stanford students to participate in. By mentoring students in a space that provides real-world value, sponsors can develop meaningful learning relationships while understanding students in professional settings.

## Supporting an Entrepreneurial Ecosystem by Building a Technical Focus



## Women in Entrepreneurship Summit

This past year, the BASES Women in Entrepreneurship Summit hosted 100 student attendees and 8 inspirational speakers who are female leaders in their respective fields. Speakers included the founder of Indiegogo, the COO of WikiHow, and partners from Canvas Ventures and Forerunner Ventures. Topics include entrepreneurship and how to overcome the difficulties of being a woman in the workforce. **Sponsors are welcome to get involved by nominating speakers and attending the conference.**

Last year, **900** students attended the BASES Startup Career Fair. BASES is proud to give students the opportunities to meet companies and get involved in impactful work. BASES is also incredibly proud to support the uniquely talented and growing communities at Stanford.



Through the "Create" branch of the BASES mission, BASES strives to harness the knowledge and technical skills in Silicon Valley and funnel it toward students with technical interest. These students are able to act on their interests and create real products with BASES' guidance.

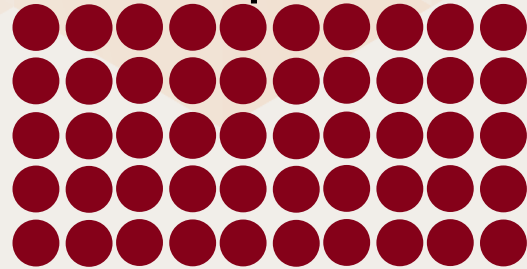


# LAUNCH

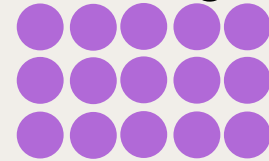
## BASES Challenge

The BASES Challenge is Stanford's oldest and most competitive annual entrepreneurship competition. It is a great opportunity for BASES's sponsors to see the latest trends on campus through judging and mentoring. Attracting over 200 companies a year, the BASES Challenge includes the following programs.

### 200 Participants

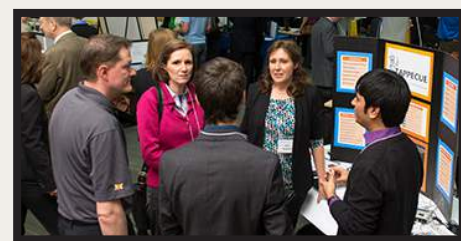


### 75+ Judges&Mentors



## Kickoff

Held in January, the Kickoff event introduces the BASES Challenge competition to the Stanford community in an exciting way. At the event, Stanford students hear from a keynote speaker, interact with our past finalists in a demo-day style setting, meet with sponsors, and find potential team members. Past keynote speakers include KPCB General Partner Mary Meeker and Shopkick Co-founder Cyriac Roeding. There were 300 total attendees at last year's Kickoff. Sponsors may be nominated for the keynote and set up a table at the event.



## Judging Rounds

After teams submit applications for the BASES Challenge startup competition, they pitch their projects to sponsors at several judging rounds. The first judging round gives Challenge teams a chance to obtain valuable feedback on their projects, and gives sponsors an opportunity to interact with Stanford's most promising entrepreneurs. 108 teams were selected to participate in the first judging round last year, with 51 teams advancing to the second judging round at Finale.

## Office Hours

Office hours give Challenge teams a chance to gain constructive feedback on their projects from industry experts. Sponsors who act as mentors have an opportunity to interact closely with Stanford's most promising entrepreneurs. About 40 Challenge teams participated in office hours last year.



## Finale

Finale is the final event in the BASES Challenge competition, where teams showcase their startups to the public and the prize money winners are determined. BASES Challenge awards a total of \$100,000 in prize money each year, including prizes for overall best ventures, best social ventures, and crowd favorites. In addition to public demos and the final judging round, attendees have the chance to listen to a keynote speaker talk about his or her experiences with entrepreneurship. Past winners include Kiva, One Acre Fund, Boosted Boards, D.Light Design, and Samasource. Sponsors are invited to judge and may be nominated for the Finale keynote. BASES also hosts a Sponsor-Exclusive Mixer after Finale for sponsors to meet the winners of each year's competition.



## RAVEL

\$9.2M in 2 Rounds from 5 Investors



AI to streamline construction projects

## BOOSTED

Raised \$467,167 on Kickstarter

## Biomimica

Raised \$12.1M in 2 Rounds from 4 Investors

## Growth

The Growth team is a new initiative that aims to support the professional growth of BASES by providing programs in business education. The importance of these skills is often overlooked by entrepreneurs in favor of more tactical ones, but Growth works to fill that void. Sponsors are invited to all of the highlight events, whether as workshop speakers, guests, or mentors.



## Professional Development Workshops

The Growth team facilitates personal enrichment workshops led by faculty and sponsor speakers, on important business soft skills. These include effective networking, leadership, powerful resume-building, and team management.



# SPONSORSHIP OVERVIEW

## ABOUT SPONSORING BASES

Becoming a sponsor is an opportunity to become intimately involved in both BASES programs and the entrepreneurial heartbeat of the Stanford campus. It is a chance to meet students, connect on a genuine level, and gain exposure to novel ideas.

Our sponsorship system begins with the Friend tier, where sponsors are introduced to the BASES community via events and 1-on-1 interactions. Friend level sponsors have the opportunity to increase campus visibility and engage with students. At the Supporter level, the relationship deepens, and we actively work to provide a more tailored experience for sponsors through greater participation in our programs and access to our talent pool. Supporter level sponsors see increases in their brand visibility and their campus recruiting. Our Sustainer level is where we engage with sponsors at the highest level and creatively develop a campus strategy to best meet your outreach goals. The Sustainer tier offers maximal exposure to the entire scope of our network and programming.

## SPONSORSHIP OVERVIEW

- |                               |   |
|-------------------------------|---|
| <b>Friend</b><br>\$15,000+    | <ul style="list-style-type: none"><li>• Invitations to select BASES events</li><li>• Judge at BASES Challenge second round, meeting 80 of the highest-quality teams in our annual competition</li><li>• Invitation to BASES' Startup Career Fair</li><li>• Acknowledgement on all BASES materials, including the BASES Digest (5,000+ active subscribers)</li></ul>   |
| <b>Supporter</b><br>\$30,000+ | <p><i>Everything offered under a Friend sponsorship plus the following:</i></p> <ul style="list-style-type: none"><li>• Invitation to all BASES events</li><li>• A dedicated junior Sponsorship Liaison who helps create year-long strategy</li><li>• Host a limited number of customized events and recruiting sessions on campus</li><li>• Nomination to speak at ETL Series for audience of 350+</li><li>• Opportunity to judge at the BASES Challenge finale</li><li>• Opportunity to host office hours and workshops through BASES Challenge</li><li>• Invitation to BASES Bay Area alumni events</li><li>• Invitation to BASES's Lessons in Life Series with 10-12 vetted Stanford students</li><li>• Invitation to Startup Lunch Series for founders to engage with students</li><li>• Invite students to company for BASES Bus Visit</li><li>• Invitation to Product Bootcamp workshops as a lecturer</li><li>• Direct line to BASES presidents and leadership team</li><li>• Invitation to join CNECT, a media conglomerate of 6 universities</li><li>• Eligibility to submit a bGarage project for students to work on for a quarter.</li></ul> |
| <b>Sustainer</b><br>\$55,000+ | <p><i>Everything offered under a Friend and Supporter sponsorship plus the following:</i></p> <ul style="list-style-type: none"><li>• A senior Sponsorship Liaison, who creates a highly-tailored experience</li><li>• Invitation to headline workshops and tech-talks at PuzzleHunt and hackathons</li><li>• Invitation to mixers for meeting BASES core teams</li><li>• Priority for speaking opportunities, including the ETL Series and keynotes at the BASES Challenge Kickoff and Finale</li><li>• Get students at offices for face-time via BASES Treks with hand-picked students</li><li>• Early access to teams in the BASES Challenge</li><li>• Networking events with Frosh Battalion</li><li>• Regular meetings with the BASES presidents, the executive team, and all-hands meetings</li><li>• Eligibility to propose a challenge for Startup Collab and engage with students</li></ul>  |



# EVENTS CALENDAR

## Summer 2016

- Global Entrepreneurship Summit

## Fall 2016

- International Development Class
- Emerging Markets Workshop
- Mini-Challenge Fall Round
- Mini-Challenge Fall Hackathon
- PuzzleHunt
- ETL Adventure
- BASES Bus

## Winter 2016

- Startup Career Fair
- Mini-Challenge Winter Round
- Mini-Challenge Winter Hackathon
- Startup Career Fair
- ETL Adventure
- Incubator and Accelerator Events
- Spring Trek

## Spring 2017

- VC-Law Mixer
- Emerging Markets Workshop
- Mini-Challenge Spring Round
- Mini-Challenge Spring Hackathon
- BASES Challenge First Round
- Challenge Mentorship and Office Hours
- Challenge Finale
- BASES Bus

## 2016-2017 (Year-Round)

- ETL Speaker Series
- Global Impact
- Interactive Projects with Companies
- Coding Bootcamp
- Experiment Teas
- Startup Collab
- Lessons in Life
- Startup Lunches
- Startup Collab
- Social E-mersion Course
- Tackling Today's Troubles

# OUR SPONSORS



# KPCB

Thank you to all of our sponsors. BASES is a non-profit student organization. The scale and success of our programs would not be possible without the support of our sponsors. For nearly two decades, our sponsors have done much more than fund our programs. Every year, BASES members benefit immeasurably from the time our sponsors devote to our mentorship programs, judging panels, office hours, and speaker series.

BASES's mission is to empower the next generation of entrepreneurs. Our sponsors provide us with the resources and experience to do so. Working together, we cannot wait to see which leaders and innovators BASES's next twenty years will produce.

Made with love by the BASES Team