
BASES

2015-2016 Sponsorship Package



MISSION:

TO INSPIRE STANFORD STUDENTS TO BECOME ENTREPRENEURIAL LEADERS AND INNOVATIVE THINKERS

Dear prospective sponsor,

Welcome to the 2015-2016 BASES year!

The Business Association of Stanford Entrepreneurial Students (BASES) is Stanford's largest student-run entrepreneurship organization. Celebrating our 20th 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 ETL Adventures, CNECT and Startup Collab. We will continue to focus on expanding our flagship programs, such as our BASES Challenge, Hackspace and Startup Career Fair. We have also formed partnerships with a diverse array of technical groups on campus, including ACM, WiCS, BlackOverflow, and GoodHacks 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 strategy for each of our sponsors to ensure we reach their sponsorship objectives. A dedicated BASES Sponsorship Executive 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
- Access to the most exciting startups and technologies on campus

We look forward to hearing from you.

Best,

Jonathan Lu
Vice President, Business Development

Vice President
Jonathan Lu
jonlu@stanford.edu

Leads Management
Peter Farejowicz
pfarejow@stanford.edu

Leads Management
Christopher Yuan
cqyuan@stanford.edu

**Branding, Metrics,
Professional Development**
Thomas Lau
thomklau@stanford.edu

Strategy
Brandon Yang
bcyang@stanford.edu

Sponsor Executive Program
Valerie Huynh
valerie.huynh@stanford.edu

Sponsor Executive Program
Kylee Saunders
ksaunde3@stanford.edu

BASES Co-President
Shivani Baisiwala
shivani1@stanford.edu

BASES Co-President
Angela Sy
angelasy@stanford.edu

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BASES: AT A GLANCE

Founded in
1996
by Stanford
graduate students

3000+
Challenge Entrepreneurs

\$150,000,000+
in VC funding to
BASES Challenge Companies

1000+
Startup Career Fair Students

11
BASES Bus Visits

5,000+
Weekly BASES Digest
Readers

\$100K+
Awarded in BASES
Challenge

ETL Talks reaching over
1,200+ students

400
Hackspace inventors





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

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 80 students, 41 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 departments in the arts and sciences. We have over 1,000 active alumni in the Bay Area, 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 Rumburg; HealthTap founder Ron Gutman; and Voltage Security founder Guido Appenzeller.

We host a variety of initiatives every year, including Stanford's oldest annual entrepreneurship competition, hacking workshops, a weekly speaker series, and a career fair. Additionally, we collaborate with a number of other student organizations on campus 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 and organization can be found on the following pages.



INSPIRE



CREATE



LAUNCH

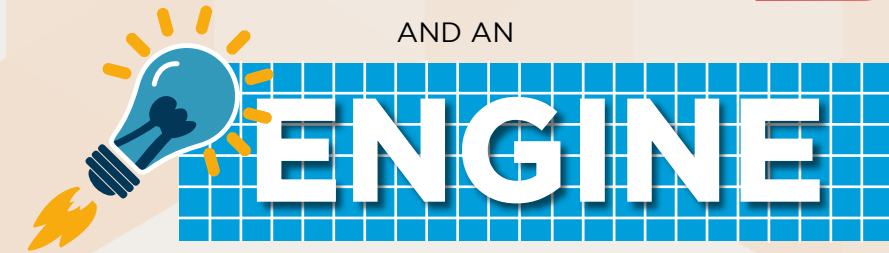
EVERY YEAR, BASES WORKS WITH STUDENTS FROM ALL DISCIPLINES TO CREATE

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, THERE OPPORTUNITIES WOULD NOT BE POSSIBLE AND FOR THEIR SUPPORT, WE ARE INFINITELY GRATEFUL.

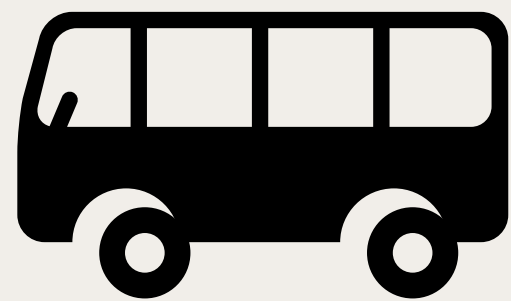
- THE BASES TEAM



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.**



11 BASES Bus Visits

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 top Stanford students. Past Bus tour destinations have included Facebook, Twitter and Applied Predictive Technologies. **Sponsors can host BASES bus events at their offices and engage with student engineers and entrepreneurs.**



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 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 February, BASES hosts Stanford's second largest career fair, attracting 900+ students and 79 companies. The fair attracts **top programmers and engineers** and is **the only Stanford career fair focused on startups**. Sponsors invited to the career fair and access to the **BASES Talent Portal**, an online database of the student resumes.



 **900** Students

 **79** 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 third 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 we invited KCPB, General Catalyst, WilmerHale, Perkins Coie, Lightspeed Venture Partners. **Sponsors are invited to participate in the mixer.**

Events with Accelerators and Incubators

Our External Relations team will host 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

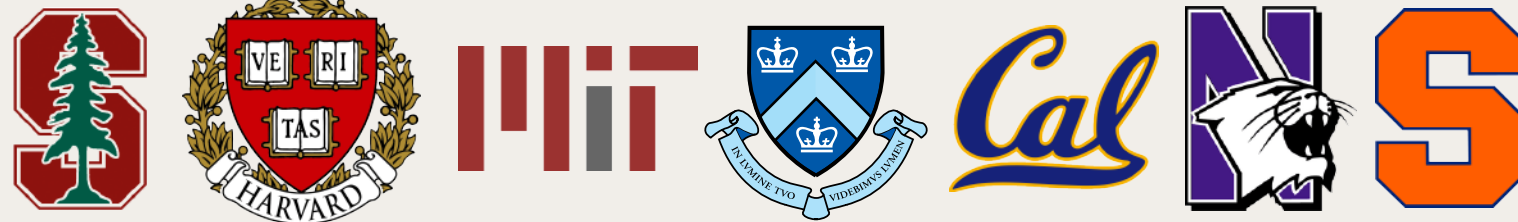
Mentorship and Alumni Relations

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

This year, BASES is launching CNECT (Central Network of Entrepreneurial Collegiate Teams), 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 Kickoff Panel

In October, the BASES Social Impact team will be kicking off the year with a high visibility event emphasizing opportunities for the Stanford community to engage in high impact work with a social focus. Three panelists will discuss what social entrepreneurship means to them. 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.



Social E-mmersion Course

From January to April, a group of 15 selected students will enroll in our "Social E-mmersion course." For 10 weeks, they will learn about the different pieces of the social entrepreneurship ecosystem and how they piece together. Students will engage in lectures and discussions with Stanford faculty in addition to visiting social impact organizations, from for-profit social ventures to non-profits, foundations, impact investing firms, and accelerators. Sponsors with expertise in this area will have the opportunity to lead these lectures and discussions.

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.

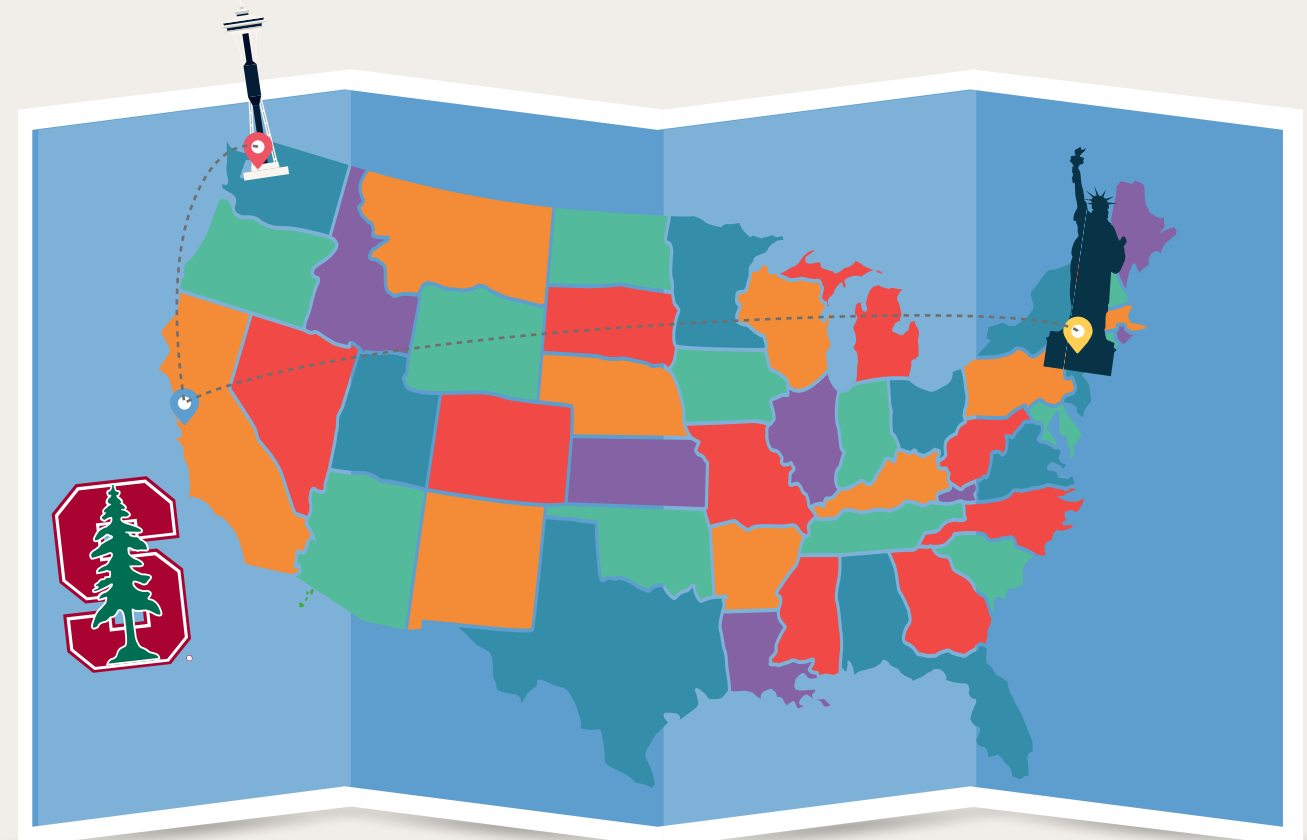
Social Impact Case Competition

The BASES Social Impact team will hold a 12-hour event in which groups of Stanford students work to solve a business problem a partnering social enterprise is facing. Throughout the event, we will hold workshops on case competitions and discussions with the social enterprise. Finally, the event will end with group presentations and outstanding teams receiving prizes. BASES sponsors can nominate problems and send mentors to work with students on creating innovative solutions.



Treks (Thanksgiving and Spring Break Trip)

BASES Treks are semiannual trips during Stanford's Thanksgiving and Spring breaks. Treks takes 10-15 Stanford students on trips around the country to explore context-specific definitions and manifestations of entrepreneurship. Treks trips are planned around existing connections, many of which come from sponsors. The Treks program is aimed at exposing students to different areas of entrepreneurship across the country. Sponsors may invite students to visit offices in other parts of the country.



Potential TREKS Visits



CREATE

CreateSpace Hacking Hours

A weekly meetup on campus where student teams from various technical groups can work and receive mentorship on personal projects. Students with technical experience volunteer to be mentors, and help their peers grow their technical skills. *As a sponsor, you are eligible to attend our hacking hours to demonstrate products or to provide mentorship to our talented and motivated students.*



Supporting an Entrepreneurial Ecosystem

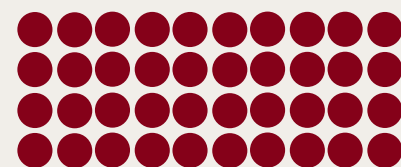
BASES is committed to supporting and fostering entrepreneurial spirit on Stanford's campus. Although BASES is not directly organizing these events, we always love sponsor involvement. Throughout the year, BASES often has many partnerships with various student organizations and help to support their student-run events.



Last year, **900** students attended the BASES Startup Career Fair. **BASES** is proud to give students the opportunity to meet companies and become involved in impactful work.

400

Hackspace inventors



Last year, **BASES** hosted **60** students at a Women in Entrepreneurship conference. **BASES** is proud to provide support for the growing community of women in Computer Science and technology.

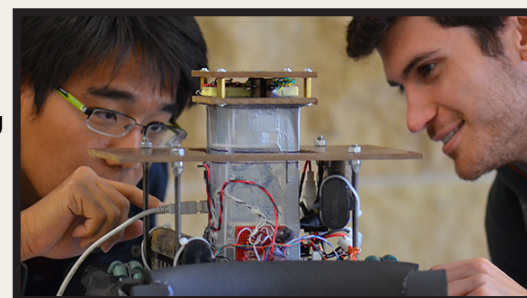


Startup Collab

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 students over the course of the quarter.*

Coding 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 for us to use in the coding bootcamp curriculum.*



BASES helps support a variety of on-campus events that increase the interaction between Stanford students and **BASES** sponsors.

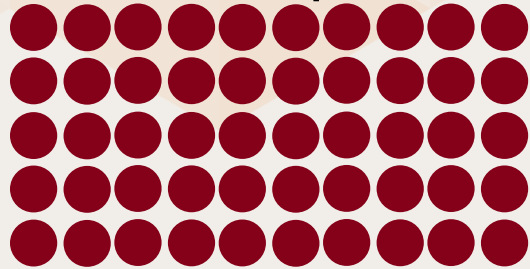


LAUNCH

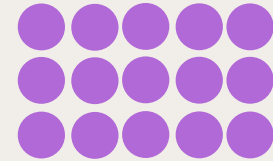
BASES Challenge

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



Workshops

Workshops give Challenge participants opportunities to improve skills in key areas that are essential to entrepreneurial projects. Last year, 50 Challenge participants attended a pitching workshop with Chris Lipp, author of *The Startup Pitch: A Proven Formula to Win Funding*. Sponsors are eligible to hold workshops on topics like needfinding, prototyping, and business plans.



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.

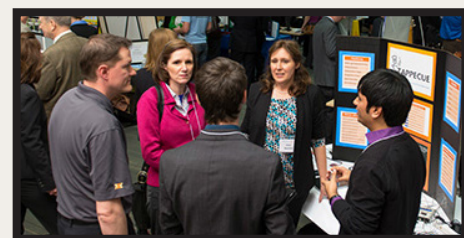
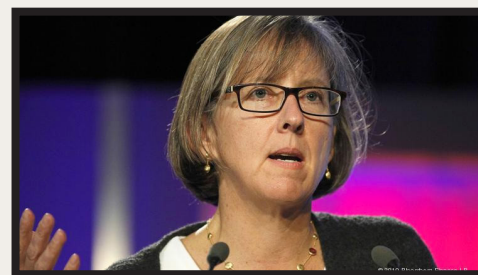


Online Feedback Forum

A new initiative, the online feedback forum will give Stanford entrepreneurs the chance to share and critique each other's ideas, prototypes, and business plans. This will get more students excited about the Challenge competition and give sponsors an opportunity to discover some of the best ideas coming out of Stanford. At the end of fall quarter, BASES will host a mixer for the students with the most "up-voted" ideas and our sponsors.

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.

BASES Challenge Company Spotlights

RAVEL

\$9.2M in 2 Rounds from 5 Investors



AI to streamline construction projects Raised \$12.1M in 2 Rounds from 4 Investors

Boosted Boards

Raised \$467,167 on Kickstarter

Biomimedica

ABOUT SPONSORING BASES

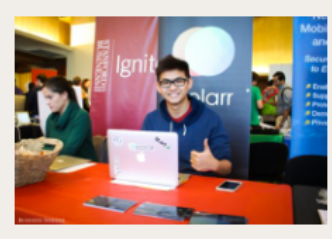
Becoming a BASES sponsor is an opportunity to become very intimately involved in BASES-organized programs and events. It is a chance to immerse yourself in Stanford's entrepreneurial ecosystem, and a great way to interface with a variety of students and ideas.

Our sponsorship tier system begins with the BASES **Friend**, whereby sponsors are invited to BASES's wide array of events and introduced to our members and extended network. At the **Supporter** level, the relationship deepens, where BASES works actively to provide a more tailored experience for sponsors through more active participation in our programs. Our **Sustainer** level is where BASES engages at its most extensive level with sponsors, investing time and effort into offering maximal exposure to the entire scope of the BASES network and BASES programming.

SPONSORSHIP OVERVIEW

Please note that BASES Sponsorships are **partially** classified as **charitable contributions** which are **tax deductible**.

- | | |
|--------------------------------|--|
| <p>Friend
\$15,000+</p> | <ul style="list-style-type: none"> • Invitation to select BASES events • Opportunity to judge at BASES Challenge second round, meeting 80 of the highest-quality teams in our annual competition • Invitation to BASES's Startup Career Fair • Acknowledgement on all BASES materials, including the BASES Digest (5,000+ active subscribers) |
| <p>Supporter
\$30,000+</p> | <p><i>Everything offered under a Friend sponsorship plus the following:</i></p> <ul style="list-style-type: none"> • Invitation to all BASES events • BASES assigns a junior Sponsorship Executive to create a year-long strategy that maximizes your student involvement over the year • Nomination to speak at ETL Speaker Series for audience of 350+ students • Opportunity to judge at the BASES Challenge final round, where you can meet the best teams that entered the competition • Opportunity to host office hours and workshops through the BASES Challenge Competition • Invitation to BASES alumni events, meet over 1,000+ active Bay Area BASES alums • Invitation to speak at BASES's Lessons in Life Series with 10-12 top Stanford students • Invitation to speak at BASES's Startup Lunch Series, great opportunity for company founders to engage with students • Invitation to lead a technical workshop with BASES CreateSpace • Propose a challenge for a Startup Collab team, engage with students one-on-one throughout a quarter • Invite students to a company tour with the BASES Bus |
| <p>Sustainer
\$55,000+</p> | <p><i>Everything offered under a Friend and Supporter sponsorship plus the following:</i></p> <ul style="list-style-type: none"> • A senior Sponsorship Executive creates a highly-tailored experience for your organization specifically designed to maximize engagement BASES students, alumni, and faculty • Priority for speaking opportunities, including the ETL Series and keynotes at the BASES Challenge Kickoff and Finale • Invitation to headline workshops and tech-talks at Puzzlehunt and HackOverflow • Invitation to mixers for a first look at the teams in the BASES Challenge • Highest priority for organizing Startup Lunches and Lessons in Life sessions |



EVENTS CALENDAR

Summer 2015

- Summer 2015 Summer Hacking Hours

Fall 2015

- Fall 2015 Mini-Challenge Fall Round (Fund)
- Fall 2015 Mini-Challenge Fall Hackathon
- Fall 2015 Challenge Online Feedback Forum Mixer

- September PuzzleHunt
- October 4th ETL Adventure
- October 10th Social Entrepreneurship Kickoff Panel
- October Influencer Series
- November 6th BASES Bus
- November 23rd Thanksgiving Trek

Winter 2015

- Winter 2015 Mini-Challenge Winter Round (Fund)
- Winter 2015 Mini-Challenge Winter Hackathon
- Winter 2015 Social Impact Career Fair
- Winter 2015 Social E-mmersion Course

- January 9 GoodHacks
- January 9 ETL Adventure
- January 14 Startup Career Fair
- January 14 Challenge Kickoff
- January 16 BASES Bus
- February Incubator and Accelerator Events
- March 21 Spring Trek

Spring 2016

- Spring 2016 Mini-Challenge Spring Round (Fund)
- Spring 2016 Mini-Challenge Spring Hackathon
- Spring 2016 Social Impact Case Competition

- April VC-Law Mixer
- April 1 ETL Adventure
- April 7-8 Challenge First Round
- April to May Challenge Mentorship, Office Hours, and Workshops
- May 6 Challenge Finale
- May 13 BASES Bus

2015-2016 (Year-Round)

- ETL Speaker Series
- Hacking Hours
- Coding Bootcamp
- Lessons in Life
- Startup Lunches
- Startup Collab
- Tackling Today's Troubles

OUR SPONSORS

SUSTAINER



Microsoft

SUPPORTERS



MORGENTHALER



FRIENDS



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

