

S I L I C O N V A L L E Y

Boomer Venture

Summit

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Tuesday, June 20, 2006
Santa Clara University, Santa Clara, California

www.boomerventuresummit.com/competition



Win \$10,000!

Competition Seeks Entrepreneurs in the 45+ Market

2006 Silicon Valley Boomer Venture Capital Business Plan Competition

Are you developing innovative products and services for the 45+ market?

The baby boomer market represents over \$2 trillion in annual spending power! The first of 76 million baby boomers turns 60 in January 2006 and by the year 2030 there will be 71.5 million Americans age 65 and older, more than double the number of Americans currently within that demographic. A massive demographic shift means new opportunities for growth, service and profit.

From early-stage ventures in medicine to media, fashion to financial services and beyond, we invite you to enter this exciting Silicon Valley Boomer Venture Capital Business Plan Competition, the first and only global competition of its kind.

The Competition aims to stimulate the best ideas from the best universities and tap into the business expertise and creativity of today's entrepreneurs who are addressing the 45+ market.

On June 20, 2006 the five finalists - vying for a \$10,000 cash prize - will present their business ideas to the Silicon Valley Boomer Venture Summit and the Grand Prize Winner will be chosen.

Take advantage of the opportunity to meet top VCs and partners, secure resources and get media exposure, register for the Silicon Valley Boomer Venture Summit at the entrepreneur discount. Turn your dreams into reality.

What: 2006 Silicon Valley Boomer Venture Capital Business Plan Competition

a part of the 2006 Silicon Valley Boomer Business Summit

When: June 20, 2006

Where: Santa Clara University, Santa Clara, California

Eligibility:

- * Business plans must show the 45+ market as the product or service primary market
- * Eighteen (18) years of age or older at the time of entry
- * Students, faculty, alumni or staff at accredited four-year colleges and universities
- * Entrepreneurs from early-stage companies with annual revenues of \$0 - \$1 million
- * Independent business professionals

To Enter: Visit www.boomerventuresummit.com/competition

Contact Us: competition@boomerventuresummit.com

Judges: The judges will be distinguished professionals from the venture capital, business, media and education communities, including:

- > **Jennifer Fonstad**, Managing Director, Draper Fisher Jurvetson
- > **Michael Goldberg**, General Partner, Mohr Davidow Ventures
- > **Emilio Pardo**, Chief Brand Officer, AARP Services, Inc.
- > **Jon Staenberg**, Partner, Rustic Canyon Partners
- > **Brad Vale**, Vice President, Johnson & Johnson Development Corporation (JJDC)

EXECUTIVE PRODUCER: Mary Furlong, Ed.D., CEO, Mary Furlong & Associates and Professor of Entrepreneurship, SCU

MARKETING PARTNERS: The American Society on Aging and its Business Forum on Aging, SmartSilvers Alliance

SELECTED SPONSORS: Wells Fargo, Facebook



Important Dates

March 1 - April 21, 2006

Contestants register to enter

April 21, 2006

Executive summaries due (3-5 pages) by 5:00 pm PST

April 28, 2006

Top 20 semifinalists selected, all contestants notified

May 26, 2006

Top 20 semifinalists' complete business plans due by 5:00 pm PST

June 9, 2006

Top 5 finalists selected, all semifinalists notified

June 20, 2006

Competition presentations – top 5 business plans. \$10,000 Grand Prize Winner selected.