



# Entrepreneurship Center

## *Friends & Family* eNewsletter

News from the Entrepreneurship Center at Seattle University  
Jan. '11

### **BUSINESS PLAN COMPETITION--v13**

We are getting the best response yet for our annual business plan competition. As of this writing, we have 46 teams competing. These teams are comprised of:

- 19 undergrads
- 41 grads/LEMBA
- 17 alums

Within this cross-section of people, we have along with the usual array of business students, a Masters of Pastoral Studies, a Pysch major, a Law student and two students from WSU and UW.

We want to thank you all for your continued support of this program and hope you will join us at the Trade Show on April 15<sup>th</sup> over the extended lunch hour in the Student Center, room 160. Also, if you want to be a judge or mentor, please let me know right away.

### **BUSINESS PLAN PREP SESSIONS**

Our business plan prep sessions are going well and we are roughly half way through the schedule. We want to take a moment to thank John Browne, Chris Porter, Chuck Porter, Elizabeth Lee and Michelle Bomberger for all their efforts in making this an integral part of the program. Sessions held so far address marketing strategy, business plan development and legal considerations. Finance will be covered in Feb., along with repeating the Jan. topics.

### **ALUMNI TRACKING**

Brayden Olson was featured in a recent article in the Seattle Times: [Novel](#). In the article Brayden shares where he is moving his rapidly expanding company—it already has 20 employees and hopes to achieve break-even this next year. Brayden is clearly bringing new meaning to playing games at work.

### **IN THE NEWS**

John Cook, in a recent TechFlash, states that venture capital is at an important crossroad: [Crossroads](#). While VC funding was up 15% over 2009, investment levels are still well below funding in 2006-2008. This decline means that Washington State has slipped from 5<sup>th</sup> to 7<sup>th</sup> nationally in terms of VC dollars and deals during 4<sup>th</sup> quarter.

Entrepreneurship is sometimes viewed as a younger person's game so I was delighted to read a Slate article ([Older Entrep.](#)) that states some new research suggests that “the older generation tends to build more startups and have more success with them than younger people.” Yes, it's true, this does make me smile a bit.

### **A FAN OF THE CENTER ON FACEBOOK**

As of this morning, we are now up to 143 people following us on Facebook. Thanks for staying connected and offering your thumbs-up when you see something you like.

