

## NVCA & Startup@BerkeleyLaw VC University LIVE: Application for Interested University Partners

**Overview:** VC University LIVE (“VCU LIVE”) is a three-day educational program on venture finance launched by the National Venture Capital Association (“NVCA”) and Startup@Berkeley Law (“Berkeley”) in 2019. NVCA and Berkeley had a strong year 1 for [VC University LIVE](#) in 2019 and are looking to build this program in year 2 and beyond. NVCA and Berkeley are seeking applications from interested universities to serve as a host and third-partner (“University Partner”) for a VCU LIVE in May or September of 2020.

### **VC University LIVE Goals:**

- Leverage strengths of NVCA and Berkeley to partner with a University Partner in an emerging ecosystem to offer education on venture finance
- Convene local and coastal entrepreneurs, investors, and service providers to share VC best practices, learn, and network
- Shine a spotlight on an emerging ecosystem, to expand focus of VC beyond traditional hubs of California, Massachusetts, and New York
- Address opportunities and challenges for VC in emerging ecosystems
- Generate revenue to cover program costs and satisfy NVCA, Berkeley, and University Partner revenue goals
- Host at least 60 participants at each VCU LIVE, including offering at least five tuition-free diversity scholarships (application-based)

### **University Partner Benefits:**

- Host a unique VC-focused executive education-type program with local and coastal VC leaders
- University Partner name included in branding and marketing for VCU LIVE, including program certificate
- Help shape agenda, content, and speakers
- Equal split of net revenue (minus program costs) with NVCA and Berkeley

### **University Partner Expectations:**

- **Venue:** Secure a venue on campus to fit approximately 60 participants and 30 speakers over three days.
- **Program management:** NVCA, Berkeley, and University Partner decision makers to hold at least two calls each month prior to VCU LIVE
- **Agenda & Speakers:** lead the content, format, and speakers for three sessions and offer input on local speakers for other sessions. [See draft agenda.](#)
- **Sponsors:** Assist with sourcing and securing local sponsors (e.g., law firms, accounting firms, banks, etc.)
- **Marketing & registration:** execute marketing plan once marketing schedule is mutually agreed upon and set by NVCA, Berkeley, and University Partner. Marketing plan to include specific frequency and dates for email, social media, website, local media outreach, etc. deliverables.
- **On-site:** Have a point person from the venue available and present for the full program. Provide 2-3 individuals who will sit at the registration desk beyond the point person who is in the room.

**Timeline:**

- December 10, 2019 - application launch
  - NVCA & Berkeley to host informational calls where interested University Partners can hear an overview and ask questions. Calls currently scheduled for:
    - Friday, December 13 - 11:30am PT/2:30pm ET (DIAL IN: +1 669 900 6833, Meeting ID: 965 780 353)
    - Wednesday, December 18 - 10am PT/1:00pm ET (DIAL IN: +1 669 900 6833, Meeting ID: 328 149 301)
    - TBD call in January
- January 17, 2020 - application deadline
- January 31, 2020 - notify May and September 2020 selected University Partners
- February 14, 2020 - finalize MoU/agreement between NVCA, Berkeley, and University Partner
- February-May 2020 - May VCU LIVE planning
- May 2020 - VCU LIVE with University Partner #1. Invite 1 representative from September university to attend.
- June-September 2020 - September VCU LIVE planning
- September 2020 - VCU LIVE with University Partner #2

**Contact:**

For questions regarding VCU LIVE or this application, please contact Maryam Haque, SVP of Industry Advancement at NVCA, at [mhaque@nvca.org](mailto:mhaque@nvca.org).

**Submission:**

An application is required for a University Partner to be considered for this VCU LIVE opportunity. **All completed applications must be emailed to Maryam Haque, SVP of Industry Advancement at NVCA, at [mhaque@nvca.org](mailto:mhaque@nvca.org) no later than COB Friday, January 17, 2020.**

**Details to Complete and Send with your Application:**

1. University Partner name: institution and affiliated school or department
2. Primary contact at University Partner: name, title, email address, and phone
3. Names of additional contacts who will be part of the planning process and execution of VCU LIVE (e.g., content, venue, marketing, etc.)
4. Address, pictures, and details of proposed VCU LIVE venue
5. Examples (with brief details/links) of similar programs hosted by University Partner or at proposed VCU LIVE venue
6. Available dates in May or September 2020 to host VCU LIVE (please note any other, related programs occurring around these dates)
7. List of local organizations related to VC, entrepreneurship, startups, etc. who could be important marketing channels and supporting organizations for VCU LIVE
8. List of recommended local speakers, keynotes, or thought-leaders to include on the agenda if University Partner is selected
9. Complete this statement: "We want to shine a spotlight on the venture ecosystem in [city/state/region] at our university because \_\_\_\_\_."
10. Please provide any additional details on why your university wants to be selected as the University Partner for VCU LIVE in 2020, or anything else that would be helpful for us to consider when evaluating your application.