

# 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 customized 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
- Exclusive access to the most exciting startups and technologies on campus

We look forward to hearing from you.

Best,

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Vice President, Business Development

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## BASES: AT A GLANCE

Founded in  
**1996**  
by Stanford  
graduate students

**11**  
BASES Bus Visits

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

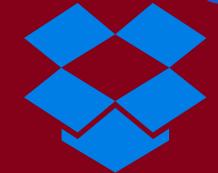
**400**  
Hackspace inventors

**3000+**  
Challenge Entrepreneurs

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

**1000+**  
Startup Career Fair Students

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

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 Seminar**  
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 competition 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**  
Stanford's first national hackathon with 670 hackers, profiled in The New York Times
- 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



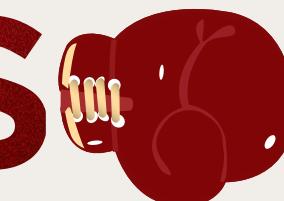
## LAUNCH

# THE CREATIVE SPIRITS RESOLUTE

**INDEFATIGABLE**



# INDEPENDENT THINKERS FIGHTERS



this is who Sequoia looks for. The **BASES** team and the talented students they attract embody each and every one of these words. We're thrilled to be a partner.

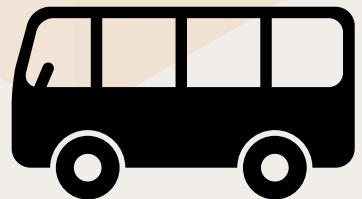
-SEQUOIA CAPITAL



# INSPIRE

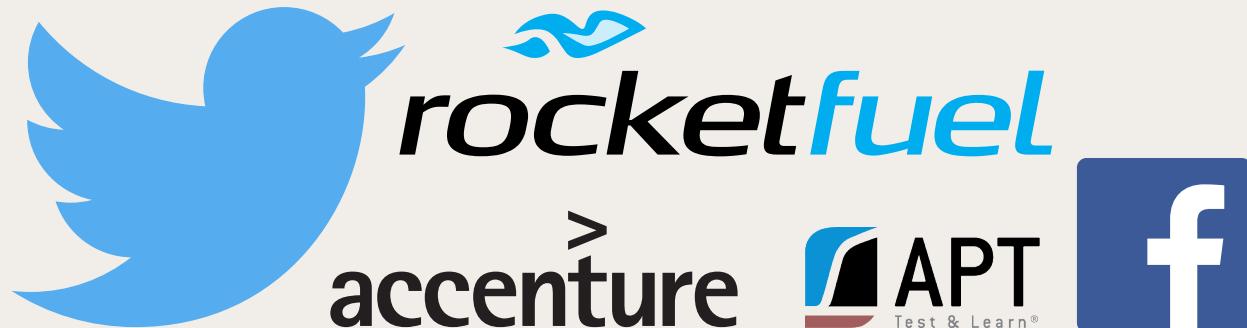
## Entrepreneurial Thought Leader (ETL) Lecture Series

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

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 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.

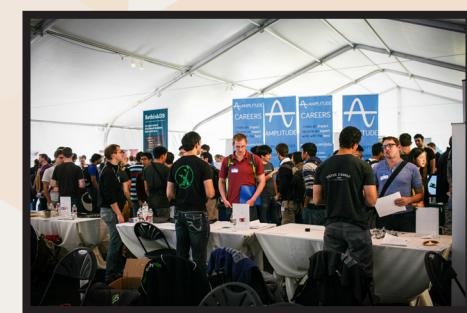


## BASES Startup Career Fair

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 get free tables 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 given special admission to the event.



## 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

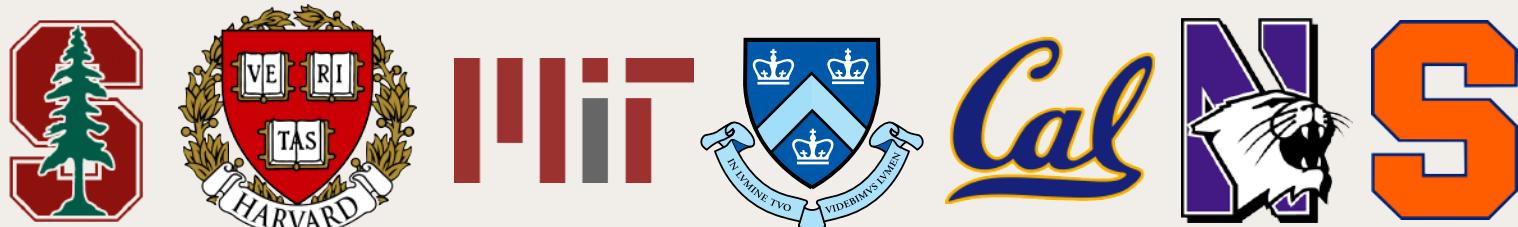
## Mentorship and Alumni Relations

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 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.](#)



## 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. Sponsors may invite students to visit offices in other parts of the country.



Potential TREKS Visits



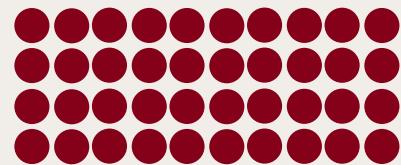
# CREATE

## 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.**



**400**  
Hackspace inventors

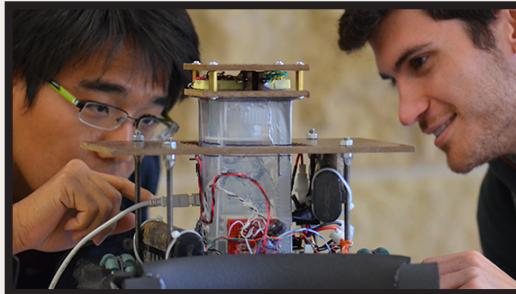


## Startup Collab

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 as they develop a solution for you over the course of a 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.**



## BlackOverflow

BlackOverflow is Stanford's first African-American Computer Science group and is a key BASES partner. BlackOverflow provides mentorship to African-American students both on campus and at local Bay Area high schools. **Our sponsors will get a special invitation to the Technical Diversity Workshop that BASES and BlackOverflow will jointly host for the community.**



## HackOverflow

HackOverflow is a large hackathon hosted by Stanford Women in Computer Science, with support from BASES. It is aimed at getting women and minorities interested in hackathons, engineering, and the process of "building." As a BASES sponsor, you would be able to have a dedicated table at HackOverflow and send representatives to interact with the students that attend.

## HackOverflow Judges include



**Jeff Dean**  
Creator of MapReduce



**Mar Hershenson**  
Pejman Mar Ventures



**Peter Barrett**  
CTO of Microsoft TV



**Jennifer Arguello**  
Latino Startup Alliance

## PuzzleHunt

PuzzleHunt is a yearly problem-solving challenge co-hosted by the Stanford Association for Computing Machinery (ACM) and BASES. Over the course of a day, students form groups and solve logic puzzles and brain teasers under time pressure for prizes. This is a unique event to recruit technical talent that departs from the saturated hackathon-model. **As a sponsor, you would be able to send engineers and recruiters to PuzzleHunt and interact with the students who are attending this event.**



## GoodHacks

GoodHacks is Stanford's first hackathon focused on social good. This 24 hour hackathon will provide students with an opportunity to apply their technical skills and contribute to social impact efforts on the world's pressing issues. A significant portion of the money raised for this event will go directly to the nonprofits. **Our sponsors will receive a banner at the event, pre-event email marketing, recognition at the hackathon, branding on all materials, and access to the resume book of all students.**

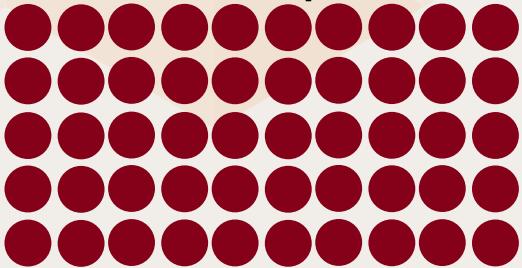


# LAUNCH

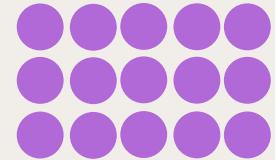
## BASES Challenge

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**

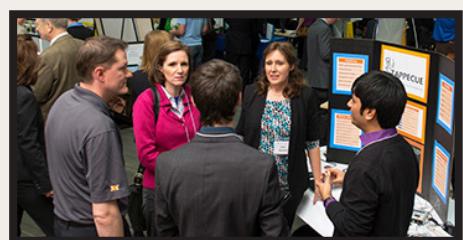


### Online Feedback Forum

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 exclusive 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.

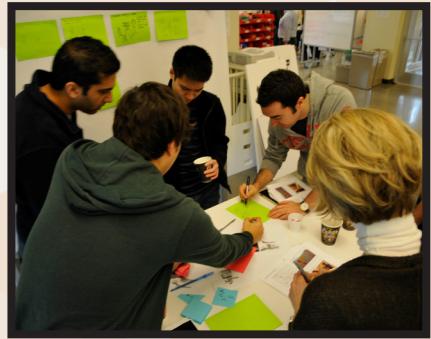


## Judging Rounds

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.

## 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.



# RAVEL

**\$9.2M in 2 Rounds from 5 Investors**



# BOOSTED

**Raised \$467,167 on Kickstarter**

# Biomimedica

**AI to streamline construction projects**

**Raised \$12.1M in 2 Rounds from 4 Investors**

# SPONSORSHIP OVERVIEW

**Friend**  
\$15,000+

- Invitations to all BASES's exclusive events
- Judge at BASES Challenge second round and finale, meeting 80 of the highest-quality teams in our annual competition
- Discounted tables at the Startup Career Fair
- Branding on all BASES materials, including the BASES Digest (5,000+ active subscribers)
- Branding on the BASES Alumni Newsletter reaching 1,000+ active alumni
- Attendance at Puzzlehunt, HackOverflow and GoodHacks

**Supporter**  
\$30,000+

*Everything offered under a Friend sponsorship plus the following:*

- BASES creates a customized campus strategy to maximize your impact on campus
- Assigned a dedicated junior Sponsorship Executive who serves as your point-person on campus to execute your campus strategy
- Host a limited number of customized events and recruiting sessions on campus
- Nomination for ETL Speaker Series for audience of 350+
- Host office hours and workshops with top BASES Challenge teams
- Invitation to exclusive BASES alumni events with over 1,000+ active Bay Area alums
- Receive preferred table placement and send recruiters to Puzzlehunt, HackOverflow and GoodHacks
- Invitation to BASES's Lessons in Life Series with 10-12 vetted Stanford students
- Invitation to Startup Lunch Series for founders to engage with students
- Host a technical workshop with BASES CreateSpace
- Propose a challenge for a Startup Collab team
- Direct line to BASES presidents and leadership team
- Invited to attend BASES all-hands meetings
- Invite students to a company tour with the BASES Bus

**Sustainer**  
\$55,000+

*Everything offered under a Friend and Supporter sponsorship plus the following:*

- BASES leverages its entire organization and network to achieve your campus objectives, extending to our faculty and alumni network
- BASES creates a highly-tailored experience specifically customized for your needs and objectives within our programs
- Assigned a senior Sponsorship Executive who serves as your point-person in BASES and Stanford campus ambassador
- BASES will organize numerous custom events just for your branding, recruiting and other needs
- Priority for speaking opportunities, including the ETL Series and keynotes at the BASES Challenge Kickoff and Finale
- Host workshops and tech-talks at Puzzlehunt, HackOverflow and GoodHacks
- Early access to teams in the BASES Challenge
- BASES will match Sustainers with top Challenge teams who fit their investment interests
- Regular meetings with the BASES presidents, the executive team, and all-hands meetings
- Highest priority for organizing Startup Lunches and Lessons in Life sessions



# EVENTS CALENDAR

## Summer 2015

- Summer 2015

Summer Hacking Hours

## Fall 2015

- Fall 2015
- Fall 2015
- Fall 2015

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

- October 4<sup>th</sup>
- October 10<sup>th</sup>
- October
- November 6<sup>th</sup>
- November 23<sup>rd</sup>

ETL Adventure  
Social Entrepreneurship Kickoff Panel  
Influencer Series  
BASES Bus  
Thanksgiving Trek

## Winter 2015

- Winter 2015
- Winter 2015
- Winter 2015
- Winter 2015
- Winter 2015

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

- January 9
- January 9
- January 14
- January 14
- January 16
- February
- March 21

GoodHacks  
ETL Adventure  
Startup Career Fair  
Challenge Kickoff  
BASES Bus  
Incubator and Accelerator Events  
Spring Trek

## Spring 2016

- Spring 2016
- Spring 2016
- Spring 2016

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

- April
- April 1
- April 7-8
- April to May
- May 6
- May 13

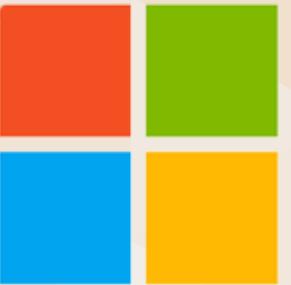
VC-Law Mixer  
ETL Adventure  
Challenge First Round  
Challenge Mentorship, Office Hours, and Workshops  
Challenge Finale  
BASES Bus

## 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



## SAMSUNG ORACLE



PERKINS COIE  
COUNSEL TO GREAT COMPANIES

Founder.org

## FRIENDS

Merus Capital



Fenwick  
FENWICK & WEST LLP

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

