

entrepreneurs without borders



socialhack 2016

ILLINI UNION | NOVEMBER 4-7, 2016

executive summary

“Innovation doesn’t go up; it goes across.”

O L A F G R O T H

OBJECTIVES

- I. To encourage both innovation and the launching of sustainable businesses focused on creating social good;
- II. To foster bottom-up understanding of subsistence marketplaces;
- III. To connect people across disciplines; and
- IV. To grow and showcase the social venture facet of the University of Illinois at Urbana-Champaign.

DETAILS

Under President Killeen, the University of Illinois is marching forth to be "the gold standard for service to both students and the public good in the 21st century."¹ SocialHack is the contribution of Entrepreneurs Without Borders (EWOB) to connect both faculty and students, from all disciplines, together to form a collision area for ideas and ventures in the social entrepreneurship space.

SocialHack is a free 54-hour event that provides a platform for teams to work on ideas to impact people at the bottom-of-the-pyramid. Our support for this noble creativity extends from mentorship from prominent social entrepreneurs to catering in food.

Hackathons are best described as “invention marathons” where students create products and compete with their peers on the merits of their projects.² At the conclusion of the event,

¹ A letter from University President Tim Killeen. (n.d.). Retrieved May 01, 2016, from <http://www.dailyillini.com/article/2015/07/president-letter>

² Frequently Asked Questions. (n.d.). Retrieved May 08, 2016, from <https://mlh.io/faq>

prizes are often awarded to the top projects in any category chosen by a panel of selected judges.

Our differentiating factor is the focus on social impact and subsistence marketplaces; other hackathons extend a broad umbrella over any technological project.

A T T E N D E E S

We expect 400 top students chosen from a pool of applicants to attend SocialHack. We focus on students in computer science, industrial design, and business, and believe SocialHack and other similar events attract motivated students. We offer brand awareness, association with socially-focused organizations, and recruiting benefits—like résumé books—to our partners.

about us

“Exposure is education.”

M A D H U V I S W A N A T H A N

ENTREPRENEURS WITHOUT BORDERS

We are a group of students at the University of Illinois partnering with award-winning faculty to build marketplace literacy in and domestic awareness of subsistence marketplaces. Our registered student organization (RSO) subsidizes and organizes immersion trips that are highly unique opportunities to extract bottom-up insights about foreign subsistence communities. Domestically, we consult for micro-enterprises in partnership with the Illinois Maker and Marketplace Literacy Project, and organize events like SocialHack to bring researches, students, and entrepreneurs together. [Learn more about what we do here.](#)

CONTACT

Johnny Chang • Statistics and Computer Science • **President, Co-Director of SocialHack**
Dhivyaanganaa Sekar • Actuarial Science • **Co-Director of SocialHack**

sponsorships

“And one more thing...”

S T E V E J O B S

U N I V E R S I T Y O F I L L I N O I S

The University of Illinois at Urbana-Champaign is one of the top universities in the world, ranking #36 by one recent measure.³ Its programs—from computer science to accounting—are consistently designated as top five.⁴ Illinois faculty and students are among those at the forefront of technology and entrepreneurship, leaving behind a legacy with the likes of PayPal, Netscape, and YouTube.

From November 4-7, 2016, the most entrepreneurial and socially-minded students on campus will gather in the pursuit of innovation and social impact.

P A R T N E R W I T H U S

Position your brand and establish personal relationships with top students from our best colleges, and get access to participant résumés. We provide both financial and product sponsorship channels; additional information follows.

P L A T I N U M	: Over \$10,000
G O L D	: Over \$5,000 to \$10,000
S I L V E R	: Over \$2,500 to \$5,000
B R O N Z E	: \$2,500 or less

³ World University Rankings. (2015). Retrieved May 02, 2016, from https://www.timeshighereducation.com/world-university-rankings/2016/world-ranking#!/page/0/length/25/sort_by/rank_label/sort_order/asc/cols/rank_only

⁴ University of Illinois--Urbana-Champaign | UIUC | Best College | US News. (n.d.). Retrieved May 03, 2016, from <http://colleges.usnews.rankingsandreviews.com/best-colleges/uiuc-1775>

SPONSORSHIP DETAILS

All sponsors will get logo placement, but size and prominence vary with contribution amounts. Platinum-Tier Sponsors get their own row, at the top of the sponsor section. Gold follows with two logos per row, Silver with four logos per row, and Bronze with eight logos per row.

We are more than happy to accommodate custom plans. [Contact us for details.](#)

	BRONZE <= \$2,500	SILVER > \$2,500 && <= \$5,000	GOLD > \$5,000 && <= \$10,000	PLATINUM > \$10,000
BRANDING				
THANKED AT KICKOFF	★	★	★	★
THANKED AT CLOSING	★	★	★	★
LOGO PLACEMENT: WEBSITE, T-SHIRT, POSTERS	★	★	★	★
COMPANY SWAG DISTRIBUTION ELIGIBILITY		★	★	★
COMPANY INFORMATION ON WEBSITE	★	★	★	★
COMPANY BANNER PLACEMENT AT EVENT			★	★
COMPANY INFORMATION EMAIL			★	★

RECRUITING

BOOTH AT EVENT		★	★	★
PARTICIPANT RESUME ACCESS: AFTER-EVENT	★	★	★	★
PARTICIPANT RESUME ACCESS: EARLY-ACCESS			★	★
MEET WITH TOP 3 TEAMS				★

GENERAL

MENTOR PRESENCE AT EVENT		★	★	★
UP TO 10 MINUTE KEYNOTE ADDRESS			★	★
JUDGING CATEGORY				★

thank you

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