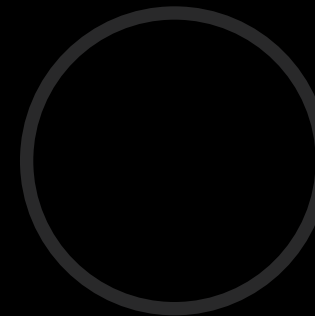
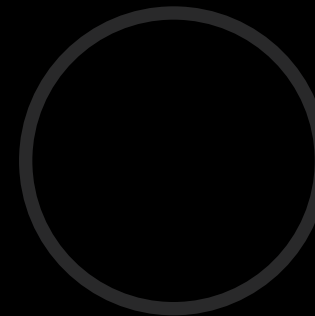
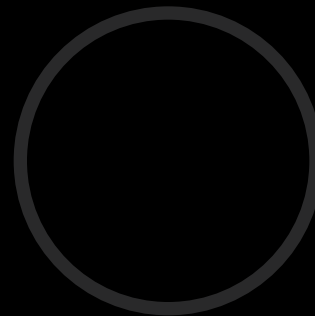
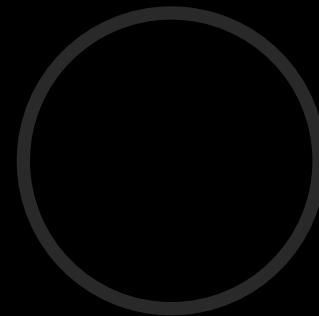




our **elevator** pitch to you



Going up?

Here's our pitch: we're facing serious problems in the world – and in the business world. Your MBA (or other graduate program) teams have real-world solutions. And we're giving them an opportunity to prove it – in fact, three opportunities because the McGinnis Venture Competition has three tracks: Technology, Life Science and Sustainable Technology.

FIRST-PRIZE WINNERS OF EACH TRACK RECEIVE:

- Cash awards
- Opportunity to pitch directly to top-tier venture capitalist
- Valuable intellectual property and corporate legal services

ALL PARTICIPANTS RECEIVE:

- Interaction with venture capitalists and entrepreneurs
- Opportunity to raise capital
- Reality check for business plan
- Invitation to attend social events in the best venues of Pittsburgh

TOP TWO TEAMS RECEIVE INVITATION TO COMPETE AT MOOT CORP®

Step to the front of the car

Your school is a leader in entrepreneurship, and we want to make sure you get all the information you need regarding the 2009 McGinnis Venture Competition.

The McGinnis Venture Competition is hosted by the Donald H. Jones Center for Entrepreneurship, part of the Tepper School of Business at Carnegie Mellon. The Tepper School is recognized as a leader in commercializing technology through entrepreneurship and is consistently ranked among the top business schools in the world.

Where on earth you'll find Carnegie Mellon University

- | | |
|---------------------|--------------------|
| Pittsburgh, PA | Lisbon, Portugal |
| Adelaide, Australia | Los Angeles, CA |
| Athens, Greece | Madeira, Portugal |
| Aveiro, Portugal | Osaka, Japan |
| Coimbra, Portugal | Silicon Valley, CA |
| Doha, Qatar | Singapore |
| Kobe, Japan | |

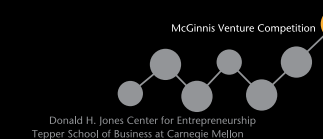


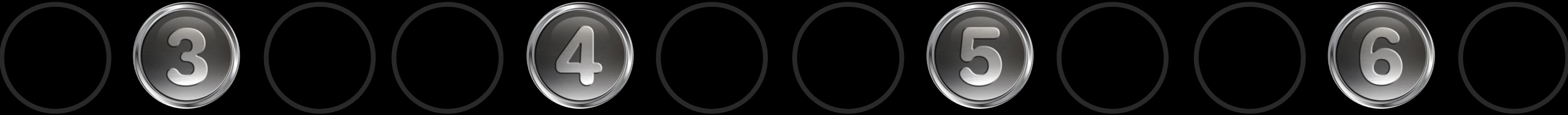
Announcing the Annual McGinnis Venture Competition
March 12–14, 2009



McGinnis Venture Competition
Carnegie Mellon University
Pittsburgh, Pennsylvania 15213-3890

Printed on recycled paper





Pressing the right buttons

TECHNOLOGY TRACK concentrates on new businesses enabled by information technology, robotics, nanotechnology, telecommunications and other emerging fields.

LIFE SCIENCE TRACK includes biotechnology, pharmaceutical, biomedical, medical devices, diagnostics and other companies that focus on life science technologies.

SUSTAINABLE TECHNOLOGY TRACK focuses on ventures that use resources efficiently without compromising the needs of future generations.

Three winners

(not including planet Earth)

There will be a grand-prize winner for each track: Technology, Life Science and Sustainable Technology.

The prizes

In each track, the winning team's start-up company will receive a first prize of \$20,000 as an investment in the firm. The winner of each track will also receive \$20,000 worth of in-kind prizes for intellectual property and other legal services. Also, the Donald H. Jones faculty will provide advisory services for first-place winners. There will be additional prizes for runners-up and winners of individual events, such as the Elevator Pitch Round.

This pitch is a hit

Here is a special opportunity, arranged by the Tepper School faculty. First-place winners will be invited to pitch directly to a venture capitalist at a later date. That type of private meeting has proven to be an invaluable experience for past winners.

You'll enjoy each stop along the way

The busy agenda of the competition is interspersed with social events held in some of Pittsburgh's most fascinating venues. Students will be able to meet and greet venture capitalists, entrepreneurs, Carnegie Mellon faculty members and fellow competitors in a relaxed atmosphere.

Is this your stop? Or start?

If you are interested in sending a team to the McGinnis Venture Competition, please go to www.mcginnisventurecompetition.com for additional information and registration instructions. If you want information about sponsoring part of the competition, call us at 412.268.7958 or send an e-mail to djc@andrew.cmu.edu.