

## THE BLANK CENTER

# THE JOHN E. AND ALICE L. BUTLER LAUNCH PAD

The Butler Launch Pad (BLP) is where you take action, whether you're looking to start or advance an entrepreneurial venture, or join a startup team. It's where you turn ideas into reality.

### LAUNCH PAD SIGNATURE PROGRAMS

#### Summer Venture Program

Apply to be one of the teams in this intensive 10-week experience to gain access to housing, workspace, advisors, a speaker series, and other resources to help advance your student venture. Since its founding in 2009, the Summer Venture Program has influenced the lives of more than 200 student entrepreneurs.

#### Rocket Pitch

Pitch your business idea—in three minutes—to an audience of students, faculty, entrepreneurs, investors, and service providers at this annual fall event. Approximately 50 ventures pitched in the 2017 Rocket Pitch and received live feedback from audience members.

#### B.E.T.A. Challenge

Be recognized for the actions you've taken to accelerate the growth of your business in this annual spring competition. Graduate, undergraduate, and alumni grand prize winners receive \$20,000 in cash and in-kind prizes.

**285 ENTREPRENEURS  
REPRESENTING  
230 BUSINESSES**  
PARTICIPATED IN BLP IN 2017–2018



"The Butler Launch Pad at Babson has been invaluable in transforming my idea, to help local businesses and entrepreneurs, into a reality. The spring and fall cohort program has been especially helpful in setting up an ecosystem of mentors and peers who have motivated me to push myself to go above and beyond."

— AKHIL SURESH NAIR MBA'18,  
FOUNDER, PARZENN PARTNERS

## IN THE 2017–2018 ACADEMIC YEAR, BLP:



Provided seed funding grants up to \$3,000 to 15 ventures



Held more than 85 events, including How2Tuesdays, hackathons, and other workshops



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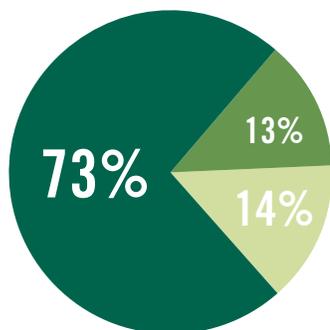


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## EXPLORE

YOUR OPPORTUNITIES

Learn about business and how to be an entrepreneur



### BLP BUSINESSES BY LEVEL

- explore
- pursue
- launch & grow

2

## PURSUE

YOUR PASSION

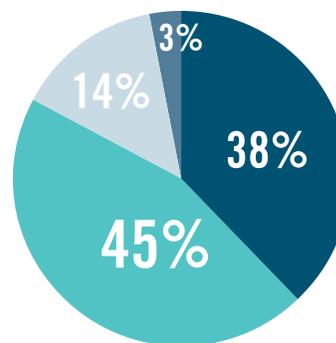
Design and build a solid foundation for a new business venture

3

## LAUNCH & GROW

YOUR BUSINESS

Take an established business venture to the next level of success



### BLP BUSINESSES BY PROGRAM

- undergraduate
- graduate
- alumni
- other

### YOUR VENTURE. YOUR PROGRAM.

The Butler Launch Pad offers three phases (**Explore. Pursue. Launch & Grow**), each with tailored resources and dedicated faculty advisors that will help you advance your business from one phase to the next. The customized support and services you receive during the program are determined by your venture stage, your goals, as well as your entrepreneurial experience. Plus, you and your venture benefit from constant, intentional collaboration with our community of undergraduates, graduates, and alumni.

### EMPOWER YOUR VENTURE WITH:

- » Workshops and office hours with experts
- » Faculty advisors and outside mentors
- » Access to seed funding
- » Free workspace
- » Community support to help start or advance ventures

## GET STARTED

CONTACT US TO LEARN HOW TO MOVE YOUR BUSINESS FORWARD:

CINDY KLEIN MARMER

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[WWW.BABSON.EDU/BUTLERLAUNCHPAD](http://WWW.BABSON.EDU/BUTLERLAUNCHPAD)

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**BABSON** / THE ARTHUR M. BLANK CENTER FOR ENTREPRENEURSHIP