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**Boston University** School of Management  
Institute for Technology & Entrepreneurship Commercialization

## BOSTON UNIVERSITY BORROWS FROM REALITY TV TO EDUCATE THE NEW ENTREPRENEUR

*For the first time, the Annual \$50K Business Plan Competition at the BU School of Management, will use wireless technology to collect input and feedback from the audience.*

**Boston, MA, March 20, 2008** – The reality television bubble may have finally burst now that writers are back to work, but there's one takeaway all competitions—televised or not—will cling to: audiences become far more engaged when given a chance to participate in real time. Boston University's Institute for Technology Entrepreneurship & Commercialization (ITEC) has accordingly strategized a way to get their Business Plan Competition audience more involved and enhance the educational value of the experience.

For the first time, the Annual \$50K Business Plan Competition, being held on April 9, 2008 at the School of Management, will use wireless technology to collect input and feedback from the audience throughout the evening. Supported by a generous donation by Platinum Sponsor Brown Rudnick, the competition features four teams competing for prizes and recognition as they present their business model. In addition to getting feedback from a panel of judges, the finalists will now be able to receive feedback from the audience of experts. Unlike reality TV competitions, the audience (comprised of peers, faculty, alumni and friends of the university) will not get to decide who the winner is...that still remains in the hands of the judges. Nonetheless, the feedback from the specialists and professionals in the audience will provide valuable insight to the participants.

"Classrooms have always been dynamic learning environments but major events typically didn't allow for audience involvement. Our competitions attract experts on topics ranging from business growth and legal issues to technology and medicine. We knew their input would enhance the competition and were determined to figure out a way to make that happen," states ITEC executive director, Jonathan Rosen. "Reality TV is popular because people love participating in events in real time. We strive to push the boundaries of education in every venue because ITEC's mission is to use all tools available to educate the new entrepreneur through relevant real life experiences."

Applying this observation to a lesson learned from their nationally recognized Online Graduate Certificate in Entrepreneurship program (recently recognized by *Fortune Small Business Magazine* as one of the top 5 e-Schools in America's Best Colleges for Aspiring Entrepreneurs) Rosen and his team set out on a mission to figure out how to make this and other events on campus and online more dynamic and enhance the educational experience. The obvious answer was technology-based.

Peter Russo, director of Entrepreneurship Programs at Boston University said, "We strive to create the ultimate learning environment for venture creation. Our events and classes, whether on campus, online, or on site in other countries, are highly interactive and stimulate entrepreneurs' minds., Brown Rudnick has helped us use powerful technology-driven tools, which combined with our outstanding faculty, maximizes each individual's learning experience, enabling us to cross borders and barriers in training entrepreneurs at home and around the world."

### **About the \$50K Business Plan Competition**

The annual competition, which is open to the public, is supported by Platinum Sponsor Brown Rudnick as well as Gold Sponsor Seyfarth Shaw, Cummings Properties, GrandBanks Capital, Kodiak Venture Partners, Paul Horn & Associates, TeleEMG and SV Life Sciences. The goal of the \$50K Business Plan Competition is to provide Boston University students and recent graduates with the opportunity to develop a solid business plan and to recognize the challenges and opportunities that await them as they start a new venture. ITEC will help all business teams connect with funding sources that can provide the capital and hands-on leadership required to bring their idea to fruition. The Competition will be held on April 9, 2008 at the Boston University School of Management, 595 Commonwealth Avenue, Boston, MA 02215 from 5:30-9 pm. For more information about the \$50K Business Plan Competition, visit [www.bu.edu/itec/bizplan.htm](http://www.bu.edu/itec/bizplan.htm).

### **About The Institute for Technology Entrepreneurship & Commercialization (ITEC) at Boston University School of Management**

The Institute for Technology Entrepreneurship and Commercialization (ITEC) is a new model for entrepreneurship education, research, and training that uniquely cross-channels resources from a large number of schools and departments throughout Boston University. No other program provides the *new* entrepreneur with such a variety of opportunities for developing new technologies, products, and services that meet global needs in healthcare, life sciences, alternative energy, information technologies, and other sectors.

To help new entrepreneurs create sustainable enterprises, ITEC is located in the School of Management, 595 Commonwealth Avenue, Boston, MA 02215. ITEC promotes cross campus exchange across all 17 schools at the university. For more information, please email [ITEC@bu.edu](mailto:ITEC@bu.edu) or visit [www.bu.edu/itec](http://www.bu.edu/itec)

### **About Brown Rudnick Berlack Israels LLP**

Brown Rudnick is an international law firm with offices in the United States and Europe. The firm represents clients from around the world, providing business-focused solutions that address today's ever-changing, ever-demanding competitive marketplace. With an entrepreneurial and collaborative mindset, Brown Rudnick offers a broad slate of capabilities and talents in areas that include: Bankruptcy & Corporate Restructuring, Complex Litigation, Corporate & Securities, Energy, Finance, Government Law & Strategies, Health Law, Intellectual Property and Real Estate. For more information, please visit [www.brownrudnick.com](http://www.brownrudnick.com).

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