

SPARK

2/18/17 - 2/19/17

SPARK

An intense 2 day startup bootcamp for those interested in building a scalable startup. Powered by Launch League

A Thank You

First, we would like to take a moment and thank you for taking the time to consider helping transform the hundreds of startup founders who we work with every year. The Launch League team is passionate about making Akron the best place in the world for startups, and we are working tirelessly to make that dream a reality. We have very high quality standards for our events, as do the founders, investors, professionals, and students who attend; however, none of this would be possible without the support from sponsors like you. After all, our sponsors are just as much a part of Launch League as anyone else.

Launch League Event Success

200+ participants, 37 speakers, and 40+ exhibitors at Flight2016, our inaugural regional startup conference. Attendees came from Akron, Cleveland, Youngstown, Columbus and Pittsburgh to the John S. Knight Center in Downtown Akron to learn how to take their startups to the next level.

375+ Registrations, 25 startup and support org. tables, 5 speakers, for //NEXTOhio – a 1-night startup event that took place on April 14th in Akron. Partners included: The University of Akron, The Global Business Accelerator, OSC Tech Lab, and The Bit Factory.

800 man-hours, 50+ technology/branding/design professionals, 15 city officials, 5 teams, 3 neighborhood representatives and, 1 mayor, came together to solve four major challenges for the City of Akron. Partners included: The City of Akron, The Burton D. Morgan Foundation, OSC Tech Lab, and Rubber City Clothing.

300+ attendees at networking and technical speaker events throughout 2016.

The Mission of SPARK

SPARK introduces ambitious young professionals to the world of startups via an intense two day startup boot-camp where they'll be able to develop and create a business and pitch it to investors.

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Prior SPARK Events

We have held two prior SPARK events in Akron in 2014 and 2015. We saw nine companies created at these events and drew speakers and mentors from Akron, Cleveland, and Columbus.

Who You Will Reach

Average Launch League event attendee breakdown

- 45% Startup founders or early stage employees
- 25% Professional services professionals
- 12% Corporate attendees
- 10% College students
- 8% Other

We expect to see 4-5 teams participating with 4-5 people in each team. We are opening up the pitch portion of the event to the public and startup support organizations and we are expecting to see 20-30 attendees for this section. In total we should see around 50-75 of the most instrumental people in Akron's startup scene participating in the event. The event also draws a contingent of "pre-preneurs," people who are not yet running a startup but are looking for resources to do so.

Our target audience falls into three main categories:

- Ideators who haven't yet started something but are looking for that catalyst to start
- Angel investors, accelerators, and early stage venture capitalists
- Support service organizations (accountants, attorneys, consultants, etc.)

Geographically we will be drawing this target audience from the Akron, Cleveland, and Youngstown metro areas.

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Why Sponsor

An opportunity to recruit:

This event is not for everyone. Only the most passionate, driven people who are building world changing companies make time in their busy schedules to participate in SPARK. These people are the ones you need working at your company.

An opportunity to network:

We are inviting the Midwest's most prominent tech, investor, and business leaders to judge and mentor at SPARK. Whether you are a startup or a Fortune 50 corporation, we can help expand your circle of influence and help you develop lasting relationships with the key drivers of the region's startup ecosystem.

A positive brand image in the startup community:

Unlike most advertising campaigns, sponsoring SPARK provides an interactive environment for organizations to connect with their key audiences. The result is a more intimate relationship that helps differentiate your brand.

Reach a targeted audience looking for solutions:

We are lucky to have a diverse mixture of attendees, the vast majority of whom are actively searching out business solutions for the companies they're creating.

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Event Details

Event Structure

SPARK is a two day long, boot-camp style event, that is designed to take a group of people through the ideation stage to testing a minimum viable product.

Saturday

They begin the first day at the OSC Tech Lab (a coworking space and tech hub in Downtown Akron) by meeting with their preselected teams and discussing what idea they'll be working on for the weekend. They then spend the rest of the day on Saturday going through a rapid prototyping phase where they'll build out a quick business plan, create a website, and actually start acquiring users and customers. We have mentors walk through and work with each team to guide them through this process.

Sunday

The work continues through the night and through Sunday morning until noon. At that time the teams are encouraged to take a few hours to put together a pitch deck to present that afternoon. The teams are then moved to the Nightlight Cinema (an independent theater in Downtown Akron) where they'll pitch their ideas on the big screen to a group of judges made up of community leaders, investors, and founders. Winners are announced and the weekend wraps up with a cocktail hour at the theater.

We provide meals and snacks throughout the weekend along with copious amounts of coffee and redbull. The OSC Tech Lab stays open throughout the night so teams can put in as much work as they'd like.

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How To Participate

Sponsor

We have a few sponsorship opportunities available for this event which can all be customized to suit your exact goals. Please contact Courtney@LaunchLeague.org for more details.

Prizes

We would love to be able to provide prizes for the winners of this event. In the past we have given checks, pro bono company formation, coworking memberships, and pitch invitations as prizes to the winners. If you would like to provide either a cash or in-kind prize please contact Courtney@LaunchLeague.org to design a branded prize package for your firm.

Attend The Pitches

We are encouraging everyone who is remotely interested in Akron's tech and startup communities to attend the pitch event on Sunday afternoon at the Nightlight Cinema. This is where the teams will be showcasing their work and where there will be opportunities to network with the judges. Tickets to the pitch portion of the event are available via Eventbrite. You can access that through our site at www.LaunchLeague.org/sparkak

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