FOR IMMEDIATE RELEASE

UPushStart: DSG Organizes DePauw’s First Startup Institute

Greencastle, IN
17 March 2014

UPushStart is DePauw University’s first Startup Institute comprised of a three-day event series created to educate students on entrepreneurship and instigate the collaborative and innovative action required to launch a startup operation. The institute will begin on Thursday, April 3rd and will conclude on Saturday, April 5th. The events aim to engage students with entrepreneurial leaders and to connect like-minded and motivated students with similar ambitions across university boundaries. No matter what major, level of experience, or ability to create, any and every student has the capacity to become an entrepreneur. Thursday night, join your peers as students pitch ideas to those in attendance. After the top ideas are chosen, form yourself into a team and begin thinking on how to bring your specific idea to life. Each student member will have a role to complete and each will play an integral role in breathing life into the idea chosen. Join us Friday night as alumni come to campus to have “burst sessions” of informational interviews, sharing their experiences and career paths with students. Also, take advantage of the informal, social atmosphere to continue developing your startup teams and network with the present alumni.

Finally, join us on Saturday morning where students will come together for the main event. Student startup teams will meet following registration from 8:30-9:30am, and begin the process of building their startups. Luckily, you won’t be doing it alone, as alumni mentors with industry experience and expertise will sit down with each team to provide guidance and insight into the process. As you spend the morning developing a specific idea into a real tangible business, workshops and lectures will take place to allow students who are registered, along with even who are not, an opportunity to gain valuable insight into the experiences that our professionals have had, bringing tips and skills back to their respective
groups. At the midpoint of the day, group members will join their appropriate teams for lunch. The afternoon will entail the continuation of idea building and teams will begin preparation for the finale of the event, the Pitch. At 5:30pm, student groups will begin pitching to the audience and to a board of judges exactly what their idea is, if there is a product that they have developed, or if they have a goal product in mind. If your team wins, each member of the group will receive an i-pad tablet and possible investment funding. Second place will receive a kindle fire and may also receive investment funding. The night will end with a keynote speech from Mike Langellier, an ’03 graduate and CEO of TechPoint in Indianapolis. There will also be a keynote speech from Kyle Smitley, an ’07 graduate and Co-founder of Detroit Achievement Academy as well as Founder of Barley & Birch. The event will wrap up around 8:00pm.

So calling all great minds—developers, marketers, designers, coders, business majors, and all other startup enthusiasts—we invite you to join us for three days of networking events, workshops, lectures and the opportunity to push start on your startup idea!

Contact: Lizzie Hineman  
Director of Public Relations  
dsg_publicrelations@depauw.edu

END

###