



At Intel, we believe that innovation is fundamental to economic growth. Entrepreneurship is crucial to building local innovation capacity. It brings new technologies to market, and supports economic development through building strong local and regional economies. Building on Intel's work with over 150 universities around the world to support the innovation pipeline, the Intel Challenge encourages entrepreneurship and rewards ideas that have potential to become a new business or even a new industry. The Intel Challenge showcases business opportunities with the greatest potential for a positive impact on society through the commercialization of new and truly innovative technologies.

The Intel Challenge is an online business plan competition that allows emerging entrepreneurs to submit and receive feedback on the viability of their plan from successful entrepreneurs and those that fund them. Winning business plans from the Intel Challenge and other local entrepreneurship programs that Intel sponsors receive focused mentorship, over \$150,000 in prize money and the opportunity to participate in the global Intel Berkeley Technology Entrepreneurship Competition. At the global competition, teams from around the world vie for an additional \$40,000 in prize money and receive direct feedback from leaders in the Silicon Valley entrepreneur community. One of the winning CEOs will also be selected to attend the exclusive Intel Capital CEO Summit where they will have the opportunity to engage with key corporate technology decision makers and leaders of Intel Capital invested portfolio companies.

Participating teams must include at least one university student or recent graduate. Business plans that make integral use of novel technology, such as technologies in the following industry categories, will be chosen to participate:

- Semiconductors, Manufacturing, and Hardware
- Mobile and Wireless
- Digital Home and Consumer Electronics
- Retail and Consumer Software
- Enterprise Software and IT
- Energy and Power Generation
- Nanotechnology
- Life Sciences and Biotechnology

The Intel Challenge is one component of Intel's entrepreneurship programs. Since 2005, Intel has trained academic faculty globally about the concept and value of entrepreneurship through the Theory to Practice Seminar that was developed by the Lester Center for Entrepreneurship and Innovation at UC Berkeley Haas School of Business. The seminar is designed for engineering, science and business faculty and demonstrates how to build entrepreneurship programs that drive new uses of technology and promote successful technology commercialization through in depth curriculum. More than 1,200 faculty have participated in the program and the result has been 5,000 students enrolled in 100 entrepreneurship courses globally.

Intel also supports the local ecosystem of innovation through the Global Entrepreneurship Leadership Symposium. The goal of the Symposium is to build capacity for universities, governments and NGOs around the world to develop a supportive entrepreneurial ecosystem for technology start-up companies.

To find out more about the Intel Challenge in:

Europe, go to www.intelchallenge.eu

Latin America, go to www.desafiointel.com

Other regions, see your regional Intel® Higher Education Program manager.

To find out more about the Intel+Berkeley Entrepreneurship Challenge, go to

www.entrepreneurshipchallenge.org