



RPM₁₀ Program Introduction

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RPM Ventures, LLC
Fueling Revolutionary Companies

What Is RPM₁₀?

10 Week Intern Program During Summer 2009

- Launch a real start-up company with free office space, free legal services, free financial support
- Between 1-3 companies will receive up to \$25k each (salaries, software, development costs, etc)
- Develop & deliver a prototype/demo of your idea
- Receive business planning, coaching and education from RPM Ventures & other business professionals
- Present to panel of investors for future potential funding

Why RPM₁₀?

Now is the time!

- You & your friends lead the way technology is used today
 - Facebook/MySpace, SMS, IM, blogging, YouTube, gaming, wireless, etc.
- Tools are available to develop prototypes and build companies in a very capital efficient way
- UM students are amongst the brightest and most talented in the world
- UM is dedicating more and more resources to Entrepreneurship
- RPM Ventures wants to fund the next big idea coming out of UM

What Kinds of Businesses?

Information Technology Focus

- Internet/Web 2.0
- Software
- Mobile/wireless services
- Engineering research commercialization
- Other key factors
 - Low capital requirements to deliver prototype
- No life sciences, medical devices, retail, restaurants, etc.

What Are We Looking For?

Take Risks, Think Big & Change The World

- Big problem that you can identify with big market potential
- The product should target people like you (i.e, targeting the Myspace or Facebook ecosystem)
- Passion from the team about the problem and solution
- Confidence that the proposed team can solve the problem using technology
- Break things down to smaller elements that can be executed upon
 - Pick specific experiences or daily things that you know intimately
 - Check out Stanford's Facebook course (<http://credibilityserver.stanford.edu/captology/facebook/>)
- Product/service that could grow virally
- Low capital needs

Important Details...

Stuff You Need to Know

- UM students only:
 - Graduate or undergrad, any department or college
 - At least 2 team members must be enrolled full-time, non-UM members allowed (but they cannot be paid using RPM10 funds)
 - Accept teams with people who will be graduated by this summer
- Details at www.rpmvc.com/rpm10
- Want to be updated?
 - Get program updates via:
 - <http://www.rpmvc.com/rpm10/updates.php>
- Application Deadline: Feb 8, 2009 @ Midnight via email



Questions?

www.rpmvc.com/rpm10

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