



Driving Success





What is Entré?

Entré is the tertiary entrepreneurship platform in Canterbury. We are a student-run company in our 11th year of business. Entré originated at the University of Canterbury. Now showing strong growth year-on-year, Entré is arguably the top student organisation on campus. Last year we expanded our programme into Ara and have Lincoln University firmly set in our sights.

We aim to create an entrepreneurial climate within these tertiary institutions to empower and inspire students to make a difference by being innovative and creative.

What is our mission?

To inspire entrepreneurship within tertiary students and provide the platform to ensure that start-ups are considered a viable career opportunity.



Why was Entré founded?

Tertiary institutions are wealthy vaults of knowledge, however, they tend to fall short when transferring practical skills to future graduates. In 2005, the world had recovered from the tech crisis, economies were full of growth, and entrepreneurship was cool. Together these circumstances resulted in the conception of Entré.

Now Entré drives the entrepreneurial dream.

What is our competitive advantage?

Our competitive advantage is found in our students. We have the ability to relate, engage, and connect with our peers. This is achieved through a practical approach to learning that is rarely found within the walls of a lecture theatre. Alongside this, Entré connects students to the business and entrepreneurial network. We are entrepreneurial brokers that ensure students find the right businesses, and businesses find the right students.



The market

Entré has two primary markets and a secondary market. The first primary market comprises of Canterbury tertiary students. These students attended either the University of Canterbury or Ara, with Lincoln University students on the horizon. Our sponsors make up the second primary market. We are financially accountable to our sponsors and must ensure that we provide value to our relationship and warrant future sponsorship. The secondary market is the wider business community. This market captures the essence of the Entré vision. If we are to be truly successful we must appeal to, connect, and collaborate with the wider market. Achieving this will enable Entré to present a greater number of entrepreneurial opportunities to students.

SUCCESS STORIES

Those who have driven with Entré,
allowing us to be a part of their journey.



Guy Horrocks

2014 witnessed Entré celebrate its tenth year in business. Guy Horrocks was our guest speaker. Guy is the CEO and co-founder of Carnival Labs, a mobile marketing platform for brands to manage their mobile apps. Carnival recently raised US \$2.4 million from some of the world's best venture capitalists, including Google Ventures. Guy was named the *2014 New Zealand Young Achiever of the Year* at the New Zealand Hi-Tech Awards. He is a *Kea World Class New Zealander*, and was runner up in the *2013 EY Entrepreneur of the Year* awards.

In 2006, Guy won the Entré \$40K Challenge (now the \$85K Challenge). His business idea was a blood spatter analysis app to assist forensic investigation. He then went on to co-found the world's first iPhone app company in 2007, Polar Bear Farm. This helped pioneer the mobile app industry.



Courteney Johnston

Founder of The Design Juicery, and after only a year of launching, Courteney has been approached by RUBY clothing to work in collaboration.



George Smith

Founder of Glass Jar and now based in Silicon Valley, George is the first Kiwi company to get into Y Combinator, one of the top US start-up accelerators.



Thomas Harding

Co-founder of Mish Guru and now based in the U.S. after a great amount of success in the New Zealand market, Thomas is changing the way Snapchat is used by businesses.

WHY SPONSOR ENTRÉ ?



Revenue

Increase revenue and align with the next entrepreneurial success story. All start-ups are supported by the professional service sector. Entré acts as a broker between student start-ups and the professional service world. This is particularly evident in the entrepreneurial endeavours that pass through Entré's \$85K Challenge. This competition places emphasis on building the people and the business to a market-ready position. Through our organisation we provide our sponsors with a pre-emptive right to assist the next generation of entrepreneurs to grow and succeed.

Join them for the ride.

Prospecting & networking

We provide the opportunity to put you in the same room as Canterbury's most innovative and creative students and with like-minded companies from the business community. We understand the power of the network, which is reflected in our program. There are at least ten formal opportunities throughout the year to create and develop relationships with both students and professional business people who are equally passionate about entrepreneurship.

We will let you do the rest.

Developing entrepreneurship in Canterbury

It is rare to have such a unique opportunity presented to the city of Christchurch. This makes Entré that much more important. We are currently trying to create and foster an entrepreneurial culture within our tertiary institutions and the wider business community. We believe Christchurch should lead the country in innovation and entrepreneurship. Building this culture will maintain our momentum and people. The end-game is to ensure that Christchurch appeals to the globalised world and is the New Zealand hub for growth.

This growth will drive the bottom line.

Clerks & graduates

The University of Canterbury is attempting to build a graduate profile. The idea behind the graduate profile is to ensure that graduates are well-equipped for the professional world once completing studies at university. Entré has been achieving this for the past 11 years and this was fundamental to the inception of Entré. Students involved in Entré (our members and the executive) are guaranteed to be creative, innovative, practical and motivated. Our program gives our sponsors the opportunity to network with potential interns, clerks and graduates.

This is the infamous Entré test drive, and we only attract the best.

Marketplace dominance

We are the dominant player in the student marketplace. Since our inception, we have continued to build a strong presence at the University of Canterbury. Our brand has become a powerful asset that is now synonymous with students. Last year we began our relationship with Ara. We are pleased to announce that we will be providing a full programme of events on the Ara campus. This follows the success of Ara student, Liz Riach, in the \$85K Challenge last year. There is also an exciting prospect on the horizon. We are beginning talks with Lincoln University to extend the Entré reach.

We have Canterbury covered.

Central City & the community

Over the last four years, Entré's efforts have been concentrated in the community suburbs, based out of the University of Canterbury campus. However with a number of Central City projects given the green light and a strong relationship with Ara, Entré is heading back into the city. Strategically this is important for us. We will now be close to our sponsors and at the frontline of innovation. This will ensure a transparent and personal relationship between Entré, our sponsors, students, and the wider business community.

Entrepreneurship has no limits.

Sustainability

Entré now has a sustainability and social enterprise focus. Whether it be the executive engaged in corporate social responsibility projects or our new social enterprise competition, we are looking to inspire students to do the same. Students that understand the necessity of sustainability and social projects are those that will be the complete future leader. The new social enterprise competition gives our sponsors the opportunity for students to solve a problems that arise in the business place or in the community.

We are giving business and entrepreneurship a deeper meaning.

The BIG picture

Our mission is to inspire entrepreneurship within tertiary students. We want students to disrupt the standards and consider entrepreneurship as a career. Overall, this is what our sponsors are supporting. If we can give a student the opportunity to follow their business dream and change the course of a life, we are successful.

We hope you feel the same way.

Jump on board with Entré

Entré accepts both cash and in-kind sponsorship, or a combination of both.

There are three sponsorship tiers: Platinum, Gold and Silver.

Platinum - \$20,000

Gold - \$10,000

Silver - \$5,000

Sponsorship contracts have a duration of one year and are negotiable. Alongside the value Entré will add to your business, each level of sponsorship has certain benefits. These benefits increase as accordingly given each level of sponsorship.

Historically our in-kind sponsorship has been made up of the following:

- professional time donated by sponsor team members;
- mentors and competition judges;
- prizes for competitions;
- hosting networking/social events for the executive and sponsors; and
- hosting workshops (Entré for Lunch)

If you have any in-kind ideas that would add value to Entré, we would love to know.

For more information on sponsorship, or to arrange a meeting please contact us at entre.co.nz.



www.entre.co.nz

