

Proposal for **Name(s) of Potential Donor(s)** Investing in Kellogg's Vision for a One-of-a-Kind Entrepreneurship Program



"Do not go where the path may lead; go instead
where there is no path and leave a trail."

- Ralph Waldo Emerson

At Kellogg, we recognize and appreciate the power of a curious mind, a creative spirit, and a willingness to boldly explore uncharted territory. When all these qualities come together in one person – one inspired entrepreneur – promising ideas can become meaningful realities, in the business world and far beyond.

To encourage Kellogg students to tap into their entrepreneurial skills and interests, and to pursue their goals with imagination and self-confidence, we offer an array of experiential learning opportunities. Our [Entrepreneurship](#)

[Pathway](#), in particular, enables students to hone vital skills and test ideas as they learn about the various challenges and rewards of launching a new venture.

This emphasis on entrepreneurship is among the many features that distinguish Kellogg as one of the nation's premier business schools. Through our [Entrepreneurship Pathway's Discover. Test. Launch. series](#), students experience, firsthand, the process of bringing an idea to fruition. From identifying an unmet need in the marketplace or the community; to conceptualizing and planning; to securing financing and developing a compelling marketing approach, future entrepreneurs gain an appreciation for every choice and action involved in successfully starting a company or initiative. They also deepen their understanding of agency, autonomy, meaning, leadership, and creativity as they lay the foundation for a novel business venture.

We now seek to build upon the strengths of Kellogg's "founder-focused" approach to entrepreneurship by expanding our offerings, outreach, and vision for the future. With this proposal, we welcome the opportunity to share our ideas and plans with you, and we invite you to join us in our efforts to establish a one-of-a-kind Entrepreneurship Program at Kellogg.

WHAT Distinguishes Kellogg? **Our Commitment to the Individual and the Collective**

"Make the bet on the founder, not the business."

A crucial component of Kellogg's mission and educational philosophy, this mantra underscores our belief in, and our commitment to, the *person* – and the personal dreams – at the heart of every enterprise. By encouraging our students to trust their instincts and to be open to possibilities, we promote not only self-reliance, but also the value of engaging in collaborations that will contribute to the greater good.



This recognition of the inextricable link between the personal and the professional – namely, that a business reflects its founder’s interests, priorities, and values – is among the defining elements of Kellogg’s approach to entrepreneurship. Other features that set Kellogg apart from our peer institutions, with respect to entrepreneurship, include:

- **Experience as Teacher:** We provide our students with a host of opportunities to “learn by doing” as they develop their entrepreneurial knowledge and skills.
- **Mission Alignment:** We help students identify their “personal mission” and encourage them to examine *how* it aligns – in meaningful and effective ways – with Kellogg’s mission.
- **Individual Guidance:** We ask each student: “*Is there a specific person in the business world whom you admire and would like to emulate? If so, what was that person’s journey like, and how can it inform, inspire, and guide your own journey?*”
- **A Global Focus:** We appreciate opportunities to study, and to learn from, entrepreneurial enterprises around the world. As we engage in this type of exploration, we focus on the experiences of other entrepreneurs, build strong relationships, and glean important insights from our peers’ activities, choices, challenges, and successes.

By consistently strengthening our messaging about the principles and rewards of entrepreneurship, we aim to inspire even more Kellogg students to explore entrepreneurial interests and potentially game-changing opportunities. Equally important, we are dedicated to creating a thriving Kellogg Community of Entrepreneurs, through which students, alumni, and thoughtful philanthropists can develop lifelong connections and can learn from one another.

WHY Invest in Kellogg? Because Significant Accomplishments Predict Future Success

Over the course of the past 10 years, we have achieved a number of pivotal goals and have further elevated Kellogg’s profile as a visionary leader in the realm of entrepreneurship. Highlights of our most significant accomplishments include:

Of the **37** distinct Entrepreneurship courses, **70%** of Kellogg students take at least one each year.



Nearly **700** Kellogg students and alumni have started more than **650** ventures, successfully raising approximately **\$16 billion** in capital.

Thanks to the generosity of the Levy family, the **Larry & Carol Levy Institute for Entrepreneurial Practice**

creates entrepreneurship-focused learning opportunities for students in Kellogg’s full-time, Evening & Weekend, and Executive MBA Programs.



A magnanimous gift from Sam Zell created the **Zell Fellows Program** to support the most dedicated student entrepreneurs. Zell Fellows benefit from 1:1 mentorships; “hands-on” learning experiences; financial and service provider resources; and the support of a global entrepreneurial community.

In view of these noteworthy achievements and motivated by our dedication to progress, we believe that we are uniquely positioned to *learn, grow, and build* – specifically, through the creation of a one-of-a-kind Entrepreneurship Program that will serve as an example for other elite business schools, as well as for current and future entrepreneurs across the globe. As we embark on this ambitious journey, we will:

- **Recognize** that our focus must be long-term, not short-term . . . because a well-designed, thoughtfully implemented program requires time, energy, patience, and resolve
- **Engage** with our student and alumni entrepreneurs in thoughtful, individualized ways, building trust and sharing insights about entrepreneurial pursuits
- **Concentrate** on our journey – and the specific goals that we aspire to achieve along the way – as much as our destination
- **Develop** additional courses and opportunities that will ensure a “best-in-class” user experience for everyone who pursues a Kellogg education
- **Emphasize** the importance of lifelong learning for entrepreneurs
- **Cultivate** program offerings, outreach efforts, and an overall mindset that are global in scope and scale
- **Evaluate** our approach on a regular basis to ensure that we continue to adapt and evolve, especially as we meet new challenges and respond to the issues/opportunities of the day

HOW Will Your Philanthropy Make a Difference? By Facilitating Innovation, Discovery, and Improvement for Years to Come

Through our efforts to develop an Entrepreneurship Program that will be on the vanguard of business education and practice, we aim to establish Kellogg as an unparalleled example of leadership and excellence. Generous philanthropic support will enable us to address and fulfill a variety of near-term and longer-term needs, such as:

- Further developing our existing Zell Fellows Program “Entrepreneurship Through Acquisition” (ETA) track, which is designed for students whose path to becoming an entrepreneur involves acquiring a small to medium sized company rather than launching one
- Potentially establishing a named ETA Center or Institute
- Launching a Founder-Focused Entrepreneurship Initiative (and creating a supporting Center)
- Beginning a “Founder Coaching” Program for students pursuing Kellogg’s Entrepreneurship Pathway
- Expanding the reach and enhancing the offerings of the Kellogg Innovation and Entrepreneurial Initiative and the Levy Institute
- Strengthening Kellogg’s leadership in healthcare management
- Creating new fellowships – particularly those that focus on bringing new technology from Northwestern University laboratories to the market.

With Gratitude for Your Consideration

[Name of Potential Donor], we thank you for reviewing this proposal, and we look forward to further discussing our goals and plans with you. By choosing to invest in our vision for the future of entrepreneurship at Kellogg, you will ensure that we continue to blaze new trails across the global business landscape. Moreover, you will inspire generations of students, innovators, and leaders to continue learning and striving, and to believe in the power of ideas and shared purpose.