Silicon Valley Boomer Venture Summit Seeks Business Plans for Boomer-Focused Startups

Judges named to evaluate business plans competing for $10,000 grand prize

Santa Clara, Calif. (PRWEB) May 21, 2012 -- Santa Clara University's Leavey School of Business and Mary Furlong & Associates are now accepting business plans for the ninth annual Silicon Valley Boomer Venture Summit and Business Plan Competition, taking place at Santa Clara University on June 20, 2012. The Summit features a business plan competition, where finalists will compete for a $10,000 grand prize.

Leaders in the field of aging, venture capitalists, entrepreneurs and industry analysts have been named as judges to evaluate business plan submissions. The screening judges include Mike Barber, family physician; Laura Mitchell, founding member of the GrandCare team; and Tom Stofack, long-term care expert. Finalist judges include Anne Hawkins, vice president at Great Hill Partners; Jody Holtzman, senior vice president, Thought Leadership at AARP; Xander Mahony, venture capitalist for Draper Fisher Jurvetson; Scott Oliver, partner, Morrison Foerster; and Jeff Shoemate, vice president of innovation and business development for the senior markets segment of United Health Group.

Entrepreneurs with a business plan or startup venture that shows significant business potential for the baby boomer market are invited to apply. The deadline for submissions is 5 p.m. PST on Tuesday, May 29. To enter the competition, participants must submit a 2-minute video or YouTube clip, which includes the entrepreneur's name and university affiliation (if any), along with a 10-page slide deck business plan that includes financials and an executive summary. For detailed instructions visit: http://www.scuboomerventure.com/competitions/bplans.html.

Business plans should be focused on one or more of the following areas: biodesign, medical devices, geriatrics and gerontology or "aging in place" technology. First round entries will be judged on market opportunity, proposed product or services, competition, business model and management founders. Grand prize finalists will present their boomer business ideas onstage at the Boomer Venture Summit. Each finalist will give a five-minute presentation with slides. Finalists will be announced June 5 and winners chosen on June 20 at the Summit.

The annual Silicon Valley Boomer Venture Summit & Business Plan Competition event is a venue for entrepreneurs and venture capitalists to share information about serving or investing in companies catering to consumers age 50 and older. Leading venture capitalists will discuss why they are investing heavily in this market, company executives will discuss their business plans and analysts will explain how they segment the market and evaluate business opportunities.

“The future has never been as bright for entrepreneurs developing products, services, and solutions to satisfy the growing demand in the longevity marketplace,” said Mary Furlong, Ed.D., event producer and Dean's Executive Professor of Entrepreneurship at SCU. "This Summit has a proven track record of connecting business plan competitors with outstanding sources of capital, industry partners and world class service providers who can provide their fledgling teams with the elements required to launch a successful startup company.”

Registration is now open. More details about the Summit can be found at http://www.scuboomerventure.com/.
About the Leavey School of Business
The Leavey School of Business at Santa Clara University began in 1926, and was one of the first business schools in the country to receive national accreditation. Its undergraduate business program is among the top in the nation (#39 nationally, and in the top three in California), its MBA program is #10 in the nation, and its Executive MBA is ranked 15th in the U.S. The curriculum at all levels emphasizes the leadership role of business in creating an ethical society as well as business responsibilities for social justice and sustainability in the global marketplace. The School opened its new $49 million building for undergraduate, graduate, and professional business education in Fall 2008. For more information, see http://www.scu.edu/business/

About Mary Furlong & Associates
Mary Furlong & Associates is the nation’s foremost consultancy to organizations seeking to capitalize on new business and investment opportunities in the boomer market. The company provides business development, financing strategy and integrated marketing solutions to entrepreneurs, corporations and non-profit organizations serving the 50+ market. Mary Furlong is the Dean's Executive Professor of Entrepreneurship at the Leavey School of Business.
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