



MARL on MAIN

The Frederick Douglas Susan B. Anthony Bridge connecting to the Golden Gate Bridge represents economic inclusion and deal flow. Together with you we want to continue to strengthen our relationship with Silicon Valley to contribute to work already happening here in Rochester. We do that by creating a concierge experience with VCs we fly to Rochester to spend a few days with the entrepreneurship community:

- Engaging Silicon Valley investors to meet curated companies that are looking for seed and follow on funding
- Amplifying the robust Rochester startup ecosystem
- Supporting ideation and helping get organic ideas into a shareable structure - MARL Think Entrepreneurship™

**All City Event Open To the Public
Thursday May 4, 2023**

**All City Event Open to the Public
Thursday October 12, 2023**



MARL Think Entrepreneurship

examines how entrepreneurship translates new ideas or processes into practical use in the form of products, markets or services, concepts or systems. The practice of entrepreneurship requires understanding different business paradigms, the ability to frame a value proposition, self knowledge, collaboration and strong communication skills.

**Session 1: 24 dedicated program hours
split across 7 days in April 2023**

**Session 2: 24 dedicated program hours
split across 7 days in September 2023**

WEEK 01

Gaining Perspective - Understanding the Interplay Between Innovation & Profitability

01

WEEK 02

Building Your Own Business Model

02

WEEK 03

Designing Your Customer Discovery & Research Process

03

WEEK 04

Self Knowledge, Communication & Telling Your Story

04



SPONSORSHIP DETAILS

THINK ENTREPRENEURSHIP

- LOGO ON THE WEBSITE AS A PARTNER.
- LOGO INCLUDED IN ALL DISTRIBUTED CONTENT.
- BANNER DISPLAY FOR THE BRAND.
- 30 SECONDS MENTION OF THE BRAND IN THE PODCAST FOR THE MONTH OF APRIL.

\$3000.00 PER PROGRAM

MARL ON MAIN

- LOGO ON WEBSITE.
- LOGO INCLUDED IN ALL DISTRIBUTED CONTENT.
- BANNER DISPLAY FOR THE BRAND.
- 30 SECONDS MENTION OF THE BRAND IN THREE PODCAST EPISODES.
- 5 MINS SPEAKING OPPORTUNITY ON THE "MARL ON MAIN" NETWORKING EVENT.
- TABLE SPACE AT THE PROGRAM

\$5000.00 PER EVENT

FULL PROGRAM SPONSOR

- ALL AS MARL ON MAIN +
- A GUEST SPEAKER ON ONE OF OUR TBL PODCAST EPISODES.
- PARTICIPATE TO ALL PRIVATE MARL EVENTS THROUGHOUT THE YEAR.
- OPPORTUNITY TO SPEAK AT THE THINK ENTREPRENEURSHIP CLASS

\$10,000.00 ANNUALLY

MARL ON MAIN EXPERIENCE TESTIMONIALS

"I've been hearing about MARL prior to being elected to the State Senate. This idea of how do we bring what's happening on the west coast to Rochester is critical to our future. We have the talent, we have the ideas, we have a culture of innovation but often it's that bridge to venture capital that we need to work on. Having MARL's presence here at Sibley on Main Street, in the middle of our mayor's great City, sends a message to the rest of the state that Upstate New York is in play. We welcome these opportunities to come to our state and present Rochester as a viable option."
Senator Jeremy Cooney, New York Senate

"Rochester, NY has a strong foundation of learning and curiosity that we are now using to build a new economy of knowledge and creativity. Connecting the innovation coming out of Rochester to the world's investors is a concept that is long overdue."
Mayor Malik Evans, City of Rochester

"We are thrilled with Marl on Main for coming here and Prakash and Amir for the work you are doing building on that momentum that we have started and making connections. Those connections are critically important. We want to continue to build on that momentum."
**James Senall
President, NextCorps**

"My favorite part about MARL on MAIN is listening to people's stories. Everyone has a story to tell. Everyone has been through some sort of experience in their life that they can share on a public platform. So listening to people that have found success and how they went about it, is always impressive to me."
**Evan Gallina, Innovation Square
Project Manager, Gallina Development Corporation
Innovation Square**

"The "MARL on Main" event was a wonderful opportunity to learn about the depth and breadth of the startup ecosystem in the Rochester region. Not only did we hear from a wide variety of regional startups and guests from the venture capital world, but we were able to chat with investors from the Silicon Valley who were eager to hear about community and student projects and find ways to collaborate. We hope this event will give the region a boost and help accelerate all the ongoing efforts to build a robust entrepreneurial ecosystem."

**Kathy Driscoll
Associate Director, Career
Management and Community
Relations
Ain Center for Entrepreneurship
and Innovation**

