Welcome Week & Year-End Initiatives Grant
and
Student Enrichment & Opportunity Grant

APPLICATION COVER SHEET

Directions: Complete all sections below. Please type your response and include this as the cover sheet to your proposal, along with all supporting documentation. Email to mesatrottergrants@umich.edu. No faxes or paper copies will be accepted.

Date: 10/04/2010

Type of Grant: Student Enrichment and Opportunity Grant

Title of Proposed Project: The 2nd China Entrepreneur Forum with theme "Harnessing Innovation for Sustainable Prosperity"

Project Date & Time: November 6th, 2010 Project Location: Stephen M. Ross School of Business

Name of Student Organizations: China Entrepreneur Network (CEN)

Name of Organization Representative: Jing Chen

jingchen@umich.edu (campus email) 313-212-2146 (phone)

Project/Grant # (Begins with U or C, and 6 digits): U025008

Organization's Shortcode: **932951**

Budget Amount Requested: $ 500 (up to $500)

Office Use Only

Date Received _____

Date Reviewed _____

Date Clarified _____

Date Notified _____

Post Event Report Submission

- Summary of Event ☐
- Itemized Budget ☐
- Copy of Receipts ☐
- Flyers or Pictures ☐

China Entrepreneur Network

The 2nd China Entrepreneur Forum: Harnessing Innovation for Sustainable Prosperity

I. ORGANIZATION HISTORY AND MISSION

The China Entrepreneur Network (CEN) was established in 2009 by scholars and students in the University of Michigan, aiming to promote innovations in community to achieve a better future: economic prosperity, environmental sustainability and social harmony. The main focus of CEN is on China's development, especially on issues like poverty and environmental contamination/degradation. Our vision to solve these problems is to incubate innovative technology, business model and social belief to generate diverse pathways to achieve sustainable economic growth in China. To achieve this goal, CEN organizes various seminars and activities on innovation and entrepreneurship and hosts an annual forum to trigger discussions on solving pressing social problems.

II. SUMMARY OF PROPOSED PROJECT

The theme of 2nd CEN annual forum is "harnessing innovation for sustainable prosperity". Crisis of energy shortage, environmental degradation and poverty are global challenges for all mankind. These important issues, if not solved, will harm/devastate our future and fate. How to harness innovation in science, technology and business synergically to solve pressing social problems mentioned above is the main topic to address in the forum. It will not only broaden the horizon for students and enhance understanding between cultures and races; but also arouse awareness of global challenges and encourage the students to be actively seeking solutions to those challenges to achieve a more diverse and just society. Moreover, the forum provides an encouraging environment for critical thinking, discussion and collaboration.

The forum is constituted of 4 keynote speeches and 5 panel discussions covering topics on education, social mission, technology advancement and career development. Those events are open to the entire campus and public for free, hence will pose a great impact on the campus community.

III. RELEVANCE TO MESA MISSION AND CRITERIA

First, this forum showcases great opportunities for student development. This event is mainly conceived and executed by students in U of M, involving both undergrads and grad students. It provides an information platform for students that are interested in global development, and hands-on opportunities on event-planning as well. For instance, students will have lots of opportunity working on proposal writing, outreaching, logistic management, budgeting, accounting and funding raising, opportunities of which are rare elsewhere. Second, in terms of social justice, the forum will effectively arouse the conscience of social justice by presenting the unjust and unequal developments between different countries to advocate the young generation to fight for the poor and underrepresented. Third, this forum also aligns well with MESA mission: diversity. The forum brings in speakers from both China and US; The panelists are also from both China and the US, from academia, industry and business, providing diverse information and ideas to the students. Last, this event highly involves of student groups from all over the campu (e.g., ACED, MPowered, MBC, CSSA, TWSA, SBE, ect.), representing strong collaboration across races and ethnics.

IV. PROJECT GOALS

- To promote awareness on global challenges among students
- To enhance understanding and appreciation between cultures, races and ethnics
- To address career development issues and provide insights on entrepreneurship and non-traditional career pathway

V. PROJECT EVALUATION

The event will be evaluated by the attended students (via post-event survey email); by speakers, guests and sponsors (via survey email and questionnaire); and by the CEN committee (round table meeting and discussion).

VI. PUBLICITY STRATEGY

- Send out email to CEN emaillist (300+ recipients)
- Send out mass email to student groups that are interested in this event (Society of Business Engineers, Entrepreneur and Venture Club, CSSA, TWSA, etc.)
- Advertise via CIBE and ZLI webstie and newsletters.
- Put on poster on DIAG, bus stops and glass showcases in major halls/building (Angell/Chem/.CSE/EECS/Michigan Union/Michigan League/Pierpont Commons)
- Put up advertisement on the table tent in all dining halls
- Distribute flyers around campus
- Host a pre-session of the forum featuring Nick Yang (Founder and CEO of Chinaren.com, the 4th largest website in China)

Note: See attachment for samples of advertising flyers with MESA logo

VII. TARGET AUDIENCE

This event is targeted to student groups interested in business, engineering, Chinese culture and global issues, e.g., Society of Business Engineers, Entrepreneur and Venture Club, CSSA, TWSA, MPowered, etc. It will be also attractive to students interested in developing an international career on business, technology, and social organization, education in the future.

VIII. ESTIMATED TIMELINE

The detailed agenda of the forum was attached below. All speakers and venues are confirmed. The main preparation process is on fund raising at this moment.

Saturday, November 6th

9:00 – 9:30 AM Opening Address

9:30 – 10:15 AM Opening Keynote Speech
2010: Challenges and Opportunities to China and the World
Dr. Yuan Tian, *Chair of US-China Business Leader Roundtable Foundation*

10:15 – 10:55 AM Morning Keynote Speech (Topic TBD)
Prof. Yasheng Huang (MIT)

11:10 AM – 12:10 PM Plenary Panel: *Social Innovation for a Better Future*

12:10 – 1:30 PM **Lunch Reception (Invitation only)**

1:30 – 2:10 PM Afternoon Keynote Speech
Double Bottomline Entrepreneurship: China Experiences
Ning Tang, *Founder and CEO of CreditEase*

2:20 – 3:20 PM Parallel Panels
#1: Technology, Business Incubation and Entrepreneurship
#2: Innovation for Future Green Transportation
#3 Innovative Education for 21st Century

3:30 – 4:15 PM Closing Keynote Speech
Disruptive Innovation and Green Leap Strategies
Prof. Stuart L. Hart (Cornell)

4:30 – 5:15 PM Plenary Panel: *Career Development as Entrepreneurs for Young Students*

6:00 – 8:30 PM **Dinner Reception (invitation only)**

IX. PROPOSED BUDGET

Item Description	Cost of item	Quantity	Total Cost
CEN Photo Album	$ 30.00	30	$900.00
Fed Ex to China	$ 60.00	12	$720.00
Fed Ex to US	$ 30.00	18	$540.00
Flyers (black and white)	$ 0.11	1200	$132.00
Flyers (colored)	$ 0.59	1310	$772.90
Print – Diag board	$ 200.00	1	$200.00
Print – Diag banner	$ 200.00	1	$200.00
Print – Posterbroad	$ 40.00	1	$40.00
Print – Name Tag	$ 0.75	600	$450.00
Print – Forum Program	$ 0.75	600	$450.00
Print – CEF Name Cards	$ 0.20	1500	$300.00
Kiosks table rental	$ 8.50	5	$42.50
Bus sign rental	$ 19.13	10	$191.3
On-campus digital advertising board	$ 5.00	10	$50.00
Diag banner	$ 100.00	1	$100.00
Diag board	$ 93.50	1	$93.50
Table tents (SORC)	$ 45.00	2	$90.00
Table tents (dining halls)	$ 200.00	1	$200.00
Glass showcase	$1.80	8	$14.40
Public Lunch	$ 3.00	500	$1500
Flight (Yuan Tian)	$ 1556.74	1	$1556.74
Flight (Stuart Hart)	$ 682.51	1	$682.51
Flight (Ning Tang)	$ 1556.74	1	$1556.74
Flight (Yasheng Huang)	$ 586.28	1	$586.28
Flight (Jing Wang)	$ 579.34	1	$579.34
Flight (Shukai Zhao)	$ 1556.74	1	$1556.74
Flight (Yongguang Xu)	$ 1484.40	1	$1484.40
Flight (Clarence Kwan)	$ 386.26	1	$386.26
Flight (Fangruo Chen)	$ 324.87	1	$324.87
Flight (Shiyi Chen)	$1578.20	1	$1578.20
Hotel	$ 150.00/ night +tax	18	$2700.00
Taxi from/to airport	$ 29.04	20	$580.80
Total			**$20679.48**
Funding from Center for Chinese Studies	$ 3000.00		$3000.00
Funding from Center for International Business Education	$ 3000.00		$3000.00
Funding from Zell and Lurie Institute	$ 1000.00		$1000.00
Funding from Center for Entrepreneurship	$ 1000.00		$1000.00
Funding from MSA	$ 2136.00		$2136.00
Funding from Miller Canfield Law Firm	$ 1000.00		$1000.00
Funding from Confucius Institute	$ 500.00		$500.00
Funding from Ford Foundation	$ 3000.00		$3000.00
Total			**$14636.00**

Note that the revenue is not balanced because CEN is still working on fund raising to cover the remaining $ 6000 on expense budget.

Proposed expense of MESA funding:
The $500 from MESA, if granted, will be spent on covering the cost of publicity, specifically, on rental of Diag banner, Diag board, bus stop signs and the rental of on-campus digital advertisement board.

Sample of advertising materials of the 2nd China Entrepreneur Forum Pre-session



Sample of advertising material for The 2nd China Entrepreneur Forum

