



SHEMADEIT



ALLTHINGSMEDIA

A Venture Capital Forum:
From TV and Radio to Digital Media
and Emerging Technologies

October 30, 2008, New York

The Paley Center for Media

Venture-Catalyst Springboard is the go-to organization for supporting high-growth ventures led by women. Springboard educates and showcases women entrepreneurs as they seek equity capital and build their businesses. **Springboard has hosted 17 venture forums showcasing 360 businesses led by women in the IT, consumer, media, and biotech/lifesciences sectors.**

SHEMADEIT

Women Creating Television and Radio

The Paley Center for Media has created the first comprehensive initiative to recognize and celebrate women who have made an indelible mark on the artistic growth and business development of television and radio. **A network of 50 of the most powerful women in the media business have shaped this extraordinary project.**

The project—launching the first venture capital forum for women-led media companies.

ALLTHINGSMEDIA Venture Capital Forum

October 30, 2008, New York

Join the Forum Committee, a powerful network of experts searching for the next generation of visionary media entrepreneurs.

ALLTHINGSMEDIA: 2008 will showcase investment-ready, high-growth media companies to an audience of corporate, angel, and venture investors.

The Date and Location

October 30, 2008
The Paley Center for Media, 25 West 52 Street, New York City

The Entrepreneurs

- Women who run media businesses seeking A, B, or later rounds of equity capital
- Women in a senior management position and holding an equity stake in the venture

The Criteria for Selection

- **Emerging media and entertainment businesses in all sectors**, including television, radio, print, digital media, mobile, video games, search, social networking, e-commerce, online advertising, outdoor, animation, software, and others...
- **Companies with a qualified and profitable market opportunity** and clear competitive advantage
- **Companies that have reached significant milestones:** revenue, distribution or licensing contracts, grants, strategic partnerships, etc.
- **Companies with an exceptional management team**

The Forum Committee will be instrumental in making strategic connections to help us recruit, screen, and coach the entrepreneurs selected to present.

What You'll Find

An extraordinary network of new contacts, an early bird's view of the next generation of media companies, an opportunity to support these women and invest in their growth—with time, expertise, and if you choose, money.

For more information, contact:

Barbara Kotlikoff

Vice President, Special Initiatives, The Paley Center for Media
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Who You Will Be Working With

Media executives, media entrepreneurs, and fellow experts— influential business leaders, venture capitalists, investors, university deans, and others.

Why It Matters

Entrepreneurs are the heartbeat of the American economy, and the media sector is a growing and vibrant opportunity. New ventures need mentors and partners to thrive and grow.

Amy Millman

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ALLTHINGSMEDIA

2008 FORUM COMMITTEE

| | |
|------------------|---------------------|
| Loreen Arbus | Kay Koplovitz |
| Beth Comstock | Scott Kurnit |
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Committee and sponsors as of March 7, 2008

THE PALEY CENTER FOR MEDIA

New York & California

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www.paleycenter.org

Important Dates

- March 13, 2008 Launch Party New York
- March 20, 2008 Launch Party Silicon Valley
- May 5, 2008 **Application Deadline**
- May–June 2008 Business Plan Review
- June 24, 2008 Interviews and Selection
- July 16, 2008 Bootcamp
- July–October 2008... Coaching
- October 3, 2008 Walk-through
- October 30, 2008 **ALLTHINGSMEDIA
Venture Capital Forum**

She Made It: Women Creating Television

and Radio is a multiyear Paley Center initiative celebrating women who have made an indelible mark on the artistic growth and business development of television and radio. This project includes a unique collection of programming preserving the legacy of over 150 female writers, directors, producers, journalists, sportscasters, and executives. *She Made It* also presents dynamic, educational programs to entertain and inspire diverse audiences, and hosts shemadeit.org, a rich web resource.

Springboard Enterprises

Venture-Catalyst Springboard Enterprises is the go-to organization for information about and support for emerging growth ventures led by women. Springboard educates, showcases, and supports women entrepreneurs as they seek equity capital and build their businesses. The 360 companies that have been showcased at Springboard Venture Forums have raised \$4 billion in equity, grants, and corporate investments to date. Please visit springboardenterprises.org for more information.

The Paley Center for Media, with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Formerly known as The Museum of Television & Radio. For more information please visit paleycenter.org.