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CUBED Venture Quest Is Live

University-based venture hub seeks to discover, fund and bring to market the next billion-dollar entrepreneurs in the Web 2.0 space

New Haven, CT, July 2, 2007 - The Center for University-Based Enterprise + Development at the University of New Haven (CUBED@UNH) today announced the opening of its flagship Venture Quest program to entrepreneurs in the Tri-State and New England region.

"The CUBED Venture Quest has a singular goal: to discover world-class entrepreneurs and work with them to start-up, finance and bring to market disruptive new companies", says CUBED founder and executive director Andre Yap.

Focused exclusively on social networking, media and technology ventures, the CUBED Venture Quest takes selected entrepreneurs through a 12-milestone program that provides performance-based access to specialist resources in technology, marketing, human capital, intellectual property, and corporate tax and legal services, and culminates in venture capital funding.

Entrepreneurs must hurdle all 12 milestones in 12 months or less. "That's why we provide structured access to specialist resources: we're serious about getting ventures to the finish line, and in the web entrepreneurs must win fast", says Yap. Having managed investment portfolios in the US and Asia, Yap thinks he can find big winners right here in the U.S. Northeast. And with two Masters degrees from Yale and NYU, Yap believes universities hold the key to finding the next generation of great entrepreneurs.

"Universities are a magnet for talent and a safe haven where entrepreneurs, investors and specialists critical to the venturing process can come together in open, trusting collaboration" Yap says. "The U.S. Northeast has the highest concentration of great universities in the world – we have a tremendous ecosystem for both finding entrepreneurs and getting them the resources they need to be successful".

While its entrepreneur pool is expected to skew to a younger demographic, the CUBED Venture Quest has explicit targets to recruit entrepreneurs from what Yap calls "disrupted demographics": baby boomers, working professionals, women, ethnic and other groups who represent big needs affecting big segments of society. That's what Yap sees in students, faculty, alumni and the broader community that coalesces around universities.

"They're card-carrying members of these disrupted demographics, people who are living lives that are vastly different from the generation that preceded them, and yet must contend with products, services, distribution systems that are still stuck in the old guard. We want to reach out to them and say: you can make this better for yourself and millions of others. *The next great company is in you!*"

"Entrepreneurship is about solving market problems profitably" Yap says, "and who better to do that than people who live, eat, breathe these problems on a daily basis".

About CUBED@UNH (www.cubedquest.com)

Located in New Haven, Connecticut, between New York City and Boston, the Center for University-Based Enterprise + Development at the University of New Haven (CUBED@UNH) is dedicated to creating collaborative opportunities for world-class entrepreneurship among students, faculty, alumni and its greater community, including major corporations, investors and leading institutions of higher learning in the New England and Tri-State region. Through its flagship program, the CUBED Venture Quest, CUBED@UNH seeks to discover world-class entrepreneurs and work with them to start-up, finance and bring to market disruptive new companies. Please email info@cubedquest.com for more information.

About the University of New Haven (www.newhaven.edu)

A leader in experiential education, the University of New Haven provides its students with a unique combination of solid liberal arts and real-world, hands-on professional training. A private University founded in 1920, UNH has a full-time undergraduate enrollment of more than 2,400 students – 70 percent of whom reside on its 80-acre main campus – and a graduate school enrollment that exceeds 1,700. UNH offers more than 80 undergraduate degrees and more than 25 graduate degrees in fields such as business management, hospitality and tourism, sports management, nutrition, forensic science, music and sound recording, engineering, computer science and criminal justice.