

\$150,000 Is Up For Grabs At Stanford's BASES Finale This Week

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Stanford has been a hotbed of startup activity for decades, and it's not just the engineering department. It's student-run organizations like the Business Association of Stanford Entrepreneurial Students (BASES) program. And the group, which has been instrumental in promoting startup activity at the university for the last 15 years, will be awarding \$150,000 in prizes to participants from four different funding competitions this Tuesday.

It will put on the BASES Finale, which brings together four different funding competitions for one full-day event. From 10:00 am to 7:00 pm at the Arrillaga Alumni Center, groups will present as part of the E-Challenge, Social E-Challenge, Product Showcase, and Forge program.

A total of \$150,000 will be up for grabs, with \$50,000 in prizes being offered for the E-Challenge, Social E-Challenge, and Product Showcase. (Forge participants will automatically be entered into the Product Showcase.) The BASES Finale is being sponsored by the likes of Sequoia Capital, New Enterprise Associates, Perkins Cole, Accel Partners, Lightspeed Venture Partners, Morgenthaler, and others, with the firms also providing judges for the contests.

BASES is expecting a good mix of students, entrepreneurs, and investors to show up for the event, which will also have a keynote by Alfred Lin, of Sequoia Capital (formerly Chairman and COO/CFO of Zappos). Last year, the BASES Finale drew between 400 and 500 attendees, according to Kevin Xu, Chief Branding Officer (CBO) at BASES.