

2027



ENTREPRENEUR'S CUP

STATEWIDE COLLEGIATE BUSINESS PLAN COMPETITION

PRESENTED BY 

ABOUT THE ENTREPRENEUR'S CUP

The Entrepreneur's Cup, presented by Love's Travel Stops, is a statewide collegiate business plan competition that simulates the real-world process of researching a market, writing a business plan, and making a presentation to potential investors. The Entrepreneur's Cup has been building Oklahoma's next generation of entrepreneurs for over 20 years.

Over the course of several months, Oklahoma college students and their advisors develop business concepts that are evaluated by experienced entrepreneurs and industry leaders. Students gain real-world experience and develop entrepreneurial skills that prepare them to create jobs and strengthen Oklahoma's economy. Each April, top teams are honored at the Entrepreneur's Cup Awards Ceremony, where they receive cash prizes and scholarships.

The Entrepreneur's Cup is administered by i2E, a private not-for-profit dedicated to growing Oklahoma's most promising small businesses and fueling statewide economic impact.

ENTREPRENEUR'S OUTCOMES

Over the past 22 years, student teams have pitched innovative business ideas, such as:

- Real-time road condition technology for the trucking industry
- Drilling mud analysis tools for oil and gas exploration
- A chemical formula to prevent concrete deterioration in bridges and highways
- Wireless intrusion alert devices
- Automatic medication reminder systems
- High-strength paneling for commercial structures like banks, schools, and healthcare facilities

...and many more groundbreaking concepts.

YEARS
22

3,153

students have participated

\$2.96M

in cash prizes & scholarships have
been awarded to student teams

997

innovative ideas have been submitted
by college students



PRESENTED BY 

MOMENTS FROM RECENT AWARDS CEREMONY



ABOUT i2E, INC.

For nearly 30 years, i2E has been the engine behind Oklahoma's startup success. i2E is a nonprofit that helps turn bold ideas into high-growth companies through hands-on advisory services, working with founders at the earliest stages to provide the structure, guidance, and connections that prepare them for growth and investment, including through its affiliate, Plains Ventures. i2E has advised nearly 800 startups, helped facilitate \$77 million in funding across 186 companies, and supported 11 successful exits, including the state's first unicorn. i2E is a cornerstone of Oklahoma's Innovation Ecosystem. Learn more at i2e.org.

ABOUT LOVE'S TRAVEL STOPS

Love's has been fueling customers' journeys since 1964. Innovation and perseverance continue to lead the way for the family-owned and -operated business headquartered in Oklahoma City with nearly 40,000 team members in North America and Europe. The company's core business is travel stops and convenience stores with more than 650 locations in 42 states. Love's continues its commitment to offer products and services that provide value for professional drivers, fleets, four-wheel customers, RVers, alternative fuel and wholesale fuel customers. Giving back to communities Love's serves and maintaining an inclusive and diverse workplace are hallmarks of the company's award-winning culture. To find out more about Love's, visit loves.com.

Ready to put your brand behind Oklahoma's next generation of entrepreneurs?

Contact Shannon Carr at scarr@i2e.org — entrepreneurscup.org

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AWARDS LUNCHEON
Thursday, April 22, 2027

2027 SPONSORSHIP FORM

Join us as we celebrate 23 years of shaping Oklahoma's next generation of business leaders.

SPONSORSHIP BENEFITS	GOLD \$25,000	SILVER \$15,000	BRONZE \$10,000	TABLE \$5,000
Reserved table for 8 at awards event	✓	✓	✓	✓
Recognition at awards event (logo + slide for Gold/Silver; name only for Bronze/Table)	✓	✓	name only	name only
Logo/name placement on i2E website and event materials (program, social media, newsletter, etc.)	✓	✓	name only	
Verbal recognition during the awards event	✓	✓	✓	
Invitation to exclusive networking event (April 21)	✓			
VIP seating for 8 at the awards event	✓			

SELECT SPONSORSHIP LEVEL:

☐
☐
☐
☐

☐ Donate my table to a competing student team instead
(receive 2 awards event tickets)

SPONSOR INFORMATION:

Confirm by **March 31, 2027** to
be included in event materials

Organization:

Contact Name:

Contact Phone:

Contact Email:

Signature:

Date:

Ready to sponsor, or want more information? Contact Shannon Carr, i2E VP of Marketing & Communications, at scarr@i2e.org.