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**Venture Highway Named Title Sponsor of The Ohio State University  
Undergraduate Business Plan Competition**

**COLUMBUS, Ohio (March 15, 2011)** – Venture Highway, which offers an integrated learning suite designed to augment university entrepreneurial education courses, announced today that it will be the title sponsor of The Ohio State University 2011 Undergraduate Business Plan Competition. This is the first year of the undergraduate competition, which is designed to accommodate the growing number of undergraduate student entrepreneurs.

“The OSU Undergraduate Business Plan Competition is in line with our mission to help entrepreneurs succeed,” said Kevin Gadd, founder and CEO of Venture Highway. “The business plan competition gives undergraduate students the opportunity to apply the knowledge they have gained both in the classroom and online using the resources available on Venture Highway.”

The OSU competition, which is administered by OSU’s Center for Entrepreneurship, challenges students to develop their ideas into full business plans that are judged for their go-to-market potential. Competition finalists then present their plans to a group of judges comprised of business and community leaders, investors and entrepreneurs. The award winners receive funds and support to help them launch their startup business.

“Venture Highway is an excellent sponsor for the OSU undergraduate competition,” said Michael Camp, executive director of Ohio State’s Center for Entrepreneurship. “The company provides a compelling, web-based, business development platform for young entrepreneurs, and it is itself an exciting Columbus-based startup, which provides a great example for Ohio State’s aspiring student entrepreneurs.”

This year’s Undergraduate Business Plan Competition finals and awards banquet will be held on May 20, 2011 at Ohio State.

**About Venture Highway**

Venture Highway offers an integrated learning suite designed to elevate the entrepreneurial education classroom experience. The suite enables higher education faculty the ability to customize an online curriculum to meet their needs while tapping

into a vast portal of entrepreneurial resources. Venture Highway also features a complementary online resource center to help guide the aspiring entrepreneur.

### **About The OSU Center for Entrepreneurship**

The Center for Entrepreneurship at the Fisher College of Business is an official academic center of The Ohio State University. Launched in November 2001, the Center supports academic research, education and community engagement in entrepreneurship. The Center strives to advance both the science and practice of entrepreneurship so as to stimulate economic growth and development through new company formation, technology commercialization, and improved competitive performance of entrepreneurial ventures.

To learn more about Venture Highway, please visit its website at [www.venturehighway.com](http://www.venturehighway.com) or call 614.562.7324.

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