



Urban Land Institute

Arizona

SHARK TANK

Register Now!

Wednesday, November 20

3:30 pm	Registration
4:00 pm - 5:30 pm	Program
5:30 pm - 6:30 pm	Reception

Montelucia Resort, Valencia Ballroom
 4949 East Lincoln Drive
 Paradise Valley, Arizona 85253
 Self-Parking Available



Shark
Daryl Burton
 President
 Presson Corporation



Shark
I. Michael Kasser
 Chief Executive Officer and President
 Holualoa Companies.



Shark
Craig Krumwiede
 President and Director
 Harvard Investments, Inc.

Tailored after the popular TV show, and following the huge success of Shark Tank at the ULI Fall Meetings, ULI Arizona is bringing together expert money and real deals including a panel of "sharks" moderated by **C. Joseph Blackburn**, President and Chief Executive Officer, Everest Holdings, to evaluate the proposals, and offer the audience a look behind the closed doors of an investment committee.

The session will feature two interesting and diverse investment proposals presented by entrepreneurs who are promoting actual real estate developments. The sharks will critique the presentations and ask hard hitting questions leveraging their experiences, critical evaluation methods and quick wits. The event promises to be a unique, dynamic and real-world look into the behind-the-scenes machinery of completing a real estate investment deal in Arizona.

Request for proposals is now open! (Limited to 2)

Proposals need to be emailed before 5:00 pm on **Friday, October 25** to Carrie.Martin@ULI.org.

REGISTRATION PRICING:

Check one	ULI Member	Non-Member	After 11/18	Join & Go Free
PRIVATE	\$50	\$70	Add \$10 to standard fee	\$430
PUBLIC / NON-PROFIT	\$40	\$60	Add \$10 to standard fee	\$215
YOUNG LEADER (under 35 years)	\$40	\$60	Add \$10 to standard fee	\$215
STUDENT (Full Time)	\$30	\$50	Add \$10 to standard fee	\$108

Upcoming Events

October 10
 Dinner Conversation with
 The Honorable Scott Smith
 and Karrin Kunasek Taylor
SOLD OUT!

October 15
 Knowledge Series
 Parkway Properties
 Register Today!

November 5-8
 ULI Fall Meeting
 Chicago, IL
 Register Today!

November 21
 Dinner Conversation with
 Janice Cervelli and
 Wellington "Duke" Reiter
SOLD OUT!

December 3
 Southern Arizona Program
 Tucson
 Register Today!

February 19
 9th Annual Trends Day
 Conference
 Sheraton Phoenix Downtown
 Register Today!

Questions?
 Call Carrie Martin
 ULI Manager
 602.449.7916



SHARK TANK PROPOSAL

Proposals need to be emailed before 5:00 pm on **Friday, October 25** to Carrie Martin, ULI Manager at Carrie.Martin@ULI.org. Please call 602.449.7916 for any questions.

Tailored after the popular TV Show and following the huge success of Shark Tank at ULI Fall Meetings, ULI Arizona is pleased to announce the popular Shark Tank series is coming to Phoenix. This event brings together local real estate entrepreneurs and a panel of “sharks” to vet their proposals in the context of their decades of experience. The goal of the event is to offer the audience a look behind the closed doors of an investment committee.

The session will feature two interesting and diverse investment proposals presented by real estate entrepreneurs. The sharks will critique the presentations and ask hard-hitting questions leveraging their experiences, critical evaluation methods and quick wits. With the potential for blood in the water, the event promises to be a unique, dynamic and real-world look into the behind-the-scenes machinery of getting a real estate investment deal done in Arizona.

ULI Arizona is soliciting presenter proposals for Shark Tank. Successful candidates will have real-world experience with real estate development, an active and interesting deal to discuss, the ability to make a concise and captivating presentation and a healthy sense of humor.

Benefits to Presenter

The event will offer presenters:

- Constructive feedback in an authentic Investment Committee format
- A thorough vetting of all high-level project plans, assumptions, etc.
- Presentation experience and practice pitching your deal
- Immediate access to the fantastic ULI network of industry leaders
- Exposure to potential capital investors in the audience

Presenter Expectations, Event Description and Format

Once the project presenters are selected and notified, they will be expected to participate in 2 - 3 planning conference calls with ULI staff and the Shark Tank event moderator. The event will take place on November 20 between 3:30 pm and 6:30 pm at the Montelucia Resort, Paradise Valley.

The event is comprised of two vignettes, one for each presenter. Each vignette consists of:

- o A 10 - 15 minute PowerPoint presentation to the Shark panel with enough meat for the Sharks to sink their teeth into.
Some important components include:
 - Firm's track record
 - Specific funding request
 - Project summary
 - Market context
 - Presenter background and experience
 - Project economics and returns
- o A 10 - 15 minute moderated discussion with Sharks and the audience.

Proposal Requirements

- Biography and CV of the proposed presenter
 - Summary-level outline of the investment request and project description, maps, etc.
 - Cover letter expressing interest in participating in Shark Tank
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