



# The Anvil

[anvilstartups.com](http://anvilstartups.com)

## Our Story

The Anvil is a 501(c)(3) non-profit that was founded by Purdue University students in 2013. Its goal is to be a central hub of entrepreneurship and innovation at Purdue. The Anvil is funded through sponsorships that provide resources, space, and programming to student-run companies.

20+ Companies

150+ Members

10+ Student Orgs

We are driven by a vision to build an entrepreneurial community at Purdue and Lafayette. Our commitment to this vision is reflected in the events we host such as hack nights, fireside chats and The Boiler.

The Boiler is a 6-week accelerator competition that gives entrepreneurs on Purdue's campus a chance to bring their ideas to market. The top three teams are provided with seed money to bootstrap their company.

## Anvil Companies

Here are some companies that came out of The Boiler:

- ▶ **Mimir** is a company founded out of The Anvil that calls itself a "cloud classroom for higher education." Mimir has gone on to close two seed rounds of funding, raising \$1.5M, and their platform is used in over 70 schools worldwide.
- ▶ **Perceive** is a company started by former Purdue students, helping retailers and brands measure their marketing effectiveness by analyzing in-store video. They have raised over \$750k in grants from the National Science Foundation.
- ▶ **Explore Interactive** is an augmented reality education platform that won the most recent Boiler competition. The company uses iPads to teach tactile learning for early education.

# Why Sponsor us?

- ▶ **Early Access to Growing Startups:** A majority of the startups operating out of the Anvil use tools and platforms to power their own products. Be the first ones to market to them.
- ▶ **Simplified Recruiting:** We house organizations focusing on engineering, robotics, and community service all under our roof. Get access to their resumes and LinkedIn profiles. We will even help you get in contact with candidates you are interested in.
- ▶ **Target Student Developers:** Our co-working space hosts the brightest and most motivated students from Purdue and the Greater Lafayette area, giving you an opportunity to market your tools directly to our members.
- ▶ **Greater Exposure:** We host and co-host multiple tech events such as hackathons, tech talks and hack nights, during which we can provide you with workshop booths to promote your own technology. You will also be featured in our newsletters and marketing material for events, putting you in front of the best audience for your platform.

## Maximising Sponsor Benefits

- ▶ **Platform Credits:** You can provide us with platform credits to distribute to our members, exposing them your services and strengthening your brand within our community.
- ▶ **Annual Grants:** The money you give will be used to operate The Anvil and help expand our influence across campus. The more influence we have, the more customers we would help bring to your company.
- ▶ **Office Hours:** Get one on one interactions with developers in our community who can better learn the industry and build projects using your tools.
- ▶ **Tech Talks / Sponsorship:** Help us promote technology and entrepreneurship by hosting an event in our space. The talk can be about your company, your products, or any topic of your choice and afterwards you can interact with the students.
- ▶ **Sponsor The Boiler:** Help fund student startups coming out of our accelerator. Be the first to these companies and market your solutions to them.

Feel free to reach out to us at [contact@anvilstartups.com](mailto:contact@anvilstartups.com) if you have any questions or concerns. We could not be more excited for all that we have planned for the coming academic year and look forward to having you as a proud Anvil sponsor.