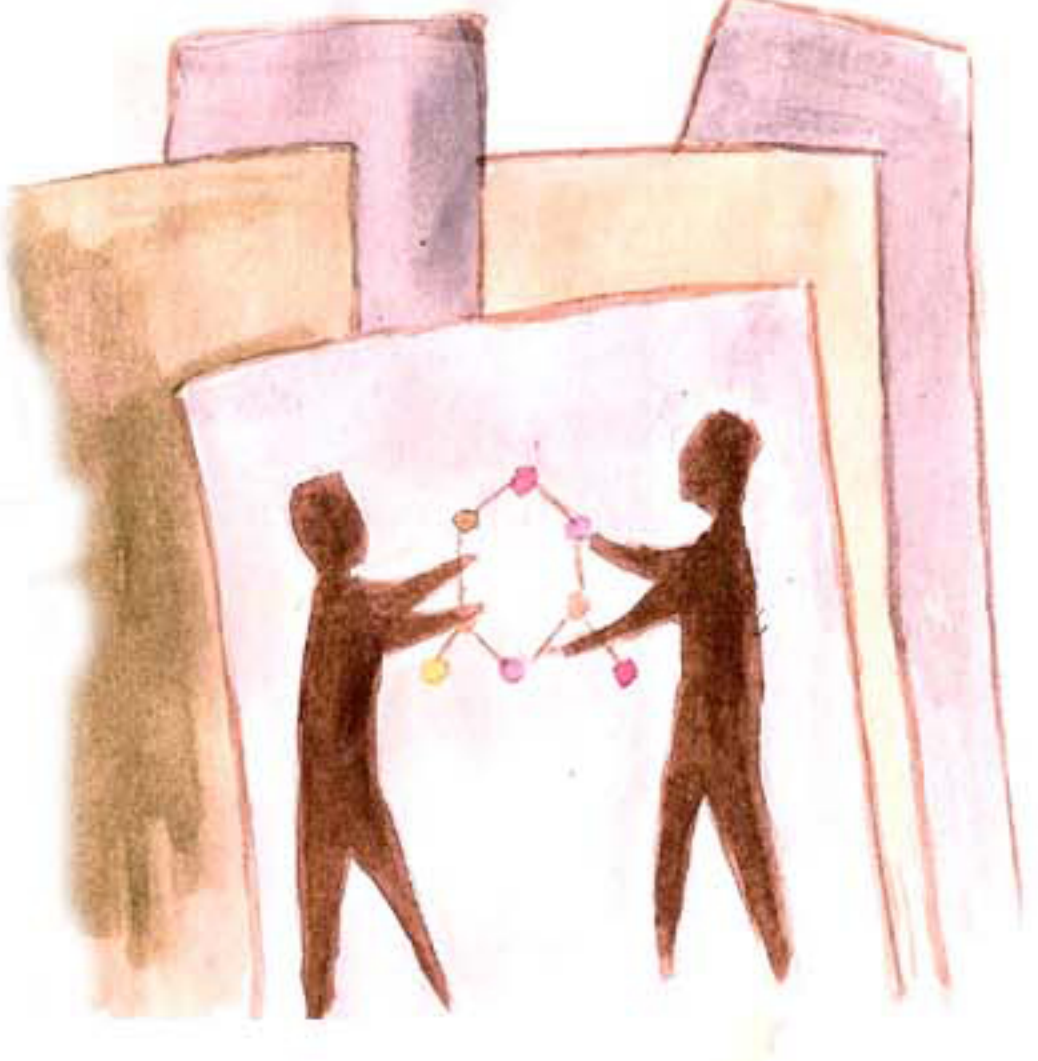


In the past, to become an "expert," you went to school; you studied a body of knowledge, received a degree or certification and then went to work.

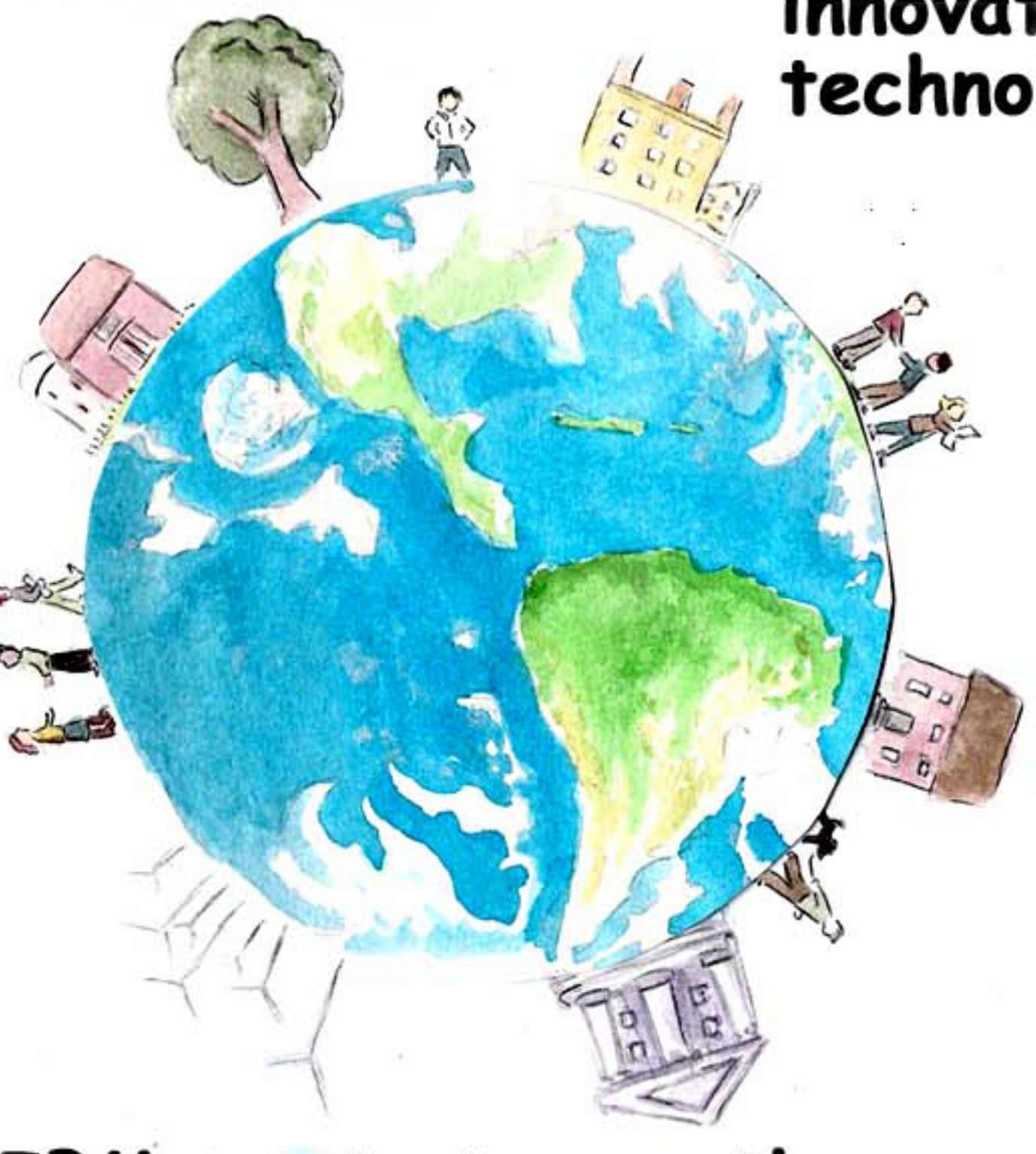
AN ECOSYSTEM OF ENTREPRENEURS

However, the nature of competition and the forces of innovation are shifting the frontiers of business, technology and education continuously.

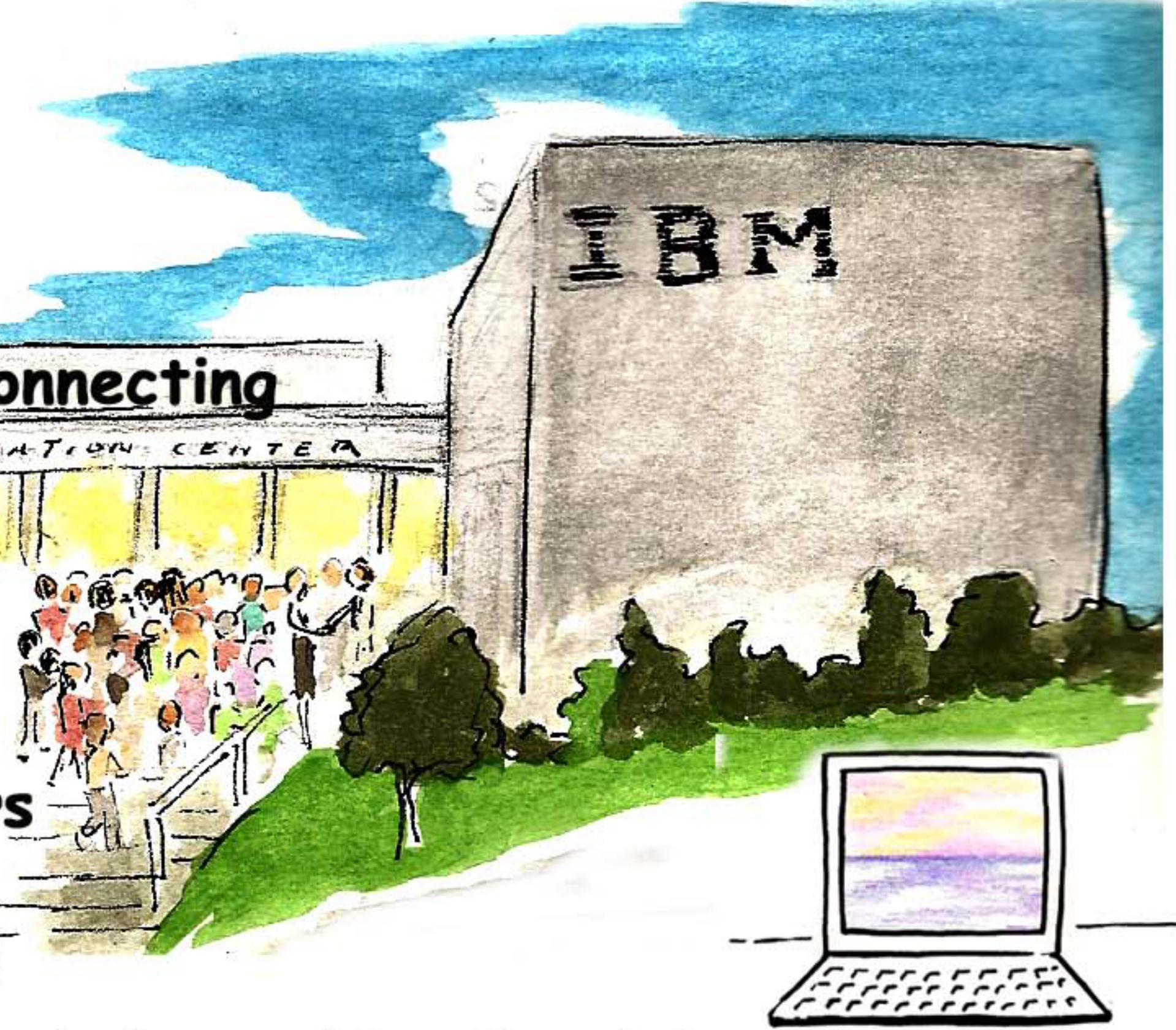


Expertise today is not static. To be competitive, any individual, any company, or any community has to adapt continuously, learning new fields and new skills.

And with the world becoming increasingly connected, there is an opportunity for entrepreneurs to become innovators on a global scale.



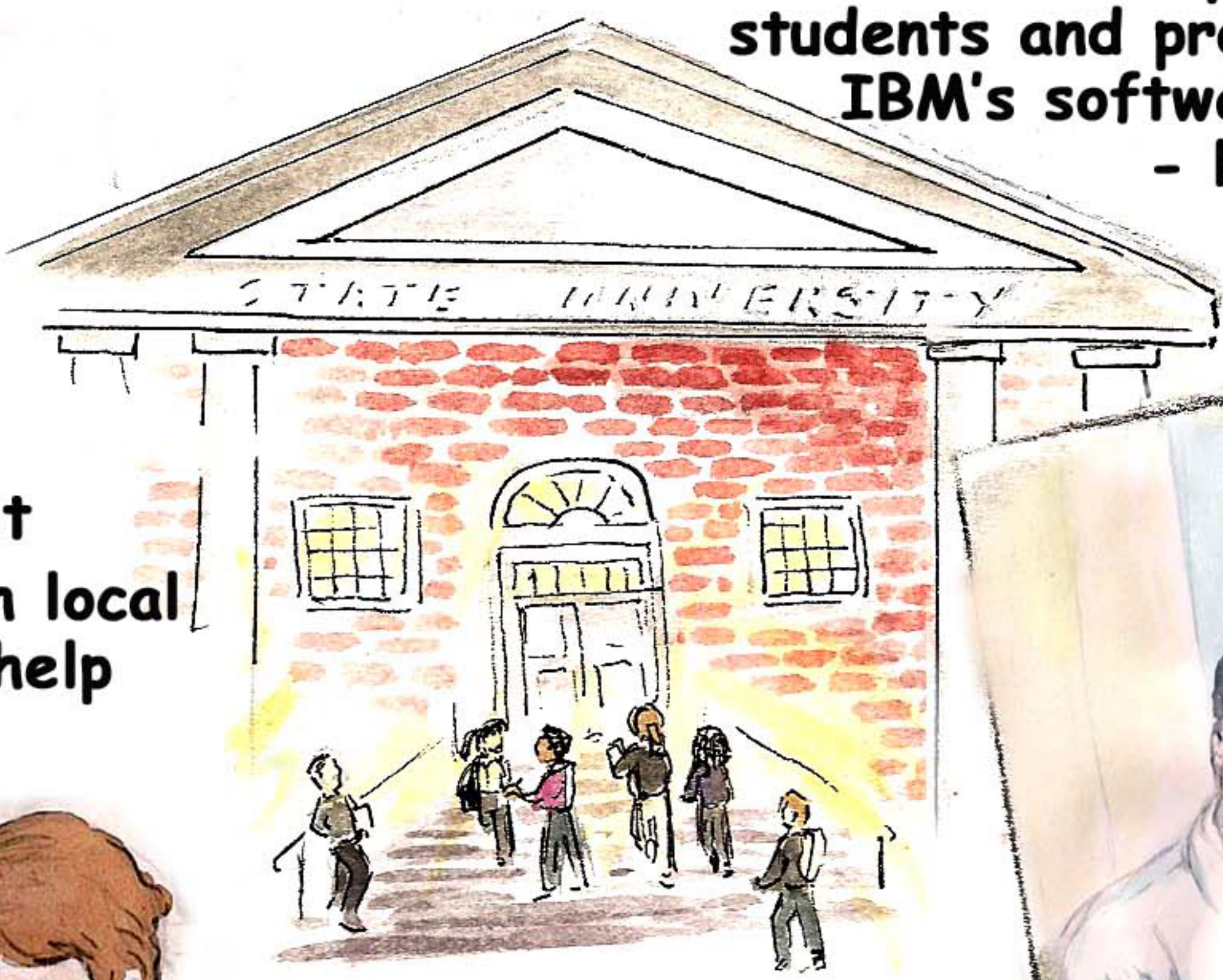
IBM wants to see these new entrepreneurs succeed and is working to help them grow by giving them the knowledge and resources they need, and connecting them directly with its ecosystem of partners, mentors, industry experts and venture capital firms.



One way is by opening its lab doors and resources to entrepreneurs so they can work directly with IBM researchers to fine-tune their skills and improve their products.

Another is by making it quick and easy for students and professors to get their hands on IBM's software and industry frameworks - by creating a home for it in the cloud.

And another is through "SmartCamp" mentoring workshops that put entrepreneurs with the best business plans in touch with local investment firms that can help bring them to market.



IBM knows that entrepreneurs are the engines of job creation and growth, while local partners such as venture capital firms and independent software vendors become the face of IBM and the trusted advisors to small businesses.



These are partnerships where everybody wins: Start-ups gain access to IBM technological expertises and routes to market; And IBM gains a "front-row seat" to partake of the best technologies and nurture potential partners in developing more innovative solutions.

