



## Bridge builder

Ingrid Vanderveldt, entrepreneur-in-residence at Dell, sparks the right mix of strategic collaboration, technology innovation and funding to help upstart visionaries realize their dreams — and large enterprises tap into the entrepreneurial mind-set.



Ingrid Vanderveldt is an entrepreneur and investor whose work focuses on helping businesses access innovative technology solutions that solve real business problems. As Dell's first entrepreneur-in-residence (EIR), Vanderveldt offers tools and resources for growing businesses and connects entrepreneurial start-ups with venture capitalist funds. She helped launch and now oversees the US\$100 million Dell Innovators Credit Fund and the Dell Center for Entrepreneurs. Join Vanderveldt in a candid conversation about her ideas for helping Dell better understand the needs of growing businesses and how best to serve them.

### How did the Dell EIR program come about?

The early inspiration can be traced back to a Dell Women's Entrepreneur Network (DWEN) event that I attended in China in 2010. My friends and colleagues were truly impressed that Dell would put together an event with the sole purpose of simply listening to entrepreneurs and strategizing ways to help our businesses grow.

After attending a second event the following year, I had a big "aha" moment, realizing all that Dell was doing to help entrepreneurs around the world. I knew that by teaming up with Dell, we could create a win-win effort. After a meeting with Dell executives, the idea for the EIR position came to life. It's now two years later and I oversee entrepreneurial

initiatives globally for the company. It's been an amazing journey.

### What are your responsibilities as Dell's EIR?

I serve as a voice for entrepreneurs worldwide, essentially bringing the outside in. We're tackling the areas that entrepreneurs struggle with the most, which are access to technology and networks, finding capital and navigating the regulatory environment.

### How do program initiatives support your work?

One initiative was the launch of the Dell Innovators Credit Fund, which provides venture capital-funded and angel-backed companies with the financial and technological resources they need to encourage innovation, improve speed to market and bolster job creation. Another initiative is the Dell Founders Club, a hand-picked group of CEOs and founders who see technology as critical to the growth of their companies, have immediate technology needs and are looking to scale quickly.

We help these CEOs and founders leverage technology to accelerate the success of their companies. They can use our credit fund to help pay for technology infrastructure, freeing up their own funds to hire marketing and sales people.

My team has also been clearing the pathway to success by helping make it easier for small and medium-sized businesses to work with government. In partnership

with the Dell Government Affairs team, we have helped introduce federal- and state-level legislation with the goal of easing the constraining processes that may slow or prohibit the growth of new businesses.

### What role do technology innovation and social media play in shaping the entrepreneurial vision?

Providing the technology that entrepreneurs need to be successful often starts with mobility and the cloud – helping companies acquire mobile technology and then getting them onto a cloud-based platform they can use to build and grow their businesses. Social media is also a critical element of this effort, because it is one of the least expensive but most effective ways to get a company's message out there and empower the entrepreneur's vision.

DWEN is a perfect example. Dell started leveraging social media as a way to listen to entrepreneurs and understand women's challenges and opportunities well before the inaugural 2010 DWEN event in Shanghai. By merging in-person events with online engagement, DWEN has since grown into a powerful network that thrives offline and connects like-minded women through social platforms including LinkedIn and Twitter. This global community of female entrepreneurs in turn provides Dell with valuable insights on how to enhance the products and services Dell brings to its customers.

### What do you and Dell have in store for entrepreneurs in 2014?

A big step forward in our global expansion was launching the Center for Entrepreneurs in the United Kingdom. This important development allows members of our EIR programs to strategize, form business relationships and connect with each other in countries all over the world. We're looking forward to achieving great things in the coming year. **PS**

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## Transforming the economics of success

Companies that participate in the Dell Founders Club offer many successful examples of how innovative technology solutions can be used to bring about positive change and catalyze business growth. Two cases in point are Eved and Network Redux.

### Advancing the event industry

Professionals in the meeting and event industry are increasingly challenged to manage costs and still deliver extraordinary experiences. Eved helps meet these goals by enabling event planners, hotels, meeting companies and suppliers to interact and transact online. When Dell's procurement team was tasked with creating cost savings for company events, they looked for innovation within the entrepreneurial community and found Eved. Dell is now an Eved customer – the first large company to use Eved's procure-to-pay solution, which is designed to automate event industry purchasing and provide visibility into event category spend.

### Managing IT around the world

Network Redux is a web hosting and data service provider that develops, deploys and manages IT environments. The company was at a crucial juncture: Receive more financing to meet new customer contract requirements and grow, or decrease the contracts and experience plateaued revenues. Dell Financial Services worked with Network Redux not only to provide financing to buy what the company needed to grow, but also to act as a financial advisor. Today, Network Redux is a thriving company with growing revenues and a brand new office in India.