



January 21st 2010

Dear Potential Unreasonable Sponsor:

We are writing to inform you that due to a number of technological issues we faced this past week, only about half of our Finalists were able to post their profiles on the Unreasonable Finalist Marketplace in time for launch. For this reason and because the principle goal of the marketplace is to provide entrepreneurs from all walks of life a fair and affordable opportunity to be selected as one of the 25 Unreasonable Fellows, we have decided to delay the opportunity to sponsor an Unreasonable Finalist on the marketplace until Monday, January 25th at 12pm MST.

Equally as important, we want to take full responsibility for delaying your opportunity to sponsor a Finalist on the marketplace. We realize that in doing so, we have put many of our Finalists in an uncomfortable situation with their networks of support and with people like yourself. Ultimately, we take full responsibility for this delay and want to sincerely apologize if this timeline change has caused you any inconvenience. Please do not allow our mistake to reflect upon the finalists on the marketplace.

There is, however, good news! The Unreasonable Finalist Marketplace will still launch, as promised, on Friday, January 22nd at 12pm MST. At that point, you will be able to visit the marketplace, read about all of the ventures and entrepreneurs who have been deemed Unreasonable Finalists, create a personal user account, message entrepreneurs, comment on their profiles, and even market their ventures on your own website! We see this as an incredible opportunity to raise awareness for the ventures that most excite you and for the entrepreneurs that you believe in most.

In the end, our aim is to ensure that excellent entrepreneurs have the skills, guidance, and resources they need to create the kind of impact that future generations will remember as having changed the world. In pursuit of that aim, we want to ensure that all of our Finalists have an equal opportunity to prove their entrepreneurial mettle on the Marketplace. From all of us at the Unreasonable Institute, please accept our most genuine thanks for your continued support of a truly Unreasonable Entrepreneur.

With Utmost Sincerity,

The Unreasonable Team

Daniel Epstein,
President

Teju Ravilochan,
Connections Extraordinaire

Tyler Hartung,
Community Tactician

Vladimir Dubovskiy,
Creativity Expert