



NEW YORK UNIVERSITY

2013-2014 NYU Entrepreneurs Handbook



The Guide to Resources, Events, and Organizations
at NYU for the Entrepreneur and Inventor

Brought to you by the
NYU Entrepreneurial Institute

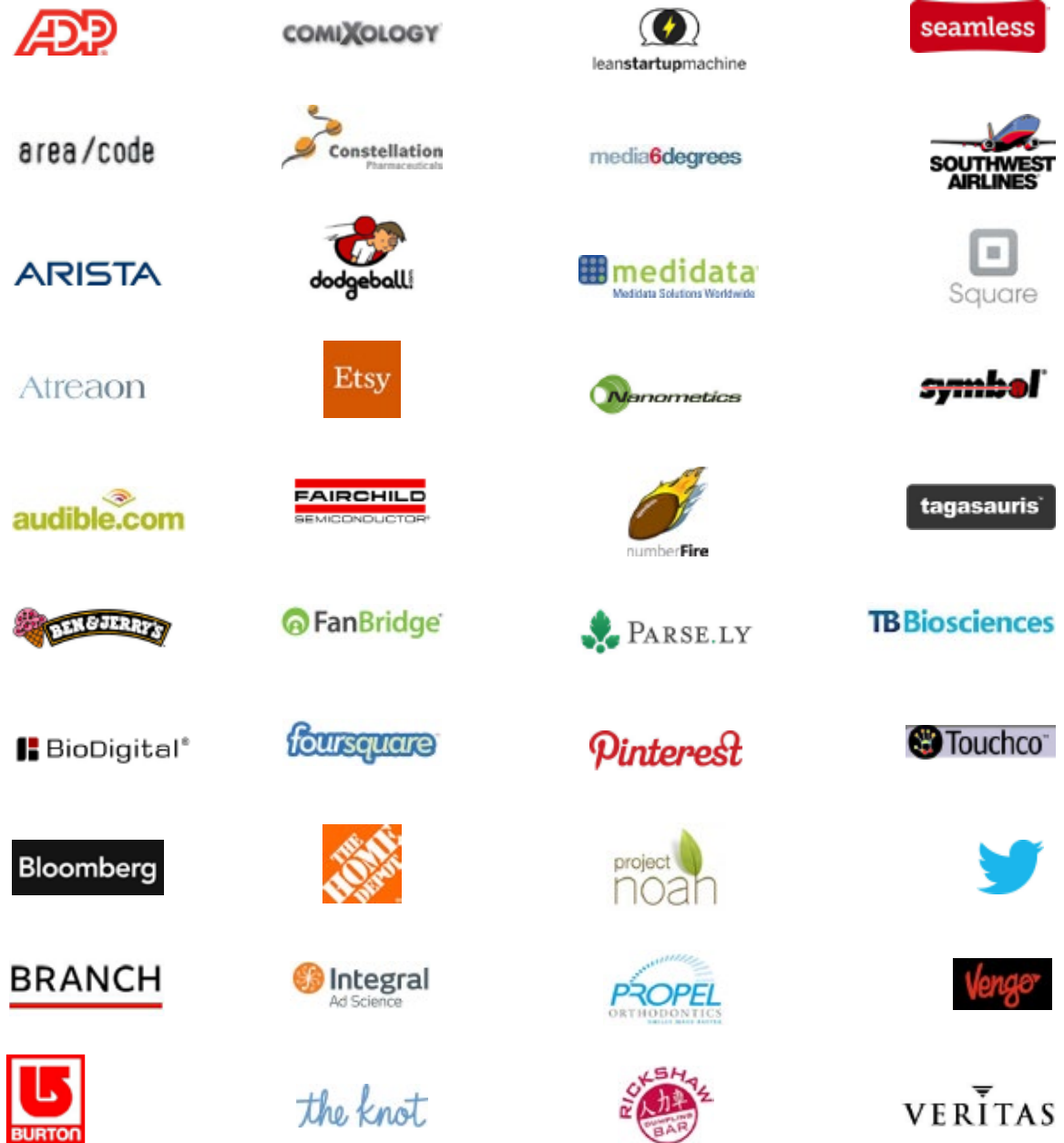
nyu.edu/entrepreneur

Blog: nyue.org

Facebook.com/[nyuentrepreneur](https://www.facebook.com/nyuentrepreneur)

@NYUEntrepreneur

What do these companies have in common?*



*Answer on inside back cover.

The NYU Entrepreneurs Handbook is intended as a quick reference tool for NYU student entrepreneurs interested in starting a company based on their inventions and ideas. This guide summarizes the many resources available to NYU entrepreneurs to help you get started.

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Welcome to NYU!

For many years, universities have been the source of game-changing startups. Iconic brands including Facebook, Google, Microsoft, Dell, Wordpress, Yahoo! and Reddit were born in university classrooms, dorm rooms, and labs before becoming large companies that transformed their industries. Universities have always been at the center of entrepreneurship and innovation. NYU is no exception.

Since Professor Samuel F. B. Morse (inventor of the electric telegraph) joined NYU as one of the original 14 founding faculty members in 1831, NYU has been a well of prolific inventors, scientists, and entrepreneurs. In the last century, NYU alumni have founded and built industry-defining companies including Audible, Arista Records, Bloomberg, Burton, Def-Jam Records, Home Depot, Fairchild Semiconductor, Southwest Airlines, and Symbol Technologies, among many others. More recently, NYU entrepreneurs have been stepping up the pace and founding hot new startups including Foursquare, Seamless, Constellation Pharmaceuticals, Twitter and Etsy, just to name a few.

The seemingly endless array of new university-led entrepreneurship initiatives is certain to accelerate the pace of startup formation even further. With over 20 technology and entrepreneurship student clubs, the NYU Innovation Venture Fund, the \$200k Entrepreneurs Challenge, NYU Summer Launchpad, mentoring programs, and countless events throughout the year, NYU has plenty of resources to inspire, educate, connect, accelerate, and fund both the aspiring and serial entrepreneur.

If you are contemplating your own startup, you have come to the right place. In this handbook you will find many ways to plug into the NYU entrepreneurial scene and get access to the resources you need to turn your ideas into action or develop your business.

On the pages that follow, you will find brief descriptions of some of the major components of this entrepreneurial ecosystem we have here at NYU. More information can be found online at nyu.edu/entrepreneur and at nyue.org.

Frank Rimalovski
Executive Director
NYU Entrepreneurial Institute

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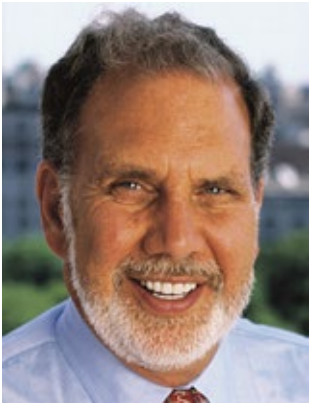
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“The most complex problems will yield only to a combination of the deepest insights and the boldest **willingness to act**. So, **entrepreneurship** occupies a special place at universities: the span of higher education’s research enterprise and the interests of its scholars to **advance human knowledge** not only through inquiry into the fundamental nature of things, but also through a desire to apply knowledge to **solve the problems** of the societies in which we live.”

John Sexton
President
New York University

Be in-the-know

1. Entrepreneurship at NYU: A Cross-Disciplinary Effort

Entrepreneurship at NYU is supported through a collaboration between numerous entrepreneurial organizations and programs across the University, including:

Berkley Entrepreneurship Center for Innovation

Each year, the Berkley Center serves more than 1,100 NYU students, alumni, faculty and staff interested in launching new ventures or accelerating the growth of existing ones. The Center's team provides hands-on one-on-one assistance, how-to programs, conferences and events. For more information about how the Berkley Center can help you, visit stern.nyu.edu/berkleycenter.

The Catherine B. Reynolds Program for Social Entrepreneurship

The Catherine B. Reynolds Foundation Program in Social Entrepreneurship is designed to attract, encourage and train a new generation of leaders in public service. To learn more, please visit nyu.edu/reynolds.

NYU Entrepreneurial Institute

Founded in 2012, the Institute offers educational programming, events, resources, and funding, via the NYU Innovation Venture Fund, to inspire, educate, connect, and accelerate entrepreneurs across NYU. Learn more at nyu.edu/entrepreneur.

Innovation and Entrepreneurship at NYU-Poly

The Office of Innovation and Entrepreneurship at NYU-Poly offers programs, resources, networking opportunities and incubator space to connect faculty and students to the New York City startup ecosystem. More information can be found at poly.edu/incubator.

Office of Industrial Liaison (OIL)

NYU's Office of Industrial Liaison (OIL) is where NYU inventors go to disclose an invention and file a patent application to ensure their valuable ideas are protected. It is also the place to go to license NYU-developed technologies and intellectual property. More information can be found at oil.med.nyu.edu.

2. NYU Entrepreneurs Online



The nyu.edu/entrepreneur website is the source for everything entrepreneurship at NYU, from events to funding sources. Much of what you see outlined here can be found online in even greater detail! Bookmark or make nyu.edu/entrepreneur your home page.



Join a community of more than 7,000 and follow us on Twitter [@NYUEntrepreneur](https://twitter.com/NYUEntrepreneur) to stay in the know on all things entrepreneurship in NYC and NYU, from events, to startup news, and the best articles on innovation.



The NYU Entrepreneurs Network on Facebook is a great way to connect with your over 1,400 fellow NYU entrepreneurs. Like us at [Facebook.com/nyuentrepreneur](https://www.facebook.com/nyuentrepreneur).



The [NYU Venture Community \(Group\)](#) on LinkedIn is a private community of more than 1,700 NYU students, alumni, faculty, and staff interested in all aspects of entrepreneurship.



For a better look into the every day happenings in the NYU entrepreneurial community visit the home of the [NYU Entrepreneurs Network at nyue.org](http://nyue.org) to [read our blog](#) and learn about member clubs, speaker series and more.

3. NYU Entrepreneurs Newsletter

Emailed straight to your inbox each month, this is the easiest way to stay on top of the latest NYU entrepreneurial news and events without even trying! Sign up at bit.ly/nyuenews.

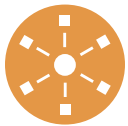
NYU promotes entrepreneurship through a University-wide network of resources, programs and support systems that aim to:



INSPIRE and encourage entrepreneurial behavior



EDUCATE and train students, researchers and faculty about startup best practices



CONNECT entrepreneurs within the NYU community and to the broader NYC startup ecosystem



ACCELERATE and support growth of promising projects and teams



FUND early-stage venture growth by facilitating access to gap and seed capital





I. INSPIRE

NYU inspires its students and faculty to pursue entrepreneurship by shining a spotlight on the successful ventures emerging from the University and making the community aware of the vast array of resources available for aspiring entrepreneurs.

1. NYU Startup Success Stories:

History of Entrepreneurship at NYU

There is a long history of students founding startups while still in school. Microsoft, Facebook and Google are perhaps the best known, but NYU has its own history of new ventures founded by its students while completing their studies. Notable examples include Branch, Comixology, Dodgeball (acquired by Google), Etsy, numberFire, Project NOAH, Pinterest, SkillsSlate (acquired by TaskRabbit), and many others.

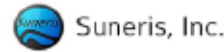
NYU faculty has been equally successful in launching startups while still tending to their research and teaching responsibilities. A few noteworthy examples include Atreaon, Anaderm (acquired by Pfizer), Area/Code (acquired by Zynga), BioDigital, Constellation Pharmaceuticals, Media6Degrees, Smart Therapeutics (acquired by Boston Scientific), Sugen (acquired by Pfizer), Tagasauris, among others.

Across the University, students, faculty, and researchers are currently building startups. Examples include:



Jasmin Hume,
Ph.D Candidate, Materials
Chemistry
NYU-Poly

Secure lab management software, creating a new way for scientists to get their lab work done.
benchpals.com



Joe Landolina
MS, Biomedical Engineering and
Biomaterials
NYU-Poly, '14

A biotechnology company that develops products to accelerate hemostasis on surgical and traumatic wounds.
suneris.co



Brian Shimmerlik
MBA
NYU Stern, '13

Provides and manages mini vending machines for bars, restaurants and offices using innovative proprietary technology.
vengolabs.com



Leeor Alon
Ph.D. Candidate, Biomedical
Engineering
NYU School of Medicine

Employs novel, technology to enable faster, less expensive, and more reliable testing of radio frequency emitting devices such as cell phones and laptops.
RFTestLabs.com



Doug Kanter
MPS
NYU Tisch / ITP, '13

Self-management support tools for patients with diabetes.
databetes.com



Miriam Altman
MPA
NYU Wagner, '13

A software program that is engaging families and communities to improve K-12 student attendance.
kinvolved.com

2. Speaker Series



NYU Entrepreneurs Speaker Series: The NYU Entrepreneurs Speaker Series (NYUESS) is an ongoing series of talks, panels and interviews with leading entrepreneurs, startup investors and innovation thought leaders. The goal of this program is to support, encourage, and inspire NYU students, faculty, and researchers to pursue entrepreneurship. Join us at the Washington Square, MetroTech (home to NYU-Poly, NYU's school of engineering in Brooklyn) or the Langone Medical Center campuses and tack some extra time to your schedule for hanging out afterwards! Learn more and view the schedule for the NYUESS under the Speaker Series tab on the bit.ly/nyuspeakerseries

Himmelberg Speaker Series: The Himmelberg Workshop and Speaker Series hosted by the Berkley Center brings high-profile entrepreneurs and pioneering thought-leaders to campus to share their unique perspectives on startup strategies and trends impacting business. Learn more at bit.ly/nyuhimmelberg.

Clean Infotech Opportunities and Challenges: This new breakfast series hosted by The New York City Accelerator for a Clean and Renewable Economy (NYC ACRE) will link investors with entrepreneurs and pilot customers in a highly interactive format, to tackle and probe critical issues, challenges and opportunities in the cleantech/infotech space. Each breakfast will offer provoking and expert content, as well as networking opportunities. Learn more at nycacre.com.

NYU Reynolds Speaker Series: Reflecting the NYU Reynolds belief that social entrepreneurship is a meta-profession drawing on cross-disciplinary knowledge and practice, the series presents prominent social entrepreneurs and leaders from across the spectrum of public and professional sectors who will share their insights as cutting-edge, far-reaching change makers. Learn more at nyu.edu/reynolds/speaker_series.

Inc@NYU: The NYU Steinhardt Initiative for Internet and Network Culture aims to generate new knowledge about the ways in which the internet and networked media are reshaping social life, culture, and commerce. Through industry-university partnerships it will serve as a nexus for scholars, entrepreneurs, and media analysts interested in the technologies, business practices, and social processes that have given rise to the internet and its range of network culture. For more info visit incnyu.org

3. NYU Entrepreneurs Festival



Come and partake in this annual celebration of NYU startups and entrepreneurs. The NYU Entrepreneurs Festival is where the NYU community comes together to connect, collaborate and celebrate NYU entrepreneurs from across the University. During this time you will have the opportunity to meet and hear from students, faculty and alumni entrepreneurs from various NYU schools as they discuss their paths to success. The festival offers a series of keynotes, panels, roundtables and a venture showcase that offers a cross-section of

industries and schools at NYU and a big celebratory party. Past speakers have included Dennis Crowley (TSOA '04), the CEO of Foursquare, Don Katz (WSC '74), founder/CEO of Audible, Jack Dorsey, founder of Twitter, and Herb Kelleher (NYU Law, '56), Founder and CEO of Southwest Airlines. Meet. Learn. Connect. Celebrate. Coming this spring! Stay tuned for details at bit.ly/nyufestival.

4. ITP Women Entrepreneurs (WE) Festival



The goal of the WE Festival is to sow the seeds for a community of women entrepreneurs, and to connect women who have not yet taken the entrepreneurial leap, the pre-entrepreneurs, to women who have. There is nothing more important to an entrepreneur than good information, sound advice, and a supportive and generous community of peers. The WE Festival focuses on the nuts and bolts by giving you critical information on customer research, finding a cofounder, pitching, getting funded, gaining traction and going to scale - everything you need to know to make your business a

success from accomplished female entrepreneurs who have been where you are now. **The 2014 WE Festival will take place January 14 - 15, 2014. For more information, please visit itp.nyu.edu.**

5. NYU Startup Job Expo & Internship Resources

Twice a year, NYU holds a University-wide job fair for all NYU students to connect with NYC startups and line-up paid, for credit and unpaid employment or internship opportunities. Find out about upcoming Job Expos at nyu.edu/careerdevelopment.



“Propelled by a broad range of research interests, NYU’s **talented faculty and students** have captured the world’s top honors—Nobels, Rhodes scholarships, Abels, Putnam prizes, Pulitzers, National Medals in Science and the Arts. Leaders in their fields, many of them are eager to expand on NYU’s existing track record of **finding expression for research**, ideas, and innovations outside the university setting; **entrepreneurship** gives many of them a pathway to achieve that goal.”

David McLaughlin, Provost
New York University



II. EDUCATE

By offering a range of academic classes and extracurricular programs, NYU educates its students, faculty, and researchers in startup best practices, arming them with the skills and tools they need to turn their ideas and research into commercially viable ventures.

1. NYU Scientists Guide to Startups

The Scientists Guide is a quick reference tool for all NYU faculty, researchers and graduate students interested in starting a company based on their inventions. The guide is focused specifically on companies formed to commercialize one or more related inventions made at NYU and protected via intellectual property rights (e.g., patent or copyright) through NYU. The Guide provides a high-level overview of the startup process, intellectual property basics, working with the Office of Industrial Liaison (OIL), startup licensing, and the growing NYU ecosystem and resources available to support technology commercialization and startup formation. Download the guide at bit.ly/12nyusgs.

2. Startup Bootcamps

NYU Startup Bootcamps are a new set of extra-curricular educational initiatives organized by the NYU Entrepreneurial Institute and OIL to expose our faculty, graduate students, and researchers to the basic activities of commercializing research via a startup venture. Bootcamps consist of a series of seminars and networking events, with each session including a featured speaker and topic in the technology commercialization process. Sample topics have included: Developing your Business Plan and Investor Pitch, Funding your Startup, and Essential Legal, Accounting and Tax Considerations for Startups. Sign up for one of the NYU Entrepreneurs newsletters at bit.ly/nyueneews to learn about future bootcamp dates.

3. Entrepreneurship Faculty & Classes

Faculty:

NYU faculty are engaged in cutting-edge entrepreneurship research and practice, in emerging and established industries. Throughout NYU, students can find clinical, adjunct, and tenured professors, and executives-in-residence offering foundational and advanced graduate courses in entrepreneurship. A partial list of full-time faculty engaged in teaching and research related to entrepreneurship is provided below:

Arthur L. Carter Journalism Institute

Adam Penenberg

Leonard N. Stern School of Business

William Baumol

Jeff Carr

Greg Coleman

Cynthia Franklin

Anindya Ghose

Ari Ginsberg

Steven Godeke

Hilary Goshier

Jason Greenberg

Richard Hendler

Jeffrey Hollender

Jill Kickul

Lawrence Lenihan

Alexander Ljungqvist

Glenn Okun

Michael Pollack

Roy C. Smith

Hans Taparia

Luke Williams

Polytechnic Institute at NYU

Anne-Laure Fayard

Harold Kaufman

Joseph Nadan

Oded Nov

Bharat Rao

School of Law

Amy Adler

Oren Bar-Gill

Barton Beebe

Rochelle Cooper Dreyfuss

Harry First

Eleanor Fox

Florencia Marotta-Wurgler

Helen Scott

Katherine Strandburg

Diane Zimmerman

Tisch School of the Arts

Elizabeth Bradley

Lauren Davis

Errol Kolosine

Rekha Malhotra

Jeffrey Rabhan

Classes:

Whether you are an entrepreneurial-minded researcher, scientist, technologist or future business leader, NYU courses cover entrepreneurship for students seeking introductory or advanced classes, at the graduate and undergraduate levels. A partial list of the courses offered is listed below. Please consult Albert or your school's registrar for classes currently being offered. Students are eligible for enrollment in several of these courses, even if they are not offered in their particular NYU school, through cross-registration. Consult your school for more details.

Arthur L. Carter Journalism Institute

Entrepreneurial Journalism
 Journalism and Social Media
 Advanced Reporting: Entrepreneurial New York

College of Arts & Sciences

Behavioral Economics
 Market Structure and Performance
 Ownership and Corporate Control in Advanced and Transition Economies
 Privatization

Leonard N. Stern School of Business

Accounting, Tax, & Legal Issues for Entrepreneurs
 Advanced Social Entrepreneurship
 Biotechnology Industry, Structure and Strategy
 Boosting Creativity
 Business Startup Practicum
 Corporate Venturing
 Creativity
 Customer Insights
 Data-Driven Decision-Making
 Data Mining for Business Analytics
 Dealing With Data
 Design and Development of Web and Mobile Applications
 Digital Strategic Marketing
 Digital Strategies
 Economics and Management of the Pharmaceutical and Biotechnology Industries
 Economics of Healthcare
 Electronic Communities
 Emerging Technologies and Business Innovation

Entrepreneurship and the New Economy (aka Ready FIRE! Aim)
 Entrepreneurial Finance/Topics in Entrepreneurial Finance
 Entrepreneurial Selling
 Entrepreneurship & Law in Practice
 Experiential Learning Seminar: Fashion Industry: Creativity & Business
 Experiential Learning Seminar: Social Impact at Work
 Financial E-Commerce
 Foundations of Entrepreneurship
 Foundations of Social Entrepreneurship
 Global Economic Integration and Entrepreneurship
 Globalization, Open Innovation and Crowdsourcing: New Frontiers in Strategy and Management
 Innovation and Design
 Innovative Thinking in a Turbulent Business Environment
 Investing in Microfinance
 Launch!: Business Startup Seminar
 Managing Innovation
 Marketing for Entrepreneurs
 Marketing Hi-Tech Products
 Negotiating Complex Transactions with Executives and Lawyers
 Networks, Crowds, and Markets: Reasoning about a Highly Connected World
 New Media in Marketing
 New Product Development
 New Product Marketing and Design
 New Venture Financing
 Operations for Global Entrepreneurs
 Patenting and Innovative Entrepreneurship
 Patterns of Entrepreneurship
 Practical Data Science

Preparation for Careers in Innovative Entrepreneurship
 Ready, FIRE!, Aim (aka Entrepreneurship and the New Economy)
 Sales Management
 Search and the New Economy
 Social Entrepreneurship
 Social Innovation Practicum
 Social Media and Digital Marketing Analytics
 Social Media Marketing
 Social Problem-based Entrepreneurship
 Social Venture Capital
 Social Venture Fund Practicum
 Technology's Impact on Entertainment and Media
 Technology Innovation & New Product Development
 The Economics of Social and other Networks
 The Entrepreneurship Game
 The New Economy, Networks, and Digital Convergence
 Topics in Investments: Financial Analysis in Healthcare
 Venture Capital Financing

Polytechnic Institute

Engineering and Technology Forum
 Entrepreneurial Finance
 Entrepreneurial Marketing and Sales
 Entrepreneurship
 Entrepreneurship and Financial Management
 Entrepreneurship and New Venture Creation
 Global Perspectives on Technology Management
 High-Technology Entrepreneurship
 Innovation Management
 Intellectual Property for Technology and Information Managers
 Introduction to Corporate Entrepreneurship
 Introduction to E-Business
 Introduction to Entrepreneurial Finance
 Introduction to Entrepreneurial Marketing and Sales
 Introduction to Managing Growing Enterprises

Introduction to Managing Intellectual Property
 Management Strategy in Technology Sectors
 Managing Emerging Technologies in Media and Entertainment Sector
 Managing Growing Enterprises
 Managing Intellectual Property and Intellectual Capital
 Managing Technological Change and Innovation
 Project in Biotechnology and Entrepreneurship (I, II, III)
 Technology Strategy

Robert F. Wagner Graduate School of Public Service

Advanced Social Entrepreneurship
 Capital Acquisition and Sustainability in Social Entrepreneurship
 Finance for Social Entrepreneurs
 Foundations of Nonprofit Management
 Fundamentals of Social Entrepreneurship: Problem Solving and Innovation
 Globalizing Social Activism and the Power of the Media
 Global Social Entrepreneurship: Field Experience
 Philanthropy, Advocacy and Social Change
 Practicum in Social Entrepreneurship
 Social Entrepreneurs, Innovators, & Problem Solvers
 Social Entrepreneurship: Financial and Budget Strategy
 Social Entrepreneurship for Changeleaders: Designing Models for Scalable Social Impact
 Social Problem-based Entrepreneurship
 Sustaining Social Change in the New Economy
 The Business of Nonprofit Management
 Understanding Social Entrepreneurship: How to Change the World One Venture at a Time

School of Continuing and Professional Studies

Entrepreneurship
 Entrepreneurship & Innovation in Real Estate Development
 Entrepreneurship for Hospitality & Tourism
 Entrepreneurship in Sports
 International Entrepreneurship
 Professional Seminar: Entrepreneurial Thinking
 Rapid Change & The Entrepreneurial Organization
 Starting Your Own Small Business
 Technological Entrepreneurship

School of Law

Antitrust in High-Tech Industries
 Bio-Tech Patent Law
 Colloquium on Innovation Policy
 Copyright Law
 Deals: The Economic Structure of Business Transactions
 Financing Development
 Innovation Law and Economics
 Intellectual Property and Traditional Knowledge-
 The Politics of Law, Knowledge and Culture
 Seminar
 Intellectual Property Law & Globalization Seminar
 Intellectual Property Policy Seminar
 Intellectual Property Law Survey
 International Intellectual Property Law
 Law & Business of Microfinance
 Law & Innovation Seminar

Patent Law
 Patent Licensing
 Project Finance
 Social Problem-based Entrepreneurship
 Social Venture Capital
 Survey of Intellectual Property
 Venture Capital
 Venture Capital Financing

School of Medicine

Biotechnology Industry, Structure and Strategy
 Drug Development in a New Era
 Social Problem-based Entrepreneurship

Steinhardt School of Culture, Education, and Human Development

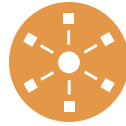
Digital Strategic Marketing
 Electronic Commerce
 Entrepreneurship for The Music Industry

Tisch School of the Arts

Basics of Entrepreneurship
 Entrepreneurship in The Music Industry
 Internship/Career Skills for the Music Entrepreneur
 Social Entrepreneurship in The Music Industry
 Social Problem-based Entrepreneurship
 Women as Entrepreneurs in Popular Music



III. CONNECT



Just as it takes a village to raise a child, it takes a strong entrepreneurship community to grow a startup. NYU actively works to build and support a strong entrepreneurship ecosystem, both within the University and with the broader NYC startup community. The frequent events and programs hosted by the University provide a forum for entrepreneurs to connect with the mentors, collaborators, or investors they need to push their ventures forward.

1. NYU Entrepreneurs Network

The NYU Entrepreneurs Network (NYUEN) is multi-disciplinary collaborative of more than 20 entrepreneurship, technology and innovation-related graduate and undergraduate organizations representing students from ten schools across the University. The NYUEN facilitates coordination and collaboration between the student organizations and their respective schools, NYU alumni and the larger New York City entrepreneurial and venture ecosystems. In doing so, the NYUEN strives to put NYU at the forefront of the NYC entrepreneurial and venture ecosystems. Each member organization runs activities that help fledgling entrepreneurs hone their skills and meet like-minded peers. Meet our member organizations and the NYU schools, colleges and institutes they represent.

ACM

(Assoc for Computing Machinery) cs.nyu.edu/acm

The ACM is an organization consisting of students from a variety of backgrounds who share a common interest in computer science. The NYU ACM is open to all students, faculty, and staff of New York University, as well as our surrounding community.

NYU Biotechnology Association

biotechclub.org

The NYU Biotechnology Association aims to comprehensively educate members about bioscience product development and valuation and expand each member's network.

Bridge at Wagner

bridgeatwagner.org

Bridge works to connect students and professionals working and interested in social entrepreneurship and innovation to one another.

College of Arts and Science Entrepreneurial Association (CASEA)

nyucasea.com

CASEA was created to form a bridge between the large CAS entrepreneurial community and the rest of NYU. Our mission consists of empowering the next generation of entrepreneurs.

Design Tinkering Club

nyupoly.blogspot.com/

The Design Tinkering Club at Poly aims to bring open innovation to the community in order to design solutions for social good.

Gallatin Business Club (GBC)

gallatinbusiness.com

GBC seeks to create a tight-knit network of bright individuals by taking an interdisciplinary approach to all things business. We focus on developing a diverse student community, providing competitive entrepreneurial opportunities, and nurturing partnerships with companies and other student organizations.

hackNY

hackNY.org

HackNY aims to federate the next generation of hackers for the NY innovation community through a Fellowship program, hackathons, and other events.

Institute of Electrical and Electronics Engineers (IEEE)

ieee.poly.edu

IEEE works to help members advance technology for humanity through workshops, projects, and competitions.

InSITEinsiteny.org

InSITE brings together a select group of graduate students (InSITE Fellows), highly promising New York area based startups, and leading NYC-based venture capitalists and enables them to contribute to the NYC ecosystem through a unique mentorship and business development program.

Kairos Societykairossociety.com

Kairos brings together top students from around the world in an effort to foster the next generation of leaders driven to individual and collective action towards a better future.

Law and Social Entrepreneurship Association (LSEA)law.nyu.edu/studentorganizations/lsea

LSEA works to expose law students to the growing field of social entrepreneurship, inspire ideas for innovating the legal sector, work with lawyers and law students to identify how they can use their legal skills for greater impact, and to create a support network of law students invested in pattern-breaking, sustainable and scalable ideas for change.

Masters Association for Computer Science (MACS)cs.nyu.edu/~macsweb

MACS aims to foster a community for students in the Department of Computer Science in order to enrich their educational experience through professional development, networking, teamwork activities, interdisciplinary interaction, and partnerships with other student organizations.

Net Impactnyunetimpact.wordpress.com/

Net Impact inspires, educates, and equips individuals to use the power of business to create a more socially and environmentally sustainable world.

Poly Entrepreneurship and Innovation Associationnyupolyeia.org

The EIA creates an entrepreneurial and networking ecosystem that assists motivated students in transforming ideas into functional businesses.

Stern Entertainment, Media and Technology Association (EMTA)nyustern.campusgroups.com/emta

EMTA offers Stern MBA students networking opportunities with fellow students, alumni and industry leaders, job search assistance, and educational opportunities in entertainment, media and technology.

Stern Entrepreneur's Exchange (EEX)nyustern.campusgroups.com/eex

EEX helps students, alumni, and affiliated entrepreneurs explore the different aspects of the startup environment and achieve entrepreneurial success.

Stern Entrepreneur's Exchange Group (EEG)people.stern.nyu.edu/eeg/

EEG fosters and promotes entrepreneurship at the undergraduate level in both Stern and in the NYU Community.

Stern Social Enterprise Association (SEA)nyustern.campusgroups.com/sea

The SEA serves as a resource and network for students who desire to use their business skills for social good in the for-profit, non-profit, and public sectors.

Stern Pharmaceutical and Healthcare Association (SPHA)nyustern.campusgroups.com/spha

The SPHA provides MBA students with opportunities to understand the issues and challenges facing the pharmaceutical and healthcare industries and to identify possible career paths.

Tech@NYUtechatnyu.org

Tech@NYU advances tech entrepreneurship at NYU and NYC at large. The group hosts NYU Startup Week, Hackdays, DemoDays, DesignDays, programming workshops, and more.

2. Day 1 Tech/Life Science Expos

The NYU Day 1 Expos are sector-specific (information technology or life sciences) events where NYU researchers can share promising research and technologies with commercial applications with the venture capital and entrepreneurial communities.

At the Expos you can expect a science fair of innovation. NYU students, faculty and researchers discuss their discoveries and commercial applicability in an intimate setting where our guests—entrepreneurs, technology executives, angel and VC investors—can provide valuable insights, open doors, and explore opportunities for collaboration.

More than twenty projects are displayed at each Expo. There are generally two showcases per year—one focused on information technologies and the other on life sciences. Our guests are encouraged to stop and speak with each NYU inventor, engage in Q&A, and discuss opportunities for collaboration and further commercialization efforts. For more information about upcoming Expos please visit bit.ly/nyuday1.

3. Business Incubators

Incubators are a key engine of NYU-Poly's strategy of I2E: innovation, invention and entrepreneurship. In 2009 the University partnered with the New York City Economic Development Corporation to open the Varick Street Incubator as part of Mayor Bloomberg's 11-point Economic Opportunity Plan. With a focus on mobile, digital media, fintech, and gaming, incubators are located at 137 Varick Street in Hudson Square and 20 Jay Street in DUMBO, Brooklyn. Co-located resources at the incubator include NYC Seed and Brooklyn Bridge Ventures. The University also operates the New York City Accelerator for Clean and Renewable Energy (NYC ACRE) with the support of the New York City Investment Fund and the New York State Energy and Research Development Authority which will soon relocate to the Poly campus at 5 MetroTech in Brooklyn. The incubators are home to over 50 startups, many of which were founded by NYU students, faculty, or alumni. Since their inception, the incubators have generated \$251 million in economic activity, creating more than 900 jobs, and contributing \$31.4 million in local, state, and federal tax revenue. Five graduates of the incubator were acquired by larger companies for more than \$50 million.



Incubators shorten the time from innovation to impact, and provide the guidance, expertise, and resources that startups need to grow into scalable ventures that bring economic growth to the greater New York area. NYU faculty, alumni, and students are leaders of many incubator startups; they choose to grow in the incubator because of the community that is curated, the connections that are provided, and the environment that allows startups to get work done and fail or succeed quickly. Startups housed at the incubators take advantage of talent, expertise, full-service marketing and sales network, intellectual property commercialization assistance, guidance in developing pitches, as well as access to capital and customers and the opportunity to collaborate on research and development with many NYU research centers and institutes. For more information, please visit poly.edu/business/incubators.



4. Entrepreneurship Dormcubator

A section of the Second Street NYU dorm will become a dedicated space for upperclassman student entrepreneurs to connect, learn and build an entrepreneurial community among their peers. Students will be encouraged to develop and pursue new ventures through sponsored activities including a speaker series with NYC entrepreneurs, skill-building workshops and networking events with startups. This is a new program launching in the 2013-2014 school year. For more information, please visit nyu.edu/entrepreneur/connect.

5. NYU-Poly Greenhouse

The Greenhouse provides flexible work and meeting space, and serves the NYU community in the heart of Brooklyn's Tech Triangle, 6 MetroTech Center at NYU-Poly. The space is a blank slate for creative thinkers with occasional talks, skill shares, and opportunities to meet with professionals from NYU-Poly's incubators and from industry. The Greenhouse is designed and run by NYU-Poly students trained in facilitating the creative process along with Assistant Professor Anne-Laure Fayard. Drop by the space any time, or contact either of the Greenhouse Guardians at greenhouse.poly@gmail.com. Learn more at greenhousestories.com.



“Entrepreneurial success in a university setting is not only about financial return but also about exciting and attracting students and faculty, and adding the element of **societal impact** to the academic ethos. Many of the most exciting basic science challenges were, and are found in what has become known as ‘Pasteur’s Quadrant,’ where basic science is driven by the desire for societal benefit. ‘Pasteur’s Quadrant’ is terrain **where NYU should dwell.**”

Paul Horn
Senior Vice Provost for Research
New York University



IV. ACCELERATE

The process of turning an idea or technology into a commercially viable product is extremely challenging, and as a result, many great businesses fail before they even get a product to market. In an effort to help NYU entrepreneurs succeed in the very early and challenging stages of their ventures, NYU offers programs and resources that identify the most promising projects and teams to help them accelerate through the initial phases of launching their startup.

PROGRAMS:

1. Innovation Lab

Invent. Protect. Commercialize. Repeat. The Innovation Lab is where serial innovators learn to create and rapidly refine their “big ideas” into commercially viable innovations, realize the value of their ideas and how to acquire the skills to protect them, and license and sell their ideas to industry. This 10-week workshop is offered each semester by the NYU Stern Berkley Center. Absolutely no prior business or technical experience required or preferred. All NYU students, alumni, faculty and staff are invited to apply. Go to bit.ly/nyuinnovationlab for more information.

2. NYU Venture Fellows

The NYU Venture Fellows program is a semester-long program for faculty and researchers to help them turn their research into commercially viable ventures. Participating teams will attend a series of workshops and lectures to teach them the basics of business model development, and will be supported by mentors from the startup community that will hold office hours. Each team must include at least one undergrad or graduate student or post-doc. Applicants must commit 4-8 hours per week to meet with the team, work on deliverables and attend events. For more information visit bit.ly/nyuventurefellowsprogram.

3. NYU Summer Launchpad Program

The NYU Summer Launchpad program offers graduating NYU student teams funding, workshops, speaker series, and mentorship to ground entrepreneurs in lean startup principles while simultaneously connecting them with leaders in the local startup ecosystem. During this 10-week summer accelerator program, student teams focus on growing their startups, taking up co-working space at the NYU Varick Street Incubator in Soho. To learn more visit bit.ly/nyuslp.

4. NSF Innovation Corps (I-Corps)

The National Science Foundation’s I-Corps program seeks to train academic researchers to become entrepreneurs and translate scientific and engineering discoveries into economically viable products and startups. It is a seven-week program available to researchers that have an active NSF award, or one that has been active within the last five years. Participating teams will receive a \$50,000 grant to develop commercial applications for their technology. To learn more visit nsf.gov/news/special_reports/i-corps or contact entrepreneur@nyu.edu.

COMPETITIONS:

5. \$200k Entrepreneurs Challenge

Now may be the perfect time to finally get that idea you've been kicking around off the ground. The NYU Entrepreneurs Challenge is the premier platform for identifying, nurturing and showcasing entrepreneurial talent at NYU. Enter one of the three competitions that offer a total purse of \$200,000 in cash prizes and pro-bono services.

At stake in these three competitions (described below) is a combined \$200,000 in startup money. In addition to the cash, you'll receive training, assistance and individualized coaching from experienced entrepreneurs, investors and executives. Plus, you'll learn critical startup skills such as how to build a solid business model, determine the right product/market fit, create a sound financial plan, pitch investors, and assemble and lead a winning team of founders.

The Entrepreneurs Challenge runs from September-May of each academic year. During this 8-month program, participants benefit from team-building initiatives, entrepreneurial workshops, bootcamps, and coaching as they develop their venture ideas. For more information, visit bit.ly/entrepreneurschallenge.

Join us and learn more at the Kickoff Event, on Wed. September 25, 2013 at 5:00pm.

NYU Technology Venture Competition

The NYU Technology Venture Competition serves as a catalyst for the creation of new and the acceleration of existing early stage businesses based on life science, clean/green or information technologies developed by NYU students, faculty and researchers. Sponsored by the NYU Entrepreneurial Institute, the competition awards a total of \$75,000 in cash prizes to the winners.

New Venture Competition

The NYU Stern New Venture Competition challenges aspiring business owners and those excited by the new venture startup process to take their ideas from concept to market. It also helps unite the innovations developed throughout NYU schools with the business acumen of the Stern community. Winners of the NYU New Venture Competition receive the \$75,000 Rennert Prize named after the program's benefactor, Ira Leon Rennert, a Stern alumnus and successful entrepreneur.

NYU Stern Social Venture Competition

The NYU Stern Social Venture Competition was started to recognize and support the growing number of students and alumni interested in using their business and entrepreneurial skills to create innovative approaches to tackling social problems, here and abroad. Winners of the Social Venture Competition receive the \$50,000 Social Venture prize.

2012-2013 Entrepreneurs Challenge Competition Winners

NYU Technology Venture Competition Winners

The NYU Technology Venture Prize of \$75,000, which is sponsored by the NYU Entrepreneurial Institute, was awarded to two ventures – Oculogica and Databetes.



Stephan Ogilvie (Stern, '04), Uzma Samadani, MD (School of Medicine Faculty), and Robert Ritlop (Stern, '14)



D'arcy Saum, Doug Kanter (Tisch, ITP, '13), and Ryan Viglizzo (Tisch, ITP, '13)

Social Venture Competition Winner

The Social Venture Prize of \$50,000 was awarded to Kinolved.



Barrie Charney Golden (Wagner/Stern, MPA/MBA, '14), Miriam Altman (Wagner, MPA, '13), and Alexandra Meis (Wagner, MPA, '13)

New Venture Competition Winner

The Ira Leon Rennert Prize of \$75,000 was made possible by a gift from NYU Stern alumnus and member of Stern's Board of Overseers, Ira Leon Rennert (MBA, '56). This New Venture Prize was awarded to Smart Vision Labs.



Yaopeng Zhou (Stern, '14) and Marc Albanese (Stern, '08)

6. NYU Reynolds Changemaker Challenge (CmC)

The CmC invites all NYU undergraduate students who want to change the world to compete for one of ten \$1,000 seed grants and a Grand Prize of up to \$10,000. Ventures can be any student-created, student-led organization, program or business that benefits the community and has a measurable positive social impact. For-profit, non-profit and hybrid ventures are eligible. For more information visit nyu.edu/reynolds/changemaker.

7. NYU Stern Social Impact Business Challenge

Undergraduate students from across NYU team up to compete for up to \$20,000 in the Stern Social Impact Business Challenge and develop innovative solutions to meeting critical issues facing society. This program is sponsored jointly by Stern's Business and Society Program Area, the Berkley Center and the Poses Family Foundation. For more information visit stern.nyu.edu/experience-stern/news-events/CON_030654.

8. Inno/Vention Competition

The NYU-Poly Inno/Vention competition is an opportunity for students to develop their own inventions and innovations. This unique competition allows students from NYU-Poly and across all of NYU's global campuses, to showcase their talents and creativity and to present to investors and representatives of some of the most influential names in business, science and engineering. Students can enter the competition alone or in a team of two or three. All teams must have a minimum of one NYU-Poly student. Visit poly.edu/InnoVention for more information.

EVENTS AND RESOURCES:

9. Founders Forum

Founders Forum enables student and faculty entrepreneurs to share ideas early and receive feedback from investors and the broader entrepreneurial community. Six startups deliver a 3-minute pitch to a panel of VCs and angel investors, who provide immediate feedback and ask questions. Guest entrepreneurs give a short introductory talk on their startup experience. To learn more visit bit.ly/nyufoundersforum.

10. Startup Sounding Boards

Whether you have an idea scrawled on the back of a napkin or a business that's already cash-flowing, Berkley Center Sounding Boards provide an oft-needed reality (or in some cases, sanity) check for early-stage entrepreneurs. Working closely and confidentially with you, these venture catalysts will help you identify the potential opportunities and pitfalls associated with your venture idea. In a tough but supportive environment, they will help you set and meet milestones that move your concept forward. They've also been known to hand out frequent pats on the back and the occasional shoulder to cry on. Often a "first stop" for those seeking assistance from the Berkley Center, make a Sounding Board appointment today at bit.ly/berkeleyventureservices.

11. Help Desks

Berkley Center Help Desks are staffed by seasoned professionals and subject matter experts ready to answer your vexing startup questions. Come in and talk to a legal, accounting, venture financing or sales and marketing pro. Common areas of assistance include intellectual property, corporate structure, investor agreements, financial projections, branding and positioning, pricing, and social media marketing, to name a few. Just be sure to make an appointment before you visit at bit.ly/berkeleyventureservices.

12. Entrepreneurs-in-Residence

Book a meeting with a founder or senior executive of a successful entrepreneurial venture. The EIR program exists to support the growing number of early-stage technology and science startups at NYU. Successful entrepreneurs are here to meet with NYU students, researchers, faculty, and alumni of ventures at any stage. You should have a concrete venture concept, though it need not be incorporated yet. Find out more about NYU EIRs including their bios and areas of expertise, how to schedule a time and prepare your profile at bit.ly/NYUEIR.

13. NYU Venture Mentor Network

The NYU Venture Mentoring Network is provided by the Berkley Entrepreneurship Center for Innovation at the NYU Stern School of Business. NYU entrepreneurs are matched with mentors from the impressive NYU alumni base and a network of recognized leaders in venture capital, technology innovation, law and finance fields in NYC. Mentors will share their skills and experience to identify target markets and steer fledgling founders through risk-taking and failure. These role models will help smooth the path forward with constructive criticism, realistic assessments and advocacy. Through hands-on mentoring, entrepreneurs learn how to perfect their products and services, identify markets, build business organizations, and seek funding. All entrepreneurs committed to building an external venture, whatever their stage of development, are welcome to apply. For more information, please visit bit.ly/VentureMentorNetwork.

V. FUND



NYU connects entrepreneurs to the funding they need to grow their business by introducing them to both external and University-managed sources of gap and seed-stage funds.

1. Applied Research Support Fund

The Applied Research Support Fund (ARSF) exists to encourage and promote the development of original research projects and technologies developed in whole or in part at the NYU School of Medicine that have the near-term potential for licensing and commercialization. The Fund supports such activities as:

- The further development of technologies (methodologies, therapies, instrumentation, etc.) which have already demonstrated potential commercial appeal; and
- Expanded research on promising new compounds and techniques whose potential applications have not been fully developed.

For more information, visit: bit.ly/nyuoilarsf.

2. Technology Acceleration & Commercialization (TAC) Awards

The Technology Acceleration & Commercialization (TAC) Awards encourage and promote the development of research projects and technologies that have the near-term potential for commercialization through startup creation or licensing. The Awards will support projects from NYU's Washington Square, Dental School, and NYU-Poly campuses. Applicants may request up to a maximum budget of \$50,000 in direct costs. Funding is ordinarily for one year and is non-renewable. Successful applications should relate to technology for which intellectual property has been obtained or will be sought by NYU, and should seek to advance the commercial development of the technology through prototype development, proof-of-concept studies, etc. To learn more, please visit bit.ly/nyutacawards.

3. NCIIA E-Team Grants

The National Collegiate Inventors and Innovators Alliance offers E-Grants to support commercial outcomes by moving technology innovations with social impact from the idea or research stage to prototype and eventually to market. The NCIIA has funded 367 E-Team projects that have resulted in more than 100 new businesses. Grantees receive access to the NCIIA's venture development workshops, mentoring, and a chance to participate in an annual exhibition, which showcases breakthrough technologies from the NCIIA's top student teams. Deadlines are early December and May. Visit nciia.org/grants/eteam for more information.

4. Green Grants

Have an idea to make NYU Greener? NYU awards Green Grants of up to \$20,000 to students, faculty and staff in support of campus greening, engagement, research & design, and community-building pilot initiatives. For social entrepreneurs with innovative concepts to foster sustainability at NYU, Green Grants are an opportunity to provide the funding, recognition and support necessary for fruition. To learn more, please visit nyu.edu/sustainability/campus.projects/greengrants/about.php.

5. Internal Funding from Sponsored Programs Administration

For a list of internal funding opportunities available through the NYU School of Medicine's Sponsored Programs Administration (SPA), please visit spa.med.nyu.edu/funding-resources/internal-funding.

6. College Dorm Room Fund

Dorm rooms are where incredible ideas are born. And while technology has made bringing these ideas to life cheaper and faster, obtaining the necessary 'dorm room' sized capital from investors has remained difficult and unchanged. First Round Capital's Dorm Room Fund is a seed fund run by students to invest in student startups. A student-led investment team will receive \$500,000 to invest in student-run companies over the course of two years. The whole process is designed to make it as easy as possible for young entrepreneurs to turn their ideas into real businesses. To learn more, please visit dormroomfund.com/newyork.

7. NYU Innovation Venture Fund

The NYU Innovation Venture Fund is a seed-stage venture capital fund created to invest in startups founded by and/or commercializing technologies and intellectual property developed by NYU students, faculty and research staff.

The Fund seeks inventions, discoveries, products or services that were developed in whole or in part at NYU and are ready for commercial product development, rather than those requiring further basic research.

Though a complete business plan and team is not required for consideration, the technology underpinning the venture concept should have achieved the proof of concept or prototype stage and have evidence that it solves a measurable customer problem in a large and growing market. The founders should be the nucleus around which can form a strong, entrepreneurial team able to execute a financially attractive business plan.

ABOUT THE FUND:

- Size: **\$20m**
- Investment size: **\$100–250k**
- Stage: **Seed & series A**
- Investment horizon: **3–8 years**
- Main areas of interest: **Information technologies (including internet and mobile applications), life sciences, clean/greentech**

For more information visit nyu.edu/venturefund.



“Today, New York City is an exciting and fertile **landscape for entrepreneurship**. It possesses a compelling mix of angel and venture capital investors, entrepreneurs with a keen eye for the next great business opportunity, a dynamic and increasingly **tight-knit ecosystem**, and top commercial and research institutions, medical centers and corporations. The intersection of that environment and a great research university dedicated to creating **pioneering innovations** holds extraordinary possibilities.”

Frank Rimalovski, Executive Director
NYU Entrepreneurial Institute

VI. RESOURCES

nyu.edu/entrepreneur/resources

Note to Entrepreneurs: Bookmark this page!

The Resources section of the NYU Entrepreneurship website is going to become your best friend! This go-to guide is chock full of resources to help you:

DEVELOP your business model

PERFECT your pitch

DISCOVER funding options

ACCESS important legal document templates

CONNECT with NYC's top entrepreneurship meetups, clubs, organizations, incubators, accelerators and hackerspaces

LEARN about NYC startup news, blogs and events

Closing Thoughts

“**Now** is the time to turn your great idea into a business. With the resources of NYU and the growing New York entrepreneurial ecosystem, you will have all the support you need to launch your very own startup. **So what are you waiting for?** Start building a business today that will solve a pressing problem, fulfill an unmet need and even change the world.”

Ricky Berrin
MBA, NYU Stern '13
Former co-President of the NYU Entrepreneurs Network
Co-Founder, SalesBUS



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