2012-2013
NYU Entrepreneurs Handbook

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

NEW YORK UNIVERSITY

Brought to you by the
NYU Entrepreneurs Network and NYU Innovation Venture Fund
What do these companies have in common? 

Answer on inside back cover.
Welcome to NYU!

Companies born from universities include iconic brands that transformed industries including Cisco, Chiron, Facebook, Google, Genentech, Microsoft, Netscape, and Hewlett-Packard, among many others.

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 ADP, Arista Records, Bloomberg, 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 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, mentoring programs, and countless events throughout the year, NYU has plenty of resources to inspire, educate, connect and nurture 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 turn your ideas into action or develop your new or existing 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, Managing Director
NYU Innovation Venture Fund

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.

This handbook is a publication of the NYU Entrepreneurs Network and the NYU Innovation Venture Fund. Samantha Smith originally wrote it in association with the NYU Innovation Venture Fund staff.

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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
I. The Basics

1. NYU Entrepreneurs Online

- The nyu.edu/entrepreneur website is the source for everything entrepreneurship at NYU, from faculty to funding sources. Much of what you see outlined here can be found online with even more details! Bookmark or make nyu.edu/entrepreneur your home page today.
- 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 and read our blog and learn about member clubs, speaker series and more.
- Join a community of more than 3,000 and follow us on Twitter @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 fellow NYU entrepreneurs. Share ideas, comment on our posts and let us know what you think! Facebook.com/nyuentrepreneur.
- The NYU Venture Community (Group) on LinkedIn is a private community of more than 1,000 NYU students, alumni, faculty, and staff interested in all aspects of entrepreneurship. The NYUVC welcomes members from any NYU school, sector, or industry function and is a great way for students to connect with alumni entrepreneurs, venture capitalists, and others in the startup community.

2. NYU Entrepreneurs Newsletter

Emailed straight to your inbox two times per 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.

3. Tech Transfer at NYU

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.

The office has helped more than half of NYU patents connect with companies for licensing purposes, a success rate that puts NYU at the top of U.S. universities in technology licensing income, providing funds for further research and education. Recently, inventions by NYU faculty have doubled annually, while license agreements have tripled. NYU’s Applied Research Support Fund (ARSF) provides funding for commercially promising life science research; to date, its support has generated $25 million in licensing income.

If you are interested in exploring the possibility of commercializing existing NYU technologies and intellectual property, the NYU Office of Industrial Liaison maintains a database of NYU technologies available for licensing at: oil.med.nyu.edu/technologies-available-licensing.
II. Inspire

1. NYU Startup Success Stories

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

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

Below is a list of several startups currently under development by NYU students, faculty and researchers.

- **deTect Bioscience**: A rapid, point-of-care diagnostic tuberculosis test that is the first to meet criteria set by the World Health Organization.

- **BeneVir**: An oncolytic virus that has been programmed to selectively target cancer cells, leaving healthy cells intact.

- **Kinvolved**: A platform that allows teachers to inform parents and guardians of student absenteeism in real time.

- **Mexicue**: Rapidly growing fast casual restaurant group blending red-hot Mexican and down-home barbeque goodness.

- **RF Test Labs**: Developing novel radio frequency (RF) safety testing and providing innovative and professional testing services for wireless device manufactures.

- **TaxiTreats**: Provides and manages vending machines and proprietary convenience solutions for the transportation industry, including NYC taxi cabs.

- **Tactonic Technologies**: Provides sensors that enables pressure sensing multi-touch and pressure imaging.

- **Suneris**: Biotech startup creating innovative solutions for trauma care.

Profiles of successful NYU startups can be found on the Success Stories pages in the NYU Startups section of the nyu.edu/entrepreneur site.

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 mission of the NYUESS is to support, encourage, and inspire NYU students, faculty and researchers in entrepreneurial pursuits and technology commercialization. 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 nyue.org site.

**Himelberg Speaker Series**: The Himelberg Workshop and Speaker Series brings high-profile entrepreneurs and pioneering thought-leaders to campus to share their unique perspectives on startup strategies and trends impacting business. Since its inception in 2009, the series has featured intense entrepreneurship bootcamps and notable speakers. Learn more at bit.ly/nyuhimelberg.

**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.

### 3. NYU Entrepreneurs Festival

Come and partake in the biggest 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. Last year’s speakers included Dennis Crowley (TSOA ’04), the CEO of Foursquare, Don Katz (WSC ’74), founder/CEO of Audible, and Shelley Harrison (ENG ’64, NYU-Poly ’65, 69), founder of Symbol Technologies. Meet. Learn. Connect. Celebrate. Learn more at nyue.org/festival.

### 4. Internship Opportunities

An internship at a growing NYC startup is the best way to build your network, sharpen your skills and experience the startup life first hand. NYC is home to a growing list of startups spanning social media, fashion, ad tech, financial tech, green/cleantech, mobile, biotech, medical devices and a host of others. Visit nyue.org/internships for a list of the resources to locate internships at NYC startups.

### 5. SparkStart

The Entrepreneurship and Innovation Association at NYU-Poly proudly presents SparkStart, an opportunity to challenge your invention, innovation and entrepreneurial (i²e) skills and collaborate with your classmates from across the University, while competing for a prize at the end. Students from all NYU schools and majors collectively get together, forge teams and develop their ideas through guided interaction and mentorship. Push your thinking to the limits and develop a taste for invention, innovation and entrepreneurship and register
your team and collaborate on a business idea. Students are given one week to research the viability of their business ideas and refine their pitch. They then go to NYU-Poly Varick Street Incubator to get valuable feedback from incubator companies and successful startup entrepreneurs and see what it is like to start your own company. Finally, each team will have 10 minutes to pitch their business idea to a panel of judges and answer a series of questions at the Power Pitch event. See if you have what it takes to spark your business idea into new venture! Learn more at nyupolyeia.org.

6. Inno/Vention Competition

The Time Warner Cable Inno/Vention competition is an opportunity for students to develop their own inventions and innovations. This unique competition allows students from NYU-Poly, NYU College of Arts & Science and NYU Abu Dhabi to showcase 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. Time Warner also provides a challenge for students to solve. Visit poly.edu/InnoVention for more information.
“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
III. Educate

1. 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 Innovation Venture Fund 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/nyuenews 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 offered by. A partial list of full-time faculty engaged in teaching and research relating to entrepreneurship.

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 Gosher
- Jason Greenberg
- Jill Kickul
- Lawrence Lenihan
- Alexander Ljungqvist
- Glenn Okun
- Roy C. Smith
- 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
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.

Arthur L. Carter Journalism Institute
- Entrepreneurial Journalism

Leonard N. Stern School of Business
- Accounting, Tax, & Legal Issues for Entrepreneurs
- Advanced Social Entrepreneurship
- Business Start-up Practicum
- Corporate Venturing
- Economics of Healthcare
- Emerging Technologies and Business Innovation
- Entrepreneurial Finance
- Entrepreneurial Selling
- Entrepreneurship & Law in Practice
- Entrepreneurship for the New Economy
- Financial E-Commerce
- Foundations of Entrepreneurship
- Global Economic Integration and Entrepreneurship
- Innovation and Design
- Innovative Thinking in a Turbulent Business Environment
- Launch!
- Managing Growing Companies
- Managing People and Teams
- Marketing for Entrepreneurs
- Negotiating Complex Transactions with Executives and Lawyers
- New Product Development
- New Product Marketing and Design
- New Venture Financing
- Operations for Global Entrepreneurs
- Patenting and Innovative Entrepreneurship
- Patterns of Entrepreneurship
- Pharmaceutical Marketing
- Preparation for Careers in Innovative Entrepreneurship
- Ready, FIRE!, Aim
- Sales Management
- Search and the New Economy
- Social Entrepreneurship

Tisch School of the Arts
- Elizabeth Bradley
- Lauren Davis
- Errol Kolosine
- Rekha Malhotra
- Jeffrey Rabhan

- Social Problem-based Entrepreneurship
- Social Venture Capital
- Social Venture Fund Practicum
- The Economics of Social and other Networks
- Technology Innovation & New Product Development
- The New Economy, Networks, and Digital Convergence
- Topics in Investments: Financial Analysis in Healthcare
- Venture Capital Financing

Polytechnic Institute
- Biotechnology and Health Care
- Entrepreneurial Finance
- Entrepreneurial Marketing and Sales
- Entrepreneurship
- Entrepreneurship and New Venture Creation
- 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
- Management Strategy in Technology Sectors
- Managing Growing Enterprises
- Managing Intellectual Property and Intellectual Capital
- Managing Technological Change and Innovation
- Project in Biotechnology and Entrepreneurship
- Technology Strategy
Robert F. Wagner Graduate School of Public Service
- Advanced Social Entrepreneurship
- Capital Acquisition and Sustainability in Social Entrepreneurship
- Finance for Social Entrepreneurs
- Fundamentals of Social Entrepreneurship: Problem Solving and Innovation
- Fundamentals of Social Entrepreneurship: Problem Solving and Innovation
- Global Social Entrepreneurship: Field Experience
- Practicum in Social Entrepreneurship
- Social Entrepreneurship: Financial and Budget Strategy
- Social Entrepreneurship for Changemakers: Designing Models for Scalable Social Impact
- Sustaining Social Change in the New Economy
- Understanding Social Entrepreneurship: How to Change the World One Venture at a Time

School of Continuing and Professional Studies
- Entrepreneurship
- Entrepreneurship & Innovation
- Entrepreneurship for Hospitality & Tourism
- Entrepreneurship in Sports
- International Entrepreneurship
- Professional Seminar: Entrepreneurial Thinking
- Rapid Change & The Entrepreneurial Organization
- Technological Entrepreneurship

School of Law
- Antitrust in High-Tech Industries
- Biotech Patent Law
- Colloquium on Innovation Policy
- Copyright Law
- Fashion Law
- Financing Development
- Intellectual Property and Traditional Knowledge: The Politics of Law, Knowledge and Culture Seminar
- Intellectual Property Law & Globalization Seminar
- Intellectual Property Policy Seminar
- International Intellectual Property Law
- Law & Business of Microfinance
- Law & Innovation Seminar
- Patent Law
- Project Finance

- 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

Steinhardt School of Culture, Education, and Human Development
- 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
- Self Start: The Fundamentals of Artistic Entrepreneurship
- Social Entrepreneurship in Music
- Women as Entrepreneurs in Popular Music
IV. Community

1. NYU Entrepreneurs Network

The NYU Entrepreneurs Network (NYUEN) is a 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)
sidengo.com/nyucasea
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.

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.

InSITE
www.insiteny.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.

ITP Entrepreneurs
itp.nyu.edu/entrepreneurs
ITP Entrepreneurs foster entrepreneurship, incubate new ideas and create products for the betterment of the Tisch School’s Interactive Telecommunication Program (ITP), the greater NYU community, and the world.
Kairos Society
kairossociety.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 fosters 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 Impact
stern.campusgroups.com/netimpact
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 Association
nyupolyeia.org
The EIA creates an entrepreneurial and networking ecosystem that assists motivated students in transforming ideas into functional businesses.

Reynolds Program in Social Entrepreneurship
www.nyu.edu/reynolds
Reynolds works to attract, encourage and train a new generation of leaders in public service.

Stern Entrepreneur’s Exchange (EEX)
yustern.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)
sterneeg.com
EEG fosters and promotes entrepreneurship at the undergraduate level in both Stern and in the NYU Community.

Stern Social Enterprise Association (SEA)
yustern.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)
yustern.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@NYU
techatnyu.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.

Stern Entertainment, Media and Technology Association (EMTA)
yustern.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.
2. Tech@NYU's HackDays/DesignDays/DemoDays

Tech@NYU's mission is to help foster a technology culture at NYU and thus, contribute to the New York City ecosystem. To enable our students to do this, we believe in creating consistency in our events to build members' skill sets. We do this through three initiatives: HackDays, DemoDays, and DesignDays. HackDays are weekly mini hackfests where students (of all ages and levels of experience) can work together with other hackers. Our philosophy around HackDays is that a) the fastest way to learn to code is by making something, and b) the best way to be introduced to programming concepts is by interacting with others.

DesignDays is a collaboration between NYU and Parsons—a weekly workshop for students and entrepreneurs to learn more about design, UI, UX, etc. Design and usability is integral to any technology venture, and DesignDays gives students a toolkit to better their projects and hacks.

DemoDays is the largest student-only maker meetup in New York City. Held monthly, this event celebrates the student entrepreneurs/hackers/designers/hustlers in this city who build and create. Join us in watching demos, mingling with other NYC students, and generally just having a rarin' good time.

You can register for the next HackDay / DemoDay / DesignDay by signing up for Tech@NYU's bi-weekly digest: techatnyu.org.

3. Berkley Center for Entrepreneurship & Innovation

The Stern School's Berkley Center for Entrepreneurship & Innovation provides a wealth of services to NYU students, alumni, faculty and staff who are interested in launching new ventures or accelerating the growth of existing ones. Whether your vision is for a disruptive, tech-based play, a social impact venture or a viable "lifestyle" business, the Berkley Center is there to help. Program offerings include an extensive Venture Mentor Network (see page 15 for more info); the $200K Entrepreneurs Challenge Venture Competitions (page 13); the Innovation Lab (page 11); startup training and advice through boot camps, workshops, conferences, 1-on-1 advising, and help desks; technical assistance and much more. The Berkley Center also offers an extensive social entrepreneurship program. For more information about all the Berkley Center programs, visit stern.nyu.edu/berkley.

4. 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, explore opportunities for collaboration, as well as be a rich source for education and networking.

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, learn more, engage in Q&A, and discuss opportunities for collaboration and further commercialization efforts.
5. Business Incubators

Incubators are a key engine of NYU-Poly's strategy of I²E: innovation, invention and entrepreneurship. Since 2009, graduates of the incubator program have raised $40M in capital, created 450 full and part-time jobs, and employed 300 student interns from across NYU. Three startups (SocialAmp, LifeEnsured and nRelate) have been acquired. This track record of success started in 2004 as the Brooklyn Enterprise on Science and Technology (BEST). 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.

Incubators shorten the time from innovation to impact, and provide the guidance, expertise, and resources that start-ups 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. Start-ups 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.
“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
V. Nurture

1. **NYU Venture Fellows**

The NYU Venture Fellows program partners an interdisciplinary group of NYU Stern graduate business (MBA) students to turn novel, interesting or disruptive information, life science and clean energy technologies developed by NYU students, faculty and researchers into commercially viable products and businesses. Fellows gain invaluable experience working on early-stage customer discovery and product development. The program runs in the fall and spring semesters for ten weeks. Applicants must commit 4-8 hours per week to meet with the team, work on deliverables and attend events. For more information visit nyu.edu/entrepreneur.

2. **EEX Consulting**

The EEX Consulting program helps startups in areas such as business plan review, strategic analysis, financial analysis, marketing, and project management. A committed team of MBA candidates with a wide range of industry expertise, from finance and retail/fashion to media, technology and communication, tackle business issues over the course of 2-8 weeks. Interested companies must have a clear, fixed scope and a deliverable that is achievable within the agreed upon time frame. Go to bit.ly/eexconsult to find out more and apply.

3. **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.

4. **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/nyueirprog

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.

Join us and learn more at the Kickoff Event, on Wednesday, September 19, 2012 at 5:00pm in Tisch Hall’s Paulson Auditorium at 40 West Fourth Street (at Green Street).

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.

**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 technologies developed by NYU students, faculty and researchers. Sponsored by the NYU Innovation Venture Fund, the competition awards a total of $75,000 in cash prizes to the winners.

Who Should Enter?
- Individuals with promising life science, clean/green or information technology discoveries or inventions developed while working or studying at NYU and who would like to turn those innovations into a viable business.
- Individuals interested in finding and translating pre-existing NYU technologies into commercial products.

**NYU Stern 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.

**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-ster..news-events/CON_030654.

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 Venture Mentor Network**

The NYU Venture Mentoring Network is provided by the Berkley Center for Entrepreneurship & 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/nyumentornetwork.

8. **Summer Incubation Program**

The summer incubation program (SIP) is designed to support the growing number of student run startups over the summer months. Based out of the NYU-Poly incubators, teams are supplied with workspace, a community of entrepreneurs to learn from, and basic incubator resources such as conference space and white boards. Teams are supplied with workshops, one-on-one mentoring sessions, presentations by entrepreneurs, and feedback from investors to help transform the company from idea or small venture into ventures able to scale and reach profitability. SIP events are open to all NYU students, but startups in summer incubation must attend weekly programming and present their progress in a pitch on the final demo day. The program runs from June through late August. SIP is collaboration between NYU-Poly Incubator Initiatives and the Entrepreneurship and Innovation Association (EIA) at NYU-Poly (NYUEN club). Contact eia@poly.edu for more information. Look for news of SIP late spring semester.

9. **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/berkleyventureservices.

10. **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/berkleyventureservices.
VI. Fund

1. Albert Gallatin Founder's Fund

The Albert Gallatin Founders’ Fund (AGFF), started by The Gallatin Business Club (GBC), is the first student-run entrepreneurship competition at New York University. Up to five teams will give their pitches for a chance to receive $1,000 in seed funding and one team will win the $10,000 grand prize. On the panel are student judges - entrepreneurs, engineers, designers—who will decide which team has proven itself over the last six months as a sustainable, high-impact, interdisciplinary venture. Audience members will also be able to tweet their questions live for the teams to answer (@gallatinbc #agff) and a reception will precede and follow the event. For more information, visit gallatinbusiness.com/fund.

2. 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.

3. 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: oil.med.nyu.edu/applied-research-support-fund.

4. 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, Managing Director
NYU Innovation Venture Fund
VII. The NYC Ecosystem

1. Events & MeetUps

The quantity and quality of startup events, meetups or conferences in New York City is exploding! The diverse array of free and paid-for offerings can help NYU entrepreneurs develop their business plans, secure funding, launch and grow their new venture or just build their networks. Whether you’re a first-timer or a serial entrepreneur, there are a bounty of useful resources, organizations and incentives available to help you make your startup a success.

There are, however, far too many to list here. We keep a list of events going out a few weeks on the home page of the nyu.edu/entrepreneur site.

We also keep a list of resources, guides and newsletters to help you find the events you are looking for on the Resources page on the “For Entrepreneurs” tab of the nyu.edu/entrepreneur site.

2. Co-working spaces & incubators

In addition to the Business Incubators that NYU-Poly runs, there are many other co-working spaces and incubators that specialize in supporting emerging startups and entrepreneurs including the nearby DogPatch Labs, WeWork Labs and General Assembly, among others.

We keep links to several co-working spaces and incubators on the Resources page in the For Entrepreneurs section of the nyu.edu/entrepreneur site.

3. Accelerators

There are now several startup accelerator programs in New York City. We are fans of these programs (not to be confused with pure co-working spaces) as they offer entrepreneurs a way to spend a few months laser-focused on a single idea, along with the critical mentoring, guidance and a small amount of funding (e.g., $15-25,000) needed by most entrepreneurs. In return for these services, the accelerators receive a small stake in the company (e.g., 5-8%). These programs typically run for three months, and are a great way to spend your summer refining your product and business.

- Blueprint Health
- Dreamit Ventures
- Entrepreneurs Roundtable Accelerator
- NYC SeedStart
- TechStars

Links to each of these can be found on the Resources page on the “For Entrepreneurs” section of the nyu.edu/entrepreneur site.
VIII. Recommended Reading

If you haven’t figured it out by now, nyu.edu/entrepreneur and nyue.org are your “go to” resources for all things entrepreneurship at NYU and in New York City.

However, we’ll be the first to admit that we don’t know everything. Below is a list of useful books, blogs and websites we strongly recommend reading:

Books

The list of books that can serve to inspire and guide entrepreneurs through the startup process are numerous. Below are a few we like.

- *Business Model Generation* by Alex Osterwalder and Yves Pigneur
- *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation* by Tim Brown
- *Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers* by Geoffrey Moore
- *Disrupt: Think the Unthinkable to Spark Transformation in Your Business* by Luke Williams
- *Regional Advantage: Culture and Competition in Silicon Valley and Route 128* by AnnaLee Saxenian
- *The Entrepreneur’s Guide to a Biotech Startup* by Peter Kolchinsky, available for free download at evelexa.com
- *The Entrepreneur’s Guide to Customer Development for Tech Startups* by Brant Cooper and Patrick Vlaskovits
- *The Innovator’s Dilemma* by Clayton M. Christensen
- *The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries
- *The Venture Hacks Bible* by Babak Nivi and Naval Ravikant
- *They Made America: From the Steam Engine to the Search Engine: Two Centuries of Innovators* by Harold Evans, Gail Buckland & David Lefer

Blogs and other online resources

We maintain a current list of blogs and other online resources we enjoy on our website at bit.ly/nyueresources. Note that we also keep a special set of resource collections for social, life science, green/cleantech and women entrepreneurs. Let us know what’s missing and what you think.

Check them out on the Resources page in the For Entrepreneurs section of the nyu.edu/entrepreneur site.
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 & Sahil Trikha**  
Co-Presidents, NYU Entrepreneurs Network

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**Answer to question from inside front cover:** All founded by NYU students and faculty within the last decade!