

NYU Entrepreneurial Institute



NYU

Entrepreneurial
Institute

Helping Startups Start Up



Like the cover says, The NYU Entrepreneurial Institute helps startups start up. We guide entrepreneurs, inspire would-be entrepreneurs, and cross-pollinate students and faculty from different disciplines, at every level of university life. The Institute lives at the center of an entrepreneurial ecosystem at NYU designed to give brilliant ideas and inventions the chance to become successful startups.

- Who We Help -



NYU Students

Between the job market and academia lies a third path of entrepreneurship. We help students discover and explore where entrepreneurship can go.



NYU Researchers

PhD candidates and postdocs have the domain expertise, inventions, and technical skills to be great entrepreneurs, but often don't know where to begin. We help them develop startup expertise.



NYU Faculty

NYU Faculty are among the best in the world, both in the lab and in the classroom. We give them the tools and support they need to bring their technical innovations to the market.

“Startups don’t win just because they have a better product, more capital, or a bigger team. The winner in a market most often has the best strategy and executes it well. NYU cultivates strategic thinkers and gives them the skills and support they need to build winning ventures.”

— Fred Wilson
NYU Trustee
Founder and Managing Partner,
Union Square Ventures.



NYU Students

The NYU Entrepreneurial Institute shines a spotlight on the successful ventures emerging from the University and enlightens young entrepreneurs and would-be entrepreneurs to the many resources available to them. The Institute inspires students to take the leap and start something, and provides the guidance students need once they've begun. Supporting a range of academic classes and extracurricular programs, we educate aspiring entrepreneurs in startup best practices and arm them with the resources and support they need to launch commercially viable ventures.



Case Study: Keen Home

Keen Home is a connected devices company that builds proactive devices that aim to enhance the core functions of the home. They identify sleepy devices and wake them up by adding intelligence through innovative hardware and software solutions. Their first product, the Smart Vent, focuses on a home's heating and cooling system.

People: Keen Home was co-founded by two Stern MBA students, Ryan Fant and Nayeem Hussain (both pictured.)

See how Keen Home was launched at NYU at bit.ly/Keenhomevideo

“The support that the NYU Entrepreneurial Institute can give a student-entrepreneur is immense. You have the power of one of the largest educational institutions in the world behind you, and we’ve really leveraged the network that they’ve provided to us.”

— Nayeem Hussain
Co-founder of Keen Home
NYU Stern MBA, 2014



NYU Researchers + Faculty

There is an extraordinary and often unrealized potential for NYU research to give way to new life-improving technologies, spark economic growth, and solve society's most pressing problems. We see that potential every day. To open a path that can take promising research from academia to market, the Institute offers programs and resources in support of NYU faculty and researchers as they launch and grow new startup ventures.



Case Study: Cytodel

Cytodel is a biopharmaceutical company that uses the tools of 21st century molecular biology to produce recombinant derivatives of botulinum neurotoxin (BTX). The technology manipulates the BTX molecule into a drug delivery vehicle that can deliver therapeutic molecules to the inside of neurons, with important implications for advancing the treatment of nervous system disorders, chronic pain and neurodegenerative diseases.

People: Cytodel was founded through a collaboration between Phil Band, a faculty member at the NYU School of Medicine, and Edwin Citron-Vazquez (pictured), a Postdoctoral Fellow who works in Professor Band's lab.

See how Cytodel was launched at NYU at bit.ly/Cytodelvideo

“Scientists have to recognize that they live in a world that requires their participation, because science without that commercial push ends up going nowhere. The Entrepreneurial Institute has really become a home for scientists to get together with non-scientists and to form new companies, new ideas, and new approaches...”

— Phil Band
Co-founder, Cytodel
NYU School of Medicine

Our Playbook

We lay the groundwork to create more opportunity for entrepreneurial success through a holistic approach to starting up, employing a foundation of educational programming, events, resources, and funding. These efforts are designed to give NYU students, researchers, and faculty interested in becoming entrepreneurs the support, tools, and know-how they need to confidently start successful ventures.

Featured Programs & Resources

- Entrepreneurs Festival
- Startup Bootcamps & Workshops
- Leslie eLab
- Entrepreneur-In-Residence
- Lean Launchpad Classes
- Technology Venture Competition
- Summer Launchpad Accelerator
- VC Pitchfest
- Prototyping Fund
- Innovation Venture Fund



Get Inspired



Learn Faster



Tap the Network



Accelerate your Startup



Fund Growth

Funding Startups

The NYU Entrepreneurial Institute couples entrepreneurs with the funding they need to get started up, introducing them to both University-managed sources of gap and seed-stage funds – via the **Innovation Venture Fund** – and to external sources of startup capital. We have committed ourselves to helping our faculty, researchers, and students gain access to the money they need to bring their innovations to market.

By Numbers

*As of April 2015

11

Investments to-date

\$1.325M

Invested Capital

40%

Companies with Female Cofounders

7

Info Tech

4

Life Science
Healthcare

\$30.49M

Total Capital Raised by
Portfolio Companies

Founder
Schools

Arts & Science
Courant
Dentistry
Engineering
Law
Medicine
Stern

Selected
Co-Investors

Biomotiv Ventures
Firstmark Capital
Google Ventures
Launch Capital
Lux Capital
RRE Ventures
Techstars
Union Square Ventures
Y-Combinator

We Are a Catalyst

By inspiring, guiding, and funding entrepreneurs, coordinating other entrepreneurial efforts at the University, and connecting dots across disciplines and departments, the NYU Entrepreneurial Institute is at the center of an ecosystem purpose-built to position NYU as a powerhouse of entrepreneurship.

The Entrepreneurial Institute benefits not only students, researchers, and faculty, but the University itself, as well as the City it's named for.

Join Us

Our efforts are made possible, in part, through the generosity of our financial donors. Gifts to our endowment will generate a predictable stream of annual operating funds that NYU will invest further to support the growing interest in entrepreneurship and startups across NYU and build a comprehensive pan-University entrepreneurial ecosystem. This ecosystem will better position NYU to attract, encourage and support students, faculty and research staff in their entrepreneurial and technology commercialization endeavors.

Perhaps more importantly, support for the Institute will establish a deeper legacy by promoting entrepreneurship at New York University and by inspiring generations of NYU entrepreneurs to pursue their dreams.

Get in Touch

-  nyu.edu/entrepreneur
-  nyuentrepreneur.com
-  [@nyuentrepreneur](https://twitter.com/nyuentrepreneur)
-  facebook.com/nyuentrepreneur
-  entrepreneur@nyu.edu

You'll find us at the Leslie eLab

The Leslie eLab is 5900 sq ft of learning, collaboration, co-working, meeting, event and prototyping space designed to help students, faculty, and researchers from across NYU's rich spectrum develop their brilliant ideas into successful startups.



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16 Washington Place
New York, NY 10003



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