Center for Student Entrepreneurship (CSE)

Ideation, Incubation and Launching Student Start-ups Within the University

ATE Conference
October 22, Washington DC

http://cse.cuny.edu/
AGENDA

1. Entrepreneurship Spectrum
2. CSE Model
3. Student Company presentation
4. Outcomes
5. Resource Exercise
ENTREPRENEURSHIP EDUCATION SPECTRUM

- Conceptual: Awareness, Case Studies, PBL
- Virtual: Simulation, Virtual Enterprise, Serious Gaming
- Real: Incubation, SmartPitch, Coworking, Accelerators, CROs
CUNY BACKGROUND

• The City University of New York (CUNY)
  – Academics – from certificates to PhD
    • 24 colleges
    • 7 community colleges
    • Graduate center
    • Honors college
  – Students
    • 270,000 degree seeking
    • 250,000 continuing/professional ed
  – Within 5 boroughs of NYC
TEAM

Lou Anne Flanders-Stec, Director
Anelisa Lauri, Director of Programming
Faith Fraser, Community Manager
Stephanie Shapiro, IVE Manager
Alfred Waller, Administrative Assistant
Renny Saldanha, Marketing Assistant
TEAM

Advisors

Stu Schulman – Academic Director

Christoph Winkler – Director of Technology
MISSION

CSE assists students in starting their own businesses, creating jobs for students and stimulating business growth and economic development in New York City.
MODEL

Student Focused

Experiential Learning

CUNY-Network of Resources

NYC Startup Community
WHO WE ARE

EDUCATORS

CUNY STUDENT

ENTREPRENEURS

PROFESSIONALS
CUNY NETWORK

CSE Advisory Council
- Representative from Each College
- Advising on Program Offerings
- Working Groups – Council Management, Student Outreach, Branding, etc.
- Cross College Partnerships – Research, Program & Pedagogical
OUR INITIATIVES

• Programmatic Offerings
• Entrepreneurship Competitions
• Student Incubator
PROGRAMS

• Courses
• Coworking
• Hackday
• Ideation Sessions
Courses (in development)

- CSE Entrepreneurship Course taught for CUNY-wide (Undergrad)
- School of Professional Studies Entrepreneurship Course for their student body (Global)
- College Now/Early College – course with competition
COWORKING

A collaborative working space
Meet other student entrepreneurs, talk to professors & mentors, discuss business ideas.

Every Friday from 1-4pm
The Field Center, room 2-140 Baruch College
HACKATHONS

HACK DAY

Friday, March 27th
10am - 4pm

Location
Baruch College
55 Lexington Avenue
3rd Floor, Room 3-215
COMPETITIONS

- CUNY and NYC-wide
- IVE/CSE managed

- CUNY-wide w/ a CCNY student
- CCNY managed

- CUNY-wide
- SPA/CSE managed

- CUNY Community Colleges
- CSE/Kingsborough/Queensborough and LaGuardia managed
COMPETITIONS

- Litmus test for student interest
- Raise awareness
- Campus-wide engagement
- Experiential Learning – feedback
- STEM Driven
# STUDENT INCUBATOR

<table>
<thead>
<tr>
<th>Length – semester driven</th>
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<tbody>
<tr>
<td>Application Process for Entry</td>
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<tr>
<td>2-Day Boot Camp</td>
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<tr>
<td>Phase I: 101 Series and Business Plan w/financials</td>
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<td>Phase II: Develop MVP, Obtain Customer Commitment</td>
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<td>Phase III: Become Investor Pitch Ready</td>
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<td>Demo Day: Pitch to Panel of Experts &amp; Investors</td>
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STUDENT INCUBATOR VALUE

**CAPITAL**
- Earn Participation Payments: $2500 for Phase I and Phase II
- Demo Day Awards
- Access to Angels & VCs for fundraising

**COMMUNITY**
- Member of CUNY Entrepreneurial Ecosystem
- Cohort network
- Exclusive workshops & events by CSE

**CONNECTION**
- Our exclusive network of Mentors, & Entrepreneurs
- Consult with Baruch SBDC Counselors
- Meet VC and Angel Investors
- Internal Expertise
Demo Day Spring 2015

Capstone Event of Program

Pitch to Panel of Experts & Investors

Demo Their Business in a Professional Setting
COMPANY HIGHLIGHTS

- Named among Inc.com “Coolest College Startups of 2015”
- Accepted into 4.0 Schools ‘Ed-Tech Incubator’
- Opened their first Makerspace in LIC, Queens
- “On-Demand Laundry Service Cleanly Hangs Up $2.3 Million In Seed Funding”
- Won 1st place in IT category of New York Business Plan Competition
  Won $20000 in SmartPitch 2015
## Entrepreneurship Education Implementation Strategy Matrix

### 1 - Developmental Phases

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<th>Pre-intention</th>
<th>Intention</th>
<th>Ideation</th>
<th>Prototyping Sourcing</th>
<th>Piloting</th>
<th>Launching</th>
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<tbody>
<tr>
<td><strong>Case Studies</strong></td>
<td>Awareness</td>
<td>Awareness</td>
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<tr>
<td><strong>Problem Based Learning (PBL)</strong></td>
<td>Awareness</td>
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<tr>
<td><strong>Serious Games</strong></td>
<td>Awareness</td>
<td>Awareness</td>
<td>Simulation</td>
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<td>Simulation</td>
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<tr>
<td><strong>Virtual Enterprise</strong></td>
<td>Awareness</td>
<td>Simulation</td>
<td>Simulation</td>
<td>Simulation Incubation</td>
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<tr>
<td><strong>Coworking</strong></td>
<td>Awareness</td>
<td>Simulation Incubation</td>
<td>Incubation</td>
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<td><strong>SmartPitch</strong></td>
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<td>Incubation</td>
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<td><strong>Accelerator</strong></td>
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<td>Incubation</td>
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### 2 - Pedagogy / Method

- Awareness
- Simulation
- Simulation Incubation
OUTCOMES OF PEDAGOGY/ENGAGEMENT

Student Entrepreneurial Experience

- Practice Pitching
- Network & Crowdsourse for Feedback
- Listen to Feedback
- Apply Feedback
- Gain Customer Validation
- Further Develop Concept
Create a Student Entrepreneurial Experience

- Conduct a Pitch workshop or Competition
- Host Ideation Sessions
- Host a Hackathon
- Build a Student Incubator
- Initiate Coworking Sessions on Campus
EXERCISE

Launch your own Entrepreneurial Experience!

Break into groups of 3-4.
Read the handout and brainstorm with your team.
EXERCISE

Answer:

Reflect on what entrepreneurship programs are already in place on your campus. Who from your student body would be interested?
Example:

1. *Who* - STEM Students interested in starting a business related to their major
2. *Where* - Students at Pre-Intention/Intention phase
3. *What* - Two ENT courses, one competition
4. *When* - Fall Semester in preparation for Spring competition
5. *Why* - Motivate the students to think creatively, take their ideas and learn how to formulate business concepts and prepare for spring competition.
Next Steps....

*Which resources do you need to complete this new initiative?*
THANK YOU

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