BE DISRUPTIVE

BERKLEY ENTREPRENEURSHIP
CENTER FOR INNOVATION
AT NYU STERN

$200K Entrepreneurs Challenge

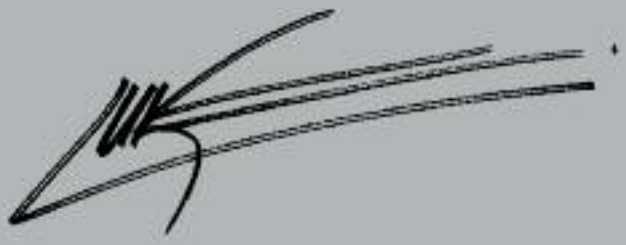
FINALS 2013

The Entrepreneurs Challenge

Welcome to the final pitch-off for the $200K Entrepreneurs Challenge at NYU Stern School of Business. The Challenge enjoys a reputation for being one of the largest and most innovative accelerator programs in the world. Five-hundred students and alumni from fourteen schools across New York University signed up to compete for more than $200,000 in cash and start-up venture services.

The finalists pitching today have excelled in fast-paced workshops, grueling boot camps, and intense coaching sessions over the past eight months. Provoked, prodded and praised by our esteemed coaches, mentors and evaluators, each team emerged with a new business concept that imagines a powerful market disruption and a plan to transform it into reality.

In short: 178 teams entered; 12 remain. Today those teams will vie for the $50,000 Social Entrepreneurs prize; the $75,000 Technology Venture Competition award; and first place in the $75,000 New Venture competition. We salute our grand finalists for their exciting, unexpected solutions — ideas with the potential to turn consumer expectations upside down, alter the trajectory of a business, or take an entire industry into its next generation.



Prof. Luke Williams, executive director
Berkley Entrepreneurship Center for Innovation
NYU Stern School of Business

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Final Round Schedule

9:15 a.m.	**Technology Venture Competition Final Round** Paulson Auditorium, Tisch Hall
11:30 a.m.	***Audience Choice Voting*** *– Technology Venture Competition*
Noon	**Social Venture Competition Final Round** Paulson Auditorium, Tisch Hall
1:45 p.m.	***Audience Choice Voting*** *– Social Venture Competition*
2:15 p.m.	**New Venture Competition Final Round** Paulson Auditorium, Tisch Hall
4:45 p.m.	***Audience Choice Voting*** *– New Venture Competition*
5:15 p.m.	**Awards Ceremony & Celebration** Paulson Auditorium, Tisch Hall **Welcome** Luke Williams, Executive Director Berkley Entrepreneurship Center for Innovation NYU Stern **Remarks** Dean Peter Henry NYU Stern **Technology Venture Competition Award Presentations** Paul Horn, senior vice provost for research, NYU **New Venture Competition Award Presentations** William R. Berkley, chairman and CEO, W.R. Berkley & Co. **Social Venture Competition Award Presentations** Jill Kickul, director, Social Entrepreneurship Program
5:45 p.m.	**$200K Entrepreneurs Challenge Celebration & Reception** Paulson Auditorium, Tisch Hall

Technology Venture
COMPETITION

3rd Annual Technology Venture Competition

Paulson Auditorium, Tisch Hall

9:15	BioInspired Devices
9:50	Databetes
10:30	Oculogica
11:05	BenchPals

#NYUChallenge

Technology Venture Finalists

BenchPals

Ching Yao Yang, Polytechnic Institute, 2014
Raul Catena, Weill-Cornell
Jasmin Hume, Polytechnic Institute, 2014

BenchPals simplifies laboratory management unifying lab notebooks and inventory management via intuitive, secure software—creating a revolutionary new way for scientists get stuff done.

BioInspired Devices

Manushka Vaidya, PhD, Langone Medical Center, 2015
Abhishek Karwa, Des Moines University, D.O. Candidate, 2014
Arun Gupta, Des Moines University, D.O. Candidate, 2014

BioInspired Devices, LLC develops medical devices inspired by the body. Our underlying philosophy of biomimicry involves implementing strategies used in nature to prevent infections, thereby reducing healthcare costs and saving lives. We are currently developing our patent-pending urinary catheter.

Databetes

Doug Kanter, Tisch School of the Arts, ITP, 2013
D'Arcy Saum
Ryan Viglizzo, Tisch School of the Arts, ITP, 2013

Databetes explores new ways of using data to improve health outcomes for people with diabetes. *Databetes* is uniquely positioned to provide web and mobile-based software delivering data-driven clinical and educational services.

Oculogica

Uzma Samadani, MD, PhD, FACS, FAANS,
NYU School of Medicine Faculty
Stephan Ogilvie, MBA, Stern School of Business, 2004
Robert Ritlop, M Eng, Stern School of Business, 2014

Oculogica has developed a diagnostic device that can detect concussions and other head trauma at lower cost and zero radiation exposure.

Distinguished Judges

David Aronoff

Twitter: @dba

David is a general partner at Flybridge Capital Partners whose investment interests and experience include the SaaS, cloud, mobile, data analytics, video and information security sectors. David currently manages the firm's New York City office and sits on the boards of Flybridge portfolio companies Better Cloud, BitSight, Calxeda, Immedia Semiconductor, and Sand9. He is also a board observer at JouleX, and was previously a director at Blackwave, CHiL Semiconductor (acquired by International Rectifier) Crashlytics (acquired by Twitter) and MOBIVOX (acquired by SabSe).

Prior to joining the firm in June 2005, David spent nearly a decade focusing on early-stage investing at Greylock Partners and held management roles at Chipcom, an enterprise network equipment vendor where he led development efforts in Ethernet bridges, switches and routers. While working full-time on his MBA, David co-founded the Attitude Network (acquired by TheGlobe.com), an Internet content startup with the top two game sites of the day, HappyPuppy.com and GamesDomain.com. Earlier in his career he held technical positions at Bell Labs where he developed secure network systems.

David holds a BS in computer science from the University of Vermont, cum laude and with college honors, an MS in computer engineering from the University of Southern California, and an MBA with distinction from Harvard Business School.

Micah Rosenbloom

Twitter: @micahjay1

I've spent my career starting and funding tech enterprises. It's what I love. As an entrepreneur, I've raised four rounds of venture capital for over $40M in investment for three distinct companies.

I am currently a venture partner with Founder Collective, leading seed investments out of NYC. Most recently, I founded Sample6 Technologies—a Boston-based company building a diagnostic and monitoring platform for harmful bacteria in food and healthcare settings. Previously, I co-founded Brontes Technologies, a company that we sold to 3M in 2006 based on real-time 3D imaging technology out of MIT. My very first business was Handshake.com, an enterprise software and consumer web company that sold online scheduling and pricing engines.

Most interestingly, I worked for one of Hollywood's premier talent agencies Endeavor (subject of the TV series, "Entourage") as a mail clerk.

I have a BS from Cornell, an MBA from Harvard Business School and because of my experience at Endeavor, I can fix any make/model of photocopier.

Geoffrey W. Smith

Geoffrey is the founding director of the Center for Technology, Innovation, and Entrepreneurship (C-TIE) at Mount Sinai School of Medicine (MSSM). He is also a professor in the Department of Health Evidence and Policy at MSSM.

Geoffrey is a co-founder and general partner of Ascent Biomedical Ventures, a venture capital firm focused on early-stage life sciences investments. He has been an active founder, manager, and investor in technology-based companies since 1995. He currently serves on the board of directors of Azevan Pharmaceuticals, Anterios, BackBeat Medical, Biomerix, Caliber Therapeutics, Coferon, TargAnox, and Vivasure Medical and is a board observer for Cara Therapeutics.

Geoffrey is also a visiting scholar at Rockefeller University where he founded and directs the University's Science & Economics Program and is an adjunct faculty member at the RU Center for Clinical and Translational Science.

Geoffrey received a BA (with honors) from Williams College and a JD from the University of Pennsylvania Law School.

David Tisch

Twitter: @davetisch

David is the managing partner of BoxGroup, a New York City based seed-stage capital firm, which has made over 60 investments in NYC based technology companies. David is also the co-founder of TechStars NYC, where he previously served as managing director. David was named to NYC Mayor Michael Bloomberg's Advisory Council on Technology and serves on the investor board of Venture for America. He also writes for the *Wall Street Journal* "Accelerator" blog and is an EIR for Wharton's Entrepreneurship Program at the University of Pennsylvania, where he is an alumnus. David has a JD from NYU School of Law.

Fred Wilson

Twitter: @fredwilson

Fred has been a venture capitalist since 1987. He currently is a managing partner at Union Square Ventures and also founded Flatiron Partners. Fred has a bachelor's degree in mechanical engineering from MIT and an MBA from The Wharton School of Business at the University of Pennsylvania. Fred is married with three kids and lives in New York City.

Social Venture
COMPETITION

10th Annual Social Venture Competition

Paulson Auditorium, Tisch Hall

12:00 **inHouse**

12:35 **The New American Tavern**

1:10 **Kinvolved**

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Social Venture Finalists

inHouse

Justin Lewis, Stern School of Business MBA, 2013
Ricky Berrin, Stern School of Business MBA, 2013
Danielle Edwards, Wagner Graduate School of Public Service, MPA 2012

inHouse provides sanitation solutions for developing countries. Our initial product is a low-cost waterless toilet for slum populations without access to running water or sewer facilities. *inHouse* toilets will significantly reduce open defecation and subsequent water contamination as well as provide privacy, safety and convenience.

Kinvolved

Miriam Altman, Wagner Graduate School of Public Service, MPA, 2013
Alexandra Meis, Wagner Graduate School of Public Service , MPA, 2013
Barrie Charney Golden, Wagner Graduate School of Public Service/Stern, MPA/MBA 2014

Kinvolved is changing the American education system by simplifying how teachers take attendance, instantly involving families, and building community partnerships to bring youth back into the classroom.

The New American Tavern

The New American Tavern

Todd Schechter, Wagner Graduate School of Public Service, 2011
Sophia Chitlik, Gallatin School of Individualized Study, 2011
Jing Wang Herman, Stern School of Business, 2005
Ryan Tarpey, Culinary Institute of America, 1993

Our taverns will be a community's social hub and unofficial civic center. Purpose-built and programmed to foster and direct social capital, *New American Taverns* will ensure neighborhoods have welcoming "third places" in which citizens can unwind, learn and connect.

Distinguished Judges

Daniel Katz

Twitter: @katmandan

Daniel is the senior program director at The Overbrook Foundation, where he leads the Foundation's environmental giving in the areas of international biodiversity and sustainable consumption and production. He is the board chair and former executive director (1986-2000) of the Rainforest Alliance, an organization he co-founded in 1986 at the age of 24. The Rainforest Alliance is now considered one of the premier international conservation organizations, with 13 offices working in over 80 nations. A former Kellogg Foundation National Leadership Fellow, Dan serves as board member of several other organizations, including the People for the American Way Foundation, Catalog Choice, Grist, and the Gibson Guitar Foundation. He is the editor of two volumes: *Why Freedom Matters: The Spirit of the Declaration of Independence in Prose, Poetry and Song* (Workman) and *Tales from the Jungle: A Rainforest Reader* (Crown). Dan is a frequent speaker on the topics of the environment, leadership and the future of conservation. He received his MBA from NYU Stern, and studied Chinese linguistics in Wuhan, The People's Republic of China. He lives in New York City with his wife, Maggie, and their two children.

Jill Nagle

Jill is a manager in the New York office of Bridgespan, a non-profit strategy consulting group. Since joining the firm in 2008, she has worked with clients in the philanthropy and education fields. Jill has worked closely with mid-sized foundations, as well as educational support, mentoring, and after school organizations, advising these clients on a wide range of issues including growth planning, funding strategies, organizational effectiveness and program alignment. She also contributed to the development of *Give Smart*, Bridgespan's donor advisory publication.

Prior to joining Bridgespan, Jill was with Bain & Company for four years where she advised Fortune 500 and mid-sized companies about growth, turnaround and organizational strategies. Jill took two sabbaticals from Bain. During the first, she mentored juvenile offenders as an AmeriCorps volunteer in California. She also worked for a non-profit in Cape Town, helping to institute performance management systems for a variety of programs operating in the townships outside the city. Jill received her MBA from INSEAD, where she learned to speak French and Arabic. Before her graduate studies, Jill earned a degree in materials engineering from the Massachusetts Institute of Technology.

Michael Pollack

Michael joined NYU Stern in 2010 as an adjunct professor. Michael runs his family investment firm, Pollack Holdings, which has interests in a broad array of both public and private securities. Additionally, he established and now runs his private family foundation, SCA Charitable Foundation. SCA is active in venture philanthropy, primarily in India, where it collaborates with social entrepreneurs to scale their business models. From 2001 to 2008, Michael cofounded and was one of two general partners at Glenhill Capital, a long/short public equities investment firm. Before leaving Glenhill to form SCA and Pollack Holdings, he helped grow Glenhill into a global investment business with more than $2.5 billion under management. He graduated summa cum laude with a BA from Wharton.

Hans Taparia

Twitter: @hanstap

Hans is a co-founder and president of Preferred Brands International (PBI). Established in 1995, PBI is a Stamford, CT-based food company that manufactures a range of natural, convenient, specialty foods under the brand Tasty Bite. Tasty Bite is the largest selling brand of Indian food and among the top selling brands of Asian food sold in North America. The line is available at most grocery chains including Costco, Whole Foods, Safeway, Supervalu and Kroger. Its products include a range of nearly 40 Indian and pan-Asian entrées, meals, sauces and rice products.

Hans is also a co-founder of ASG-Omni, a US and India-based management consulting firm and incubator. ASG-Omni was a co-founder of Bangalore-based Tejas Networks, which employs over 700 people and has grown to become one of the top 10 optical networking companies in the world.

Hans is a professor of social entrepreneurship at NYU Stern and has a BS from the Massachusetts Institute of Technology.

Presentation Schedule

New Venture
COMPETITION

14th Annual New Venture Competition

Paulson Auditorium, Tisch Hall

2:15	**Smart Vision Labs**
2:50	**breakrs**
3:25	**Wedge Technologies**
4:00	**Break**
4:05	**Keen Home**
4:40	**weeSpring**

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New Venture Finalists

breakrs

Mike Hanne, Steinhardt, 2012
Alan Johnson, Steinhardt, 2013

breakrs, inspired by fantasy sports, is a platform for music fans to act as talent scouts, finding and "breaking" new bands to earn rewards and recognition.

Keen Home

Ryan Fant, Stern School of Business, Langone, 2014
Nayeem Hussain, Stern School of Business, Langone, 2013

The *Keen Vent* is a wirelessly networked home air vent that maximizes the efficiency and comfort of a home's heating and cooling system by intelligently redirecting central HVAC airflow. *Keen Vents* are primarily installed in over-heated or over-cooled rooms and automatically open and close in response to specific details of a user's home and lifestyle.

Smart Vision Labs

Yaopeng Zhou, Stern School of Business, 2014
Marc Albanese, Stern School of Business, 2008

The *Smart Aberrometer* is a portable vision examination device. With a single snap shot, the *Smart Aberrometer* will be able to measure refractive errors of the eye and generate prescriptions—all without patient interaction (i.e., no more "better, same, or worse"). The pocket sized and low cost *Smart Aberrometer* uses the flash light and camera of the smartphone, combined with an add-on microlens array. The *Smart Aberrometer* will dramatically improve the way people get their vision evaluated.

Wedge Technologies

Garry Emshey
Joel Ndreu, PE, Stern School of Business
Lori-Lee Emshey

A new wind turbine that meets the demand for wind technology in urban and other densely populated areas.

weeSpring

Jack Downey, Stern School of Business, 2013
Madeline Hicks
Melissa Post, Stern School of Business, 2009
Allyson Downey

weeSpring is a social shopping platform for new and expecting parents to share trusted information about baby products.a fresh and tasteful wardrobe.

Distinguished Judges

William Berkley

William R. Berkley founded W. R. Berkley Corporation, a Fortune 500 property-casualty insurance holding company with assets of over $18 billion and annual revenues in excess of $5 billion, in 1967 and has served continuously as Chairman of the Board and the Company's Chief Executive Officer. In addition, he is Chairman of many of the Company subsidiaries, including Berkley Dean & Company, an investment management company.

During his career, Mr. Berkley has founded a number of public and private companies, some of which he continues to control or serve in as Chairman or Director. In addition to these enterprises, he holds similar roles in several financial institutions, including two banks and a number of industrial companies. He is former Chairman of the American Insurance Association, and is a member of the Board of Directors of the National Parks Conservation Association.

Mr. Berkley is a graduate of New York University and the Harvard Graduate School of Business Administration. He is Chairman of the Board of Overseers of the Stern School of Business at New York University, and a member of the Board of Trustees of the New York University Langone Medical Center, as well as Vice Chairman of the Board of Trustees at New York University, where he serves on the Executive and Finance Committees. He is Vice Chairman of the Board of Directors of Georgetown University, where he helped create the Berkley Center for Religion, Peace, and World Affairs, which is devoted to fostering inter-religious dialogue with a goal of improving global cultural understanding. He is actively involved at both Georgetown University and New York University in this as well as many other projects.

Mr. Berkley is Chairman of Achievement First, a group of charter schools operating in the New York Metropolitan area, serving over 7000 inner-city children in Connecticut and New York. Achievement First schools have been rated amongst the outstanding charter schools in America.

Over the years, he has received many awards for his business, civic and philanthropic activities, including an honorary doctor of law degree from Mercy College. In 1999, he was awarded the Medallion for Entrepreneurship by *Beta Gamma Sigma*, which honors outstanding individuals who combine innovative business achievements with service to humanity. In April 2006 he received the Charles Waldo Haskins award, given annually by NYU's Stern School of Business to a nationally prominent business and public service leader.

Brian Cohen

Twitter: @brianscohen

Brian is an angel investor and mentor to entrepreneurs. He now serves as chairman of the New York Angels, which has invested over $53 million into more than 70 early-stage technology companies. Brian was the first investor in Pinterest and numerous other industry leading startups.

As a new author, Brian's book, *What Every Angel Investor Wants You To Know: An Insider Reveals How To Get Smart Funding For Your Billion Dollar Idea*, was published and released by McGraw Hill in April 2013.

As a social entrepreneur, Brian is the founding board member of Center4, NYC's first technology accelerator devoted to serving the non-profit community. Center4 is scheduled to open in the spring of 2013 in Hudson Square, New York.

As a disruptive media entrepreneur, Brian believes that all new products, services, and ideas should be easy to discover, find, share and buy. As a result, Brian co-founded Launch.it, with his son Trace in May 2012, the first direct-to-customer, self-publishing PR news platform.

As a social media specialist, Brian created iFluence PR in 2009, a strategic behavioral-based communications consultancy for the new earned influence/social media community.

As a technology media strategist, Brian is considered one of the fathers of science & technology strategic communications, and co-founded Technology Solutions, Inc. with his wife Carol in 1983. TSI's client list read like an entrepreneurial Who's Who of startup technology companies in computing, communication, software, education, and entertainment. For more than a decade, Brian maintained a broad strategic communications partnership with Sony & IBM Corporation providing counsel to dozens of their intrapreneurial new technology divisions. Notably, TSI received the Gold CIPRA Award in 1998 for the IBM Deep Blue/Gary Kasparov Chess Match Concept and Communications Program. In 1996, TSI was recognized as the #1 fastest growing agency in the United States. Brian sold the company to The McCann Erickson World Group in 1997 and became the vice chairman of their Technology Division.

As a researcher, Brian created Focus Technology, an organization that provided qualitative research and instituted the RPM model of integrated strategic communications providing ultra-competitive technology clients the ability to quickly discover and leverage their key strengths, as well as mitigate their destructive weaknesses.

As a publisher, Brian was a pioneer in helping start a number of the first computing publications, including *Computer Systems News* and *InformationWeek Magazine*.

As an educator, Brian created the AIMS (Advanced Internet Media Studies) Program, a college semester program where students will be trained to use the internet smartly and professionally. He also advises entrepreneur students at NYU and Columbia University.

As a recipient of the Distinguished Alumnus Award, Brian holds a Master's degree in science communications from Boston University's School of Public Communications and currently serves on the Dean's Board of Directors.

Robert Fabricant

Twitter: @fabtweet

Robert is vice president of creative for frog based in New York, where he leads multidisciplinary design teams for clients such as BBC, Comcast, GE, MTV, Nextel, and Nissan. He has developed user experiences for numerous digital platforms, including hand-held devices, in-car information systems, medical devices, retail environments, networked applications, and desktop software. Robert is also a leader of frog's healthcare expert group, a cross-disciplinary global team that works collectively to share best practices and build frog's healthcare capabilities. An expert in design for social innovation, Robert recently led Project Masiluleke, an initiative that harnesses the power of mobile technology to combat the world's worst HIV and AIDS epidemic in KwaZulu Natal, South Africa. Robert is on the board of advisers of Mobile Mandate, a collaborative platform with UNICEF to amplify the positive social impact of mobile technologies and transformative power of design. He has spoken at SXSW Interactive, PopTech, and Interaction 09, among other conferences.

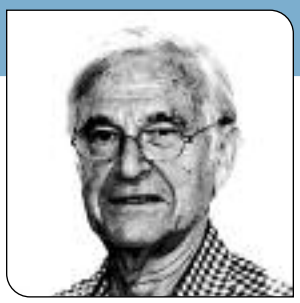
Scott Kauffman

Twitter: @slk1

Scott is the presiding director of MDC Partners (NASDAQ:MDCA), a business transformation organization that utilizes technology, marketing communications, data analytics and strategic consulting solutions to drive meaningful returns on marketing and communications investments for multinational clients. Scott has more than 25 years of senior executive and board leadership experience with both public and private companies. He is a widely recognized expert in the fields of digital media, Internet advertising and ecommerce.

Most recently, Scott was the president/CEO and board member of Geeknet (NASDAQ:GKNT), the online network for the global geek community, and the parent company of SourceForge, Slashdot and ecommerce site ThinkGeek. He joined Geeknet shortly after Yahoo! acquired Blue Lithium, a leading data-driven performance marketing company where he served as president & COO. Before joining BlueLithium, Scott was president/CEO and board member of several venture-backed Internet startups, including Zinio, MusicNow, Coremetrics and eCoverage. In 1997, Kleiner Perkins recruited Scott to Silicon Valley to become president & CEO of AdKnowledge, one of the first companies to focus on developing management solutions for Internet advertising, where he filed an S-1 for an IPO before negotiating the sale of the company to CMGI in late 1999.

Scott is a recognized industry leader, and was honored by *Advertising Age* in 1996 as one of twenty Digital Media Masters. In 1992, *Advertising Age* named him one of the top 100 marketers in the country. Scott holds an AB in English from Vassar College and an MBA in marketing from NYU Stern. He lives in Palo Alto, California and New York City with his wife, Nanci.



Alan Patricof

Twitter: @alanjpatricof

Alan Patricof, a venture capital pioneer, founded Greycroft, LLC in 2006. Greycroft is a venture capital firm, with offices in New York and Los Angeles, focused on the digital media sector. The firm has three funds—Greycroft I, II and III—with combined committed capital of $375 million. Prior to founding Greycroft, Mr. Patricof was the founder and chairman of Apax Partners, Inc. (formerly Patricof & Co. Ventures, Inc.), the U.S. arm of Apax Partners, Worldwide, LP, now one of the world's leading private equity firms operating in 12 countries with $41 billion under management or advice.

During the past 40-plus years, Mr. Patricof has participated in the financing and development of a large number of public and private companies. Companies with which he has been involved at the initial stages are Apple Computer, America Online, Cadence Systems, Office Depot, FORE Systems, Cellular Communications, Inc., IntraLinks, Audible, Inc. and The Huffington Post. He currently serves on the board of Boston Properties and on the Board of Overseers of The Columbia School of Business. Mr. Patricof is a frequent speaker on entrepreneurship, venture capital and social impact investing.

Mr. Patricof has been active in the New York and Washington communities and has been a board member of TechnoServe, The Trickle Up Program, Global Advisory Board of Endeavor and Applied Sciences NYC Advisory Board. From 2007 to 2012, he served two terms as a Board Member of the Millennium Challenge Corporation and, from 1993 to 1995, he served as Chairman of the White House Conference on Small Business Commission. He has also served as Vice Chairman of the Corporate Council on Africa, Study on Increasing Capital Flow to Africa and served on the UNDP Commission on Development Capital.

Mr. Patricof holds a BS in Finance from Ohio State University and an MBA from Columbia University Graduate School of Business. He is married to his wife Susan for over 40 years and he has three sons, Mark, Jonathan and James, and seven grandchildren.

Thank You

LOWENSTEIN SANDLER IS PROUD TO SUPPORT

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We know what it takes to grow ideas – dedication, insight and creativity – along with investor and industry contacts to make sure your challenges turn into solutions.

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To grow and succeed, you need an advisor who knows your company and your industry. Who is committed to helping you implement a sustainable strategy for growth. EisnerAmper is that advisor. The professionals in our Technology Group combine their passion about the industry with a focus on teamwork and communication.

Let's get down to business.™

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Special Thanks

We deeply appreciate the following partners and volunteers who have worked so intensely with our teams over the past several months.

Awards Contributors

New Venture Competition
Rennert Prize–$75,000

Ira Leon Rennert (MBA'56)

Technology Venture Competition

$75,000

NYU Innovation Venture Fund
EisnerAmper, LLP
Lowenstein Sandler, LLP
Medidata Solutions

Pitch Award

Susan Stehlik, clinical associate professor, management communication
NYU Stern

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About

Berkley Entrepreneurship Center for Innovation

At the Berkley Entrepreneurship Center, we identify, nurture and unleash entrepreneurial thinking at NYU. We provide students with real-world, hands-on startup experiences to complement the rigorous instruction received in the classroom. And we offer alumni, faculty and staff a platform from which they can leverage their professional experience and skills to launch new ventures or accelerate the growth of existing ones. Among the programs and services we provide are:

- Venture competitions
- Conferences, workshops and training programs
- One-on-one startup advice and assistance
- Help desks
- Mentoring by seasoned entrepreneurs and professionals
- Networking opportunities with fellow entrepreneurs, investors and other key players in the business community

The NYU Innovation Venture Fund

In 2010, NYU launched the $20 million Innovation Venture Fund to increase the level of support for entrepreneurial ventures across NYU. The Fund invests in startups founded by, and/or commercializing technologies developed by NYU students, faculty and researchers across all 21 schools, colleges and institutes. While investment capital can be the catalyst that transforms a new idea into an entrepreneurial venture, funding alone does not translate a discovery into a thriving startup. Building on the momentum and interest generated by the Fund, the NYU Entrepreneurial Institute was formed in 2012 to offer educational programming, events, resources and funding, via the Innovation Venture Fund, to inspire, educate, connect, and accelerate entrepreneurs across NYU.

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WE'RE NOT TALKING ABOUT LITTLE TWEAKS HERE AND THERE. WE'RE TALKING ABOUT A WAY OF THINKING THAT SURPRISES THE MARKET AGAIN AND AGAIN WITH EXCITING, UNEXPECTED SOLUTIONS. A WAY OF THINKING THAT PRODUCES AN UNCONVENTIONAL STRATEGY THAT LEAVES COMPETITORS SCRAMBLING TO CATCH UP. A WAY OF THINKING THAT TURNS CONSUMER EXPECTATIONS UPSIDE DOWN AND TAKES AN INDUSTRY INTO ITS NEXT GENERATION. IT'S WHAT WE CALL **DISRUPTIVE THINKING.**

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