

**The \$300K Entrepreneurs Challenge at the NYU Stern School of Business is one of the largest and most innovative accelerator programs in the world. More than 750 students, alumni, faculty and researchers from 16 schools across NYU's global campuses compete for a total of \$300,000 in cash prizes and pro bono startup services. You'll experience how-to workshops, hands-on boot camps and one-on-one coaching sessions—all designed to guide you step-by-step through the startup process, from idea to launch.**

To find out more about the \$300K Entrepreneurs Challenge and the other programs and services we provide, visit us at:  
[bit.ly/sterninnovationlabs](http://bit.ly/sterninnovationlabs)  
 @nyuinnovation

W. R. Berkley Innovation Labs  
 NYU Stern School of Business  
 40 West 4th Street, 4th Floor, NYC 10012



\$300K  
 Entrepreneurs  
**Challenge**  
 2018–19 Competition Schedule  
 at a Glance

IDEAS  
 NEVER  
 SLEEP

- 1 ENTER THE \$300K ENTREPRENEURS CHALLENGE
- 2 CHALLENGE THE STATUS QUO
- 3 THINK PEOPLE
- 4 DEVELOP EMPATHY
- 5 TEST YOUR ASSUMPTIONS
- 6 BUILD FOR SCALE
- 7 TELL A STORY
- 8 ASSEMBLE A TEAM

The NYU Stern New Venture Competition is the premier platform for identifying, nurturing and showcasing entrepreneurial talent at NYU. The competition challenges aspiring business owners and those excited by the startup process to take their ideas from concept to market. The NYU Stern New Venture Competition winners share the \$100,000 Ira Rennett Prize to help launch their ventures and will receive pro bono services.



The NYU Stern Social Venture Competition recognizes and supports the growing number of NYU entrepreneurs interested in using their skills to develop innovative solutions to social problems here and abroad. Social Venture Competition winners share a \$75,000 prize to help launch their ventures and will receive pro bono services.



Each year, NYU students, faculty and researchers create scores of cutting edge inventions across the information technology, life science and energy sectors. The NYU Technology Venture Competition, sponsored by the NYU Entrepreneurial Institute, serves as a catalyst for the formation of new and the acceleration of existing early-stage startups based on these exciting innovations. Winners share a \$100,000 prize and will receive pro bono services.



\$300K  
Entrepreneurs  
**Challenge**

# 2018-19 Schedule at a Glance

STRATEGIC INSIGHT

CUSTOMER FOCUS

PRODUCT DESIGN

BUSINESS MODEL

LAUNCH

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

**Challenge Kick-Off & Info Session**  
Wednesday, September 12, 5:00-7:30pm

**Boot Camp 1: The Art and Science of Design Research**  
Sunday, September 16, 9:00am-4:00pm

**Teammate Hunt**  
Thursday, September 20, 5:00-7:30pm

**Coaching Sessions 1: Design Research**  
Friday, September 28, 1:30-5:00pm  
By appointment

**Coaching Sessions 1: Design Research (cont.)**  
Monday, October 1, 4:00-7:30pm  
By appointment

**Been There, Won That: How to Get the Most Out of Your Challenge Experience**  
Thursday, October 4, 5:00-7:30pm

**Challenge Entry Deadline**  
Wednesday, October 10, by 11:59pm

**Boot Camp 2: Generating Insights & Uncovering Market Opportunities**  
Sunday, October 14, 9:00am-4:00pm

**Measuring Social Impact Clinic**  
Wednesday, October 17, 5:00-7:30pm

**Coaching Sessions 2: Nailing Your Value Proposition**  
Friday, October 26, 1:30-5:00pm  
Tuesday, October 30, 4:00-7:30pm  
By appointment

**Ask Me Anything: 1-on-1 with Industry Experts**  
Thursday, November 1, 5:00-7:30pm

**Round 1: Online Judging**

**Opportunity Summary due**  
TUESDAY, NOVEMBER 6  
BY 11:59PM

**Legal Forum for Startups**  
Monday, November 12, 5:00-7:30pm

**Quarter-finalists announced**  
Wednesday, November 21, by 11:59pm

**Presentation Skills Clinic**  
Tuesday, November 27, 5:00-7:30pm

**Round 2: Quarter-Final Presentations**

FRIDAY, DECEMBER 14  
1:00-7:00PM

**Semi-finalist Team Photos**  
Tuesday, December 18, 11:00am-7:00pm  
Wednesday, December 19, 9:00am-3:00pm  
By appointment

**Concept Board materials due**  
Monday, January 14, by 11:59pm

**Boot Camp 3: Concept Testing & Refinement**  
Sunday, February 3, 9:00am-4:00pm

**Coaching Sessions 3: Concept Testing & Refinement**  
Friday, February 8, 1:30-5:00pm  
Monday, February 11, 4:00-7:30pm  
By appointment

**Explainer Video Clinic**  
Wednesday, February 13, 5:00-7:30pm

**17th Annual Venture Showcase**  
Thursday, February 21, 5:00-7:30pm

**Boot Camp 4: Competitive Strategy**  
Sunday, March 3, 9:00am-4:00pm

**Coaching Sessions 4: Competitive Strategy**  
Friday, March 8, 1:30-5:00pm  
Monday, March 11, 4:00-7:30pm  
By appointment

**Startup Plan and Explainer Video due**  
Wednesday, March 27, by 11:59pm

**Boot Camp 5: How to Pitch**  
Sunday, March 31, 9:00am-2:30pm

**Round 3: Semi-Final Presentations**

FRIDAY, APRIL 5,  
1:00-7:00PM

**Info Session for Finalists**  
Tuesday, April 9, 5:00-6:00pm

**Finalists' Video Shoot**  
Tuesday, April 9, 9:00am-5:00pm  
Wednesday, April 10, 9:00-5:00pm  
By appointment

**Coaching Sessions 5: Startup Plan**  
Friday, April 12, 1:30-5:00pm  
Wednesday, April 17, 4:00-7:30pm  
By appointment

**Final Startup Plan and Explainer Video due**  
Wednesday, May 1, by 11:59pm

**Round 4: The Final Pitch & Awards Ceremony**

FRIDAY, MAY 10,  
1:00-8:00PM

**Winners' Milestone Meetings**  
Thursday, May 16, 1:00-5:00pm  
Wednesday, May 22, 1:00-5:00pm  
By appointment

## KEY

**BOOT CAMPS**  
Full-day programs providing intense training, hands-on exercises and instruction on developing and refining your idea

**CLINICS**  
Shorter-format sessions aimed at sharpening specific startup skills

**COACHING**  
Individualized feedback on your venture from seasoned entrepreneurs and industry experts

**NYU STERN**

W. R. Berkley  
Innovation  
Labs

IDEAS  
NEVER  
SLEEP