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 and faculty members from 16 schools across NYU’s campus compete for a combined $300,000 in cash and startup services. You’ll experience hands-on workshops, thought-provoking boot camps and one-on-one coaching sessions all designed to guide you step-by-step through the process of imagining a powerful market disruption and transforming it into reality.

8 STEPS TO LAUNCHING A DISRUPTIVE IDEA

1. CHALLENGE THE STATUS QUO
   Find a market opportunity by looking where no one else is looking and see beyond standard industry practices.

2. THINK PEOPLE
   Adopt a human-centered versus product-focused approach.

3. DEVELOP EMPATHY
   Identify unarticulated needs and wants through careful research.

4. TEST YOUR ASSUMPTIONS
   Conduct quick experiments and measure results.

5. BUILD FOR SCALE
   Design a business model that delivers value.

6. TELL A STORY
   Pitch your idea in a compelling way.

7. ASSEMBLE A TEAM
   Find individuals who can help make it happen.

8. ENTER TO WIN
   Compete in the $300K Entrepreneurs Challenge.

W. R. Berkley Innovation Lab
NYU Stern School of Business
40 West 4th Street, 4th Floor, NYC 10012
http://berkleyinnovationlab
@NYUInnovation
## 2016–17 Competition Schedule at a Glance

### SEPTEMBER
- **Competition Kick-Off**
  - Wednesday, September 14, 5:00–7:30pm
- **Teammate Hunt**
  - Wednesday, September 21, 5:00–7:30pm
- **Boot Camp I: Disruptive Thinking and Design Research**
  - Saturday, September 24, 9:00am–4:00pm
- **Peer Talk & Team Mixer**
  - Thursday, September 29, 5:00–7:30pm
- **Coaching Sessions**
  - Friday, October 2, 9:30am–12:30pm

### OCTOBER
- **Design Thinking for Social Enterprises Clinic**
  - Wednesday, October 5, 5:00–7:30pm
- **Enter the Competition Opportunity Summary due**
  - Tuesday, October 11, by 1:00pm
- **Boot Camp II: Opportunity Identification and Business Model Design**
  - Sunday, October 9, 9:00am–6:00pm
- **Coaching Sessions**
  - Tuesday, October 11, 9:00am–12:30pm
  - Tuesday, October 18, 9:00am–12:30pm
- **Boot Camp III: Product Development and Go-to Market Strategy**
  - Sunday, October 16, 9:00am–6:00pm
- **Quarter-final Pitch-Off**
  - FRIDAY, DECEMBER 9
  - 12:00–7:00PM
- **1st Judging Round**
  - Venture Summary due
  - THURSDAY, NOVEMBER 10
  - BY 1:00PM
- **Quarter-finalists announced**
  - Wednesday, November 23
- **Ask the Experts**
  - Tuesday, October 25, 5:00–7:30pm
- **Presentation Skills Clinic**
  - Sunday, November 20, 9:00–11:30am

### NOVEMBER
- **Legal Forum for Startups**
  - Wednesday, November 9, 5:00–7:30pm
- **Coaching Sessions**
  - Friday, November 11, 9:30am–12:30pm

### DECEMBER
- **Concept board materials due**
  - Thursday, January 12, by 1:00pm

### JANUARY
- **Boot Camp IV: Developing Your Startup Plan**
  - Sunday, February 5, 9:00am–4:00pm
- **Coaching Sessions**
  - Wednesday, February 15, 4:30–7:30pm
  - Friday, February 17, 9:30am–12:30pm

### FEBRUARY
- **Boot Camp V: Making a Compelling Pitch**
  - Sunday, March 5, 9:00am–2:00pm
- **Coaching Sessions:**
  - Boot Camp Financials
    - Tuesday, March 7, 9:30am–12:00pm
  - Team Strategy & Pitch
    - Tuesday, March 21, 9:00am–12:00pm
  - Thursday, March 23, 9:00am–12:00pm
- **Startup Plan & Explainer Video due**
  - Tuesday, March 28, by 1:00pm

### MARCH
- **Semi-final Pitch-Off & Award Ceremony**
  - FRIDAY, APRIL 7, 12:00–7:00PM
- **Coaching Sessions for Finalists**
  - By Appointment
- **Final Startup Plan and Explainer Video due**
  - Friday, April 21, by 1:00pm

### APRIL
- **Final Pitch-Off & Award Ceremony**
  - FRIDAY, MAY 5, 12:00–8:00PM

### MAY
- **Competition Kick-Off**
  - Wednesday, September 14, 5:00–7:30pm
- **Teammate Hunt**
  - Wednesday, September 21, 5:00–7:30pm
- **Boot Camp I: Disruptive Thinking and Design Research**
  - Saturday, September 24, 9:00am–4:00pm
- **Peer Talk & Team Mixer**
  - Thursday, September 29, 5:00–7:30pm
- **Coaching Sessions**
  - Friday, October 2, 9:30am–12:30pm

### KEY
- **BOOT CAMPS**
  - Intensive training, interactive sessions and instruction on developing and refining your idea
- **CLINICS**
  - Hands-on sessions examining strategies for developing and refining your concept
- **COACHING**
  - Individualized feedback on your venture from seasoned entrepreneurs and industry experts (by appointment only)

---

*Check website for updates and changes to the calendar. Sign-up is necessary due to seat limitations.*