

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.

IDEAS  
NEVER  
SLEEP

W. R. Berkley Innovation Lab  
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@NYUInnovation

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 new venture startup process to take their ideas from concept to market. The NYU Stern New Venture Competition winners share the \$100,000 Ira Rennet Prize.



The NYU Stern Social Venture Competition was started to recognize and support the growing number of students and alumni interested in using their business and entrepreneurial skills to create innovative approaches to tackling social problems, here and abroad. Social Venture Competition winners share a \$75,000 prize to help launch their ventures.



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.



## 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.

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\$300K  
Entrepreneurs  
**Challenge**

2016 Competition Schedule  
at a Glance

IDEAS  
NEVER  
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\$300K  
Entrepreneurs  
**Challenge**

# 2016-17 Competition Schedule at a Glance

DISCOVER

DESIGN

DEVELOP

DELIVER

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

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, September 30, 9:30am-12:30pm

**Design Thinking for Social Enterprises Clinic**  
Wednesday, October 5, 5:00-7:00pm

**Enter the Competition Opportunity Summary due**  
Thursday, October 6, by 1:00pm

**Boot Camp II: Opportunity Identification and Business Model Design**  
Sunday, October 9, 9:00am-4:00pm

**Coaching Sessions**  
Thursday, October 13, 4:30-7:30pm  
Tuesday, October 18, 4:30-7:30pm  
Friday, October 21, 9:30am-12:30pm

**Boot Camp III: Product Development and Go-to Market Strategy**  
Sunday, October 23, 9:00am-4:00pm

**Ask the Experts**  
Tuesday, October 25, 5:00-7:30pm

**Legal Forum for Startups**  
Wednesday, November 2, 5:00-7:30pm

**Coaching Sessions**  
Friday, November 4, 9:30am-12:30pm

**1st Judging Round**  
**Venture Summary due**  
THURSDAY, NOVEMBER 10  
BY 1:00PM

**Quarter-finalists announced**  
Wednesday, November 23

**Presentation Skills Clinic**  
Tuesday, November 29, 5:00-7:30pm

**Quarter-final Pitch-Off**  
FRIDAY, DECEMBER 9  
12:00-7:00PM

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

**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

**New Venture Showcase**  
Wednesday, February 22, 5:00-7:30pm

**How to Make an Explainer Video Clinic**  
Thursday, March 2, 5:00pm-7:30pm

**Boot Camp V: Making a Compelling Pitch**  
Sunday, March 5, 9:00am-2:00pm

**Coaching Sessions: Startup Financials**  
Tuesday, March 7, 4:30-7:30pm

**Coaching Sessions: Team Strategy & Pitch**  
Tuesday, March 21, 4:30-7:30pm  
Thursday, March 23, 4:30-7:30pm

**Startup Plan & Explainer Video due**  
Tuesday, March 28, by 1:00pm

**Semi-final Pitch-Off**  
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

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

**KEY**

-  **BOOT CAMPS**  
Intense 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)



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