## 2017–18 Schedule at a Glance

### SEPTEMBER
- **Challenge Kick-Off & Info Session**
  - Wednesday, September 13, 5:00–7:30pm
- **Teammate Hunt**
  - Monday, September 25, 5:00–7:30pm

### OCTOBER
- **Coaching Sessions 1**
  - Thursday, September 28, 4:00–7:30pm
- **Boot Camp 1: Venture Concept Innovation**
  - Sunday, September 17, 9:00am–4:00pm
- **Teammate Hunt**
  - Monday, September 25, 5:00–7:30pm

### NOVEMBER
- **Coach Me Anything: Industry Experts**
  - Tuesday, November 7, 5:00–7:30pm
- **Legal Forum for Startups**
  - Tuesday, December 1, 5:00–7:30pm

### DECEMBER
- **Coaching Sessions 2**
  - Thursday, November 9, 5:00–7:30pm
- **Round 2: Quarter-finals**
  - Friday, December 15, 1:00–7:00pm
- **Round 1: Online Judging**
  - Opportunity Summary due: Thursday, November 9, by 12:00pm
- **Quarter-finalists announced**
  - Monday, December 11, by 12:00pm

### JANUARY
- **Concept Board materials due**
  - Thursday, January 11, by 12:00pm

### FEBRUARY
- **Boot Camp 3: Prototyping and Concept Testing**
  - Sunday, February 4, 9:00am–4:00pm
- **Explainer Video Clinic**
  - Thursday, February 15, 5:00–7:30pm

### MARCH
- **Boot Camp 4: Business Model Strategy**
  - Sunday, March 4, 9:00am–4:00pm
- **Boot Camp 5: How to Pitch**
  - Sunday, March 25, 9:00am–2:00pm

### APRIL
- **Coaching Sessions 3**
  - Wednesday, April 4, 5:00–7:30pm

### MAY
- **Coaching Sessions 5**
  - Tuesday, April 10, 1:00–4:30pm
- **Winners’ Milestone Meetings**
  - Monday, May 21, 12:00–5:00pm
  - Tuesday, May 22, 12:00–5:00pm

### KEY
- **BOOT CAMPS**
  - Full-day programs providing intense learning through on-site exercises and instruction on developing and refining your idea
- **CLINICS**
  - Weekly sessions aimed at sharpening specific startup skills
- **COACHING**
  - Individualized feedback from seasoned entrepreneurs and industry experts
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.

**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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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 Rennert Prize.

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.

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.

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2017–18 Competition Schedule at a Glance