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The Magazine of  
**ENTREPRENEURSHIP@CORNELL**

Finding and Fostering the Entrepreneurial Spirit in Every Cornellian

# STARTUP CORNELL

Growing Entrepreneurs

Daily News and Updates

Student club wows venture capitalists

The Cornell University Entrepreneurship Club (ESHIP) recently hosted a pitch competition for student-led startups. The event was held in the newly renovated Cornell Entrepreneurship Center, which is a state-of-the-art facility designed to support and foster entrepreneurship on campus. The competition was held on the 10th floor of the center, which is a state-of-the-art facility designed to support and foster entrepreneurship on campus. The competition was held on the 10th floor of the center, which is a state-of-the-art facility designed to support and foster entrepreneurship on campus.

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ENTREPRENEURSHIP SUMMIT NYC 2014

# ENTREPRENEURSHIP SUMMIT NYC 2014



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*From the Director of*  
**ENTREPRENEURSHIP@CORNELL**

**THANKS** for reading our spring 2014 edition of eShip. We have an incredible amount of entrepreneurial activity on campus and in the Ithaca community. It is wonderful to witness.

E@C lives by its mission, our fundamental purpose: “Finding and Fostering the Entrepreneurial Spirit in Every Cornell Participant. In Every College. Every Field. Every Stage of Life.” This mission has remained unchanged for over 15 years and is clearly still applicable to our office.

E@C also lives by its vision, our aspirational stretch goal: “By 2020, with E@C’s support, activities and leadership, Cornell will attain a premier global reputation for entrepreneurial excellence.” It takes a University to attain this vision, and unlike our mission statement, our vision statement is new. It has not been tested, but will be over the next 5 years as we reach and push our boundaries. If someone asks “what are the best schools for entrepreneurship?” we want to assure that Cornell University is in the answer.

*Here are some initiatives that are core to serving our mission and attaining our long-term vision:*

**1▶ Getting students credit for working on their startup companies.** The current academic year represents the first time that students participating in the eLab business accelerator program are receiving up to 5.5 credits in courses offered through the Johnson School and which include intense interaction with mentors.

**2▶ Expanding the Kessler Fellows Program.** This program, which serves a very select group of ten to twelve engineering students working at startups, has had phenomenal results. We would like to see the Kessler Fellows Program expanded and replicated at other Cornell schools and colleges.

**3▶ Creating Student Entrepreneurship Spaces.** There are exciting initiatives involving the creation of physical spaces directly related to student businesses and entrepreneurial pursuits. For example, eHub, when built, will be a vibrant center of entrepreneurship “doing” in Collegetown. Student Agencies Foundation and participating campus academic units are critical partners to the eHub effort.

**4▶ Adding new entrepreneurship faculty.** We are delighted that the Dyson School has hired Duke University professor Michael Roach as the J. Thomas and Nancy W. Clark Assistant Professor of Entrepreneurship. We look forward to further additions to the faculty across campus.

**5▶ New Appointments at The Pillsbury Institute for Hospitality Entrepreneurship.** At the School of Hotel Administration, Steven Carvell (Associate Professor and Associate Dean for Academic Affairs) was appointed the Academic Director of The Pillsbury Institute for Hospitality Entrepreneurship and Mona Anita K. Olsen (Visiting Assistant Professor) was appointed the Assistant Academic Director. Additionally, SHA added two relevant eShip courses, namely Corporate Entrepreneurship, taught by Senior Lecturer Neil Tarallo, and Technology for Bootstrapped Entrepreneurship, taught by Mona Anita Olsen.

**6▶ Cornell Tech Adds New Degree Programs.** In 2014 Cornell Tech will add two new master degree programs to complement the current M.Eng. in Computer Science. This spring, Johnson will kick off its first class of students in its new tech-oriented One-Year MBA program geared towards the Digital Economy. In the fall, an innovative two-year degree will also launch – in this program students receive dual MS degrees from Cornell and Technion – and the degree concentration will be on Connective Media. As you know, at Cornell Tech faculty and staff are committed to the unifying mission of cultivating entrepreneurial technologists. The new degree programs are wonderful additions to Cornell’s entrepreneurship landscape.

**7▶ EII at Johnson.** In 2014, the Entrepreneurship and Innovation Institute at Johnson will launch the Smith Family Business Initiative, made possible by an amazing \$10 million gift from John Smith, MBA ’74, and his wife Dyan. This donation significantly will bolster EII’s efforts in family enterprise and entrepreneurship, while it continues to support other types of venture creation and growth. And, since November 2013, EII has formed relationships with incubators and accelerators in Silicon Valley (NestGSV), Seattle (Seattle Fashion Incubator), and NYC (Blueprint Health) to provide MBA student assistance on projects presented by those startups. And more collaborations are in the works.

**8▶ Appointment of Executive Director of New Venture Development.** Tom Schryver was recently hired to serve as the Executive Director of New Venture Development in Day Hall. Tom will be working directly with Mary Opperman, VP of Human Resources, on key economic development and startup initiatives. This is a very positive development for our ecosystem.

**9▶ Shining the entrepreneurial spotlight on Ithaca.** E@C and Tompkins County Area Development are finishing up the hiring process for a PR/marketing firm that will work with us for at least one year to highlight our collective entrepreneurial activities.

**10▶ Increasing our engagement with corporate sponsors.** This serves a dual purpose of increasing our financial resources to increase our programming and linking our students directly to corporations and service providers highly interested in entrepreneurship. If your company has interest, please let me know.

The list above is not exhaustive. Rather it highlights some of the positive forces raising the entrepreneurship brand at Cornell. If you think you can help us serve our mission and attain our vision, please don’t hesitate to contact me directly. *Thanks for your ongoing support and interest.*



**Zachary Shulman ’87, J.D. ’90**  
*Director, Entrepreneurship@Cornell*

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Director | *Zach Shulman '87, J.D. '90*  
Program Manager & Internship Program Director |  
*Debra Moesch*  
Project Specialist | *Debra O. Eichten*  
Marketing Manager | *Peter Cortle*  
Administrative Assistant | *Natalee Nelson*  
Writer | *Kathy Hovis*  
Design | *Jacob Souva, Two Fish Illustration & Design*

*We welcome feedback from readers.  
Address correspondence to:*

**eship Magazine, Entrepreneurship@Cornell**  
Cornell University  
240 Warren Hall, Ithaca, NY 14853  
Phone: (607) 255-1576 | Fax: (607) 255-9330  
Email: [eship@cornell.edu](mailto:eship@cornell.edu)



## Student Entrepreneur Creates Gear for Silent Parties

Jacob Reisch's experience in sales and marketing for a Cortland bar and restaurant helped him to realize that he had that entrepreneurial spark.

And his experience at an info session for prospective banking/consulting students helped cement that idea.

"I just didn't fit in," he said. "I knew I was interested in starting up a company."

Reisch now has a couple of ventures on his resume. His first company, Party Headphones, is going strong, renting headphones and equipment to customers in 34 states across the country for "silent discos," parties where everyone dances and sings to music they are hearing over headphones, but can then chat with each other without shouting when they take the headphones off.

The parties are also popular with people facing noise restrictions, as they allow people to control their own personal volume levels. Users can also include two stations of music, so you could have classic rock for grandma, Reisch said, and rap for the teenagers.

The company hosted more than 75 events in the fall of 2013, Reisch said, mostly at college campuses, and now owns 2,800 pairs of headphones to rent out. Reisch was recently featured in the College of Agriculture and Life Sciences' magazine and by Launch NY, a nonprofit supporting upstate NY entrepreneurship.

Last year Party Headphones was a member of the eLab, the accelerator for student business located in Collegetown. For Reisch, being a part of eLab was a transformational experience for his company.

"I read a lot and talk to people who know about this business, but we wouldn't be where we are without eLab, the student community and the resources at Cornell," he said. He's particularly grateful for the countless hours of consulting help he's received from alumni, professors and fellow student entrepreneurs.

"It's been so important connecting with other students and watch-

*"I read a lot and talk to people who know about this business, but we wouldn't be where we are without eLab, the student community and the resources at Cornell"*

— JACOB REISCH



Jacob Reisch, bottom left, and team members from Party Headphones, work at an event.

📷 Provided

ing their struggles," Reisch said. "Everyone knows what you're going through."

Reisch, a junior in the College of Agriculture and Life Sciences, is taking a year off from classes to work on his business, but plans to return in the fall of 2014 to finish his interdisciplinary major in marketing and entrepreneurial management.

Along with Party Headphones, Reisch has also been working on a sustainable energy initiative called the Green Revolving Fund, which would help campus organizations and departments make energy efficient upgrades. A portion of the energy savings from these upgrades will be put back into the fund to increase the pool of money available. The project began as part of the student organization Energy Corps, which conducted energy audits in campus buildings and made recommendations for savings.

"Aligning financial incentives with sustainability is one of the best ways to reduce the inefficiencies that lead to environmental degradation," Reisch said. "The Green Revolving Fund makes a business case for energy conservation, while also getting dozens of undergraduate students involved through expanded research and applied learning opportunities."

+ For more on party headphones, see [partyheadphones.com](http://partyheadphones.com)

+ For more on the Green Revolving Fund, visit [rso.cornell.edu/energy-corps](http://rso.cornell.edu/energy-corps).

## Social Entrepreneurship Institute Jump-Starts Businesses



Liz Ngonzi '98 speaks during the 2013 TEDx CornellU event, part of the Finger Lakes Social Entrepreneurship Institute. Lindsay France | University Photography

Entrepreneurs whose businesses have a social justice focus gathered at Cornell November 15-17, 2013 to network and learn how to move their ideas forward.

The Second Finger Lakes Social Entrepreneurship Institute, sponsored by Cornell's Center for Transformative Action, drew 100 entrepreneurs from across the state and included speakers, networking events and workshops.

Two highlights of the event were pitch presentations by 16 participants and a TEDx event featuring messages from alumni and student social entrepreneurs.

"Last year had such an impact in helping me connect with others working in the social space," said Scott Morris of Ithaca, whose company AmeriQoin offers local currency systems for communities. "I wanted to bring the latest iteration of my vision to the community in an effort to continue building my local resource base."

Participants chose workshops that helped with business model development, focused on making a social business financially sustainable or talked about creating community infrastructure to support social entrepreneurs.

"The highlight of the event is seeing people engage with each other, sharing their own stories and being inspired by those of others," said Anke Wessels, director of the Center for Transformative Action, "then digging into challenging material to further their ideas and their dreams."

After each five-minute presentation, a panel of local judges offered tips to presenters.

Sunday afternoon's TEDx presentations featured eight alumni and

one doctoral student, who shared stories of lessons they've learned.

Bill Myers '73 said that his motivation in becoming a banker came from his mother, who told him to eat his vegetables "because there are people starving in other parts of the world."

He took that message to heart and figured out he could have the most impact by getting into banking and changing how the economy works. In 1979 Myers founded Ithaca's Alternatives Federal Credit Union, which offers loans for solar power projects; car loans for "un-banked" people; financial counseling and other services.

Now Myers works in the Office of Small Credit Union Initiatives, part of the National Credit Union Administration. "There's room for social entrepreneurship in any field you choose," he said. "What's important is to hear your own voice, imagine a world that you want to live in and then create it."

The Institute was sponsored by Entrepreneurship@Cornell; Engaged Learning + Research; the Iscol Family Program for Leadership Development in Public Service; Local First Ithaca; the Samuel Curtis Johnson Graduate School of Management's Entrepreneurship and Innovation Institute; and the Park Foundation.

The Institute is one of many activities and services provided by the Center for Transformative Action for innovative social entrepreneurs.

- Wessels continues to teach the popular class, "Social Entrepreneurs, Innovators and Problem Solvers."
- The Center offers the opportunity for Cornell students and other non-profits throughout the state to test their innovative social change projects without having to obtain non-profit and tax exempt status first. If accepted, these projects benefit from mentorship, as well as resources related to fiscal management, human resources, grant writing, communications and office space.
- Wessels advises a number of student organizations related to social entrepreneurship including Design for America, Cornell GlobeMed and the Social Business Consulting Group.



CALS International Visiting Fellow Madina Kurbanova, who had an idea for a summer camp for kids in Tajikistan, makes a 5-minute pitch to investors and consultants in Sage Hall Nov. 17.

Lindsay France | University Photography

# Student Agencies Sets New Goals for Growth

**KYLE KARNES '91**, the new CEO of Student Agencies Inc., is proud of what the company has been able to accomplish. With more than 200 student employees and revenue of nearly \$3 million across its seven businesses, the oldest student-run company in the nation is healthy and vibrant.

But he thinks it could be even bigger and better, offering more students the chance to run and grow their own businesses. So Karnes and the student executive team have created a few new positions and challenged the student managers to set more ambitious goals related to the top bottom lines.

"If you are going to be successful in a business career, you'll be expected to grow your business organically, inorganically or both," Karnes said. "We're challenging the students to find ways to do that at Student Agencies."

Karnes has a history of success in this area himself, joining online market research pioneer Harris Interactive in 1998 and helping to grow it from revenues of \$12 million with 200 employees to \$550 million with 1,200 people, while taking the company public during the dot com boom. At the time of his departure in 2009, Karnes served as Harris' Executive Vice President of Corporate Development and was responsible for overseeing the firm's global expansion and related merger and acquisition activities.

Although Karnes has only been with Student Agencies for half a year, he's passionate about its mission — to provide rich experiential learning opportunities for Cornell students to start and run businesses while earning a substantial portion of the cost of a Cornell education and providing valuable products and services to the Cornell and greater Tompkins County communities — and has lots of ideas to involve even more students in that mission.

Since the student managers of each and every business turn over each year, he's working on ways to improve processes and better leverage technology to retain institu-

tional knowledge, particularly regarding products and customers. He's also focusing on technology by hiring a new student Chief Technology Officer and leveraging things like file-sharing apps and other online collaboration tools. And he's hired a student Development Director to help grow the company, through organic growth of the existing businesses and through new businesses they might start or acquire.

The new president of Student Agencies, Laura Furman '16, shares those goals.

"Probably the most crucial skill, and the one I enjoy learning the most, is how to motivate and encourage the managers to reach their full potential," Furman said. "It's almost like coaching; seeing them make strides forward in the management of their businesses is extremely rewarding."

Karnes interest in entrepreneurship continues to grow among Cornell students.

"The rise of the digital economy has changed the landscape for this generation of entrepreneurs in part because research and information, a key ingredient to the development process, is much more accessible," he said. "Many traditional barriers to entry, such as the need to make significant upfront capital investments in product prototypes, have been mitigated as entrepreneurs have moved much of their focus from hard products to service and information-based products that leverage digital platforms".

"Add to those dynamics the incredible amount of focus and resources invested in student entrepreneurship in recent years by Cornell, its individual colleges and partners like Student Agencies, and what you get is a very fertile environment for student entrepreneurship here at Cornell."

"SAI isn't a low level internship that most businesses offer students; it truly is experiential learning with the opportunity to own/



The Student Agencies team, 2013-14. © Provided

manage/run your own small business," said Rob Ainslie '14, last year's president and an environmental engineering major with a minor in business. "I've gained valuable experience in operational strategies, marketing efforts, financial analysis, etc.; but, most importantly, I've learned to work with my peers and, as President, how to manage a group of them and make sure I get the best out of each manager."

Student managers of the seven "Agencies" manage and hold full P&L responsibility for their businesses. They set the strategy for the business, develop the budget, make all the hiring and firing decisions, market and sell the products and services, handle any employee and customer services issues and present the results of the business to the board of directors on a monthly basis.

"My role, along with our incredibly dedicated professional staff and board of directors, is simply to help guide and mentor them as they navigate those responsibilities," Karnes said. "The great thing about Agencies is that our student managers get to develop their skills in a safe environment where not only are successes celebrated but well-intentioned failures are an accepted part of the learning process."

Student Agencies, founded in 1894, is supported by its parent organization Student Agencies Foundation (SAF). The company pays out more than \$200,000 in annual student wages and is the second-largest employer of Cornell students after the university. Student Agencies Foundation also makes an annual contribution to Cornell to support undergraduate scholarships.

## Entrepreneurial Alumni Say Liberal Arts Prepared Them for Life's Challenges



Andy Russell '93

📷 Provided

**Graduates of the College of Arts and Sciences** consistently say that their background in liberal arts has helped them tackle the diverse set of challenges that entrepreneurs face.

Andy Russell '93, for example, a psychology major, doesn't ever remember not wanting to be an entrepreneur. At the age of 6, he was taking the apples his family picked over the weekend and selling them at school, or getting his friends to pay for the paper mazes he created.

By the time he was in high school in Manhattan, he had noticed the lack of places for teens to socialize in the city and began organizing private dance parties at local clubs, charging the "coolest kids" from local private schools \$20 each to get in. His average weekend profit: \$5,000.

Flash forward.

Russell is now 42, a dad of two with a weekend house in the country. After a career involving 120-hour weeks as an investment banker, a fabulously successful restaurant called Moomba frequented by the likes of Madonna and Leo DiCaprio and years working in private equity with Bob Pittman, founder of MTV, Russell now owns his own companies, Trigger Media and InsideHook. And its newest venture is a business that – you guessed it – allows people to organize parties in local clubs.

With all of this socializing, you'd think he probably hasn't slept much. And it's true, about four hours a night at his craziest time, he said.

"I'm working so intensely every day, it's exhausting," Russell says from his NYC office, eating his breakfast on a Monday morning. "It's not a normal schedule, but it's what you do if you want to be an entrepreneur."

Not that he's complaining.

"The life of an entrepreneur is about really living every single day," he said. "It's the opposite of just getting up and going to work."

Russell came to Cornell unsure of what his major would be but took a psychology course his freshmen year and knew that was it. He also took numerous courses in the Hotel School and CALS to learn management, operations and accounting.

"I think that as much as accounting and corporate finance are the tools of business, the art of business is psychology," he said. "Everything I do in business is understanding the consumer, really understanding their pain points and how you can develop something that eases those pain points."

In order to be successful, he says he's spent most of his life talking with people and really trying to find out what motivates them. He's a social butterfly so that's not a tough job for him.

Russell said students should major in what they love, then spend their time developing their strengths, finding good internships and eventually, a great mentor.

"You have to realize that the first two or three years, you'll be learning your chops, working all of the time," he said. "But you're starting to build your reputation, so be honest, be fair, be a ridiculously hard worker, don't be late, return phone calls."

**JENNIFER DULSKI '93, MBA '99**, president and COO of Change.org returned to campus this fall to share her story with students through talks sponsored by the College of Arts and Sciences' career services office and Entrepreneurship@Cornell, as well as class visits and dinners and conversations with students.

"I always thought I wanted to be a teacher, but I had that entrepreneurial itch from the beginning, too," said Dulski, who added that her experience as a psychology major has proven valuable over and over again. "It's a helpful skill to learn how people are likely to react in different situations so you can understand your colleagues better and build high performing teams."

Dulski said a key to her growth as a leader has been putting herself in uncomfortable and challenging situations. Rather than spending her semester abroad studying art history in Italy as planned, at the last minute she decided to go to South America to study Amazon rainforest ecology. Living in a small hut in sometimes dangerous situations helped her gain confidence in other new situations throughout her life.

**KATHY SAVITT '85**, chief marketing officer for Yahoo, said her history and government major and other Cornell experiences trained her well for life as an entrepreneur and a leader.

"I didn't know exactly what I wanted to do, but I knew that a liberal arts degree would prepare me for anything," she said. "If you have a liberal arts background, you are going to learn to grasp abstractions in a way that no one could ever teach you in a marketing course. You are going to debate the impossible and you will do the same in your professional career."



# Pathogen-Testing Firm Keys into McGovern Center

WITH door keys in hand and research ready for a scientific bench, startup business Ionica Sciences became the newest tenant this spring at Cornell's Kevin M. McGovern Family Center for Venture Development in the Life Sciences.

Ionica Sciences produces adaptable, sensitive and easy-to-use biological assays that can detect hard-to-discern infectious diseases, toxins and other biological molecules. The group uses surface-enhanced Raman scattering, known as SERS-based detection to find errant bacteria, viruses, parasites and foodborne pathogens. It can also ascertain human hormones, cytokines, antigens/antibodies, biological fluids and illicit drugs.

SERS-based detecting works like this: Special nanoparticle beads are placed in a biological environment like water or blood samples. These beads are then recovered and tested with a Ra-

*“The McGovern Center has experienced entrepreneurs in residence, and we’re learning that there’s a lot involved in starting up a business.”*

— JOEL TABB

man spectrometer laser light; the prompt results indicate whether the disease or pathogen is found.

“For our assay product, all you have to do is mix, filter and read. Those are really the steps involved,” said Joel Tabb, CEO at Ionica Sciences. “Our assays can be handled by police in the field, soldiers, nurses and health care workers. You don’t need to have highly trained technicians.”

On the new McGovern Center space, Omar Green, the company’s chief operating officer said, “This gives us the ability to do our research without worrying about the limitations typically associated with startups. We have access to Cornell facilities like libraries and to a community of like-minded researchers.”

“We’re scientists, and we’d like to gain business experience,” said Tabb. “The McGovern Center has experienced entrepreneurs in residence, and we’re learning that there’s a lot involved in starting up a business. We’ll be joining other entrepreneurs at the McGovern Center, and I’m sure that we’ll learn from them, and others can learn from us.”



Andy Levien, left, president and chief operating officer of ArcScan, and Lou Walcer, director of the Kevin M. McGovern Family Center for Venture Development.

Jason Koski / University Photography

## OTHER TENANTS IN THE INCUBATOR INCLUDE:

**ArcScan**, which signed on last October, is the first company at the incubator whose medical device was developed at Weill Cornell Medical College (WCMC) in New York City. ArcScan’s Artemis III is an ultra-high resolution ultrasound ophthalmic diagnostic instrument that maps a patient’s eye in comprehensive three-dimensional images. This helps ophthalmic surgeons identify potential risks for LASIK surgery patients and plan surgery for certain cataract patients.

**Glycobia**, a company focused on recombinant engineering of bacteria to produce human glycan moieties and glycosylated peptides, proteins, and related drugs.

**Seraph Robotics**, whose lead product is the SERAPH 1 desktop 3D printer for the lab market. They are exploring desktop 3D printing applications for life science applications.

**Agronomic Technologies**, an agricultural software company whose lead product is Adapt-N, which optimizes nitrogen fertilizer use with corn, based on soil type, fertilizer type and weather.

**SteriFreeMed**, a company with novel sterilization/decontamination technologies. Its lead product is a desktop dental instrument sterilizer.

*The McGovern Center is also pleased to help companies through the Cornell Technology Acceleration and Maturation fund, launched in 2013 by Cornell’s Research Division. The fund provides grants with respect to Cornell technologies with high commercial potential. The fund will work with companies in Cornell’s incubators to address proof of principle, management team augmentation and business plan development.*

# Getting the Deal Done

Cornell law school creates a new breed of entrepreneurial lawyers



Charles Whitehead speaks to students during a transactional lawyering competition at the Cornell Law School.

© Jason Koski / University Photography

Charles Whitehead '83 is interested in educating a new breed of lawyers — a generation who understands the needs and issues faced by venture capitalists, entrepreneurs, banks and investors and can move transactions forward in a way that benefits all of them.

Whitehead, a Cornell Law School professor, came to the law school in 2009 after practicing for 17 years as outside counsel and general counsel with several multinational financial institutions. Before then, he clerked for the Hon. Ellsworth A. Van Graafeiland, U.S. Court of Appeals (2nd Circuit).

He remembers his first day on the job as a corporate lawyer. He was handed a deal to work on, but was completely new to the terminology and issues that he'd have to handle. He quickly learned on the job, but in an increasingly competitive world, today's students need a better grounding in transactional skills before they graduate, he said.

Cornell is at the forefront of a national trend to include classes in transactions and real-world deals along with traditional law school classes, he said. The Jack G. Clarke Institute for the Study and Practice of Business Law, launched in 2007, also provides a venue for Cornell law students to learn from nationally-recognized academics, senior lawyers, regulators and business leaders, providing a three-dimensional, nuanced view of the business world and the legal issues that affect it.

In Cornell's classes focused on startup companies, venture capital and private equity, students work on actual deal documents and case studies used in business schools. They also hear from investors,

venture capitalists and lawyers about their challenges and how deals are structured.

"In the past, law students were introduced to transactions through cases that typically involved failed deals," Whitehead said. "That's why they were in court. But now we teach them ways that a lawyer can add value to a transaction and engineer a deal in a way that an entrepreneur can't do on their own."

Classes aren't the only way that Cornell law students are exposed to issues and opportunities related to startup companies and investors.

#### Other initiatives include:

- **BR Ventures:** Students act as junior counsel to the club, reviewing and drafting documents for potential investments.
- **Supervised Counseling:** Students work with law firms to provide legal support for entrepreneurs interested in commercializing ideas and technology coming out of Cornell.
- **Workshops and Speakers:** Whitehead and other professors bring in numerous adjunct professors and speakers throughout the year to share their expertise about legal matters related to transactional work, including startup companies and venture capital. Often taught by alumni, they cover a broad range of practice areas, including private equity, commercial banking, capital markets, corporate governance, real estate, financial derivatives, and the structuring of complex agreements

Whitehead said the law school is also considering new classes and practicums to help students further develop their transactional skills, but Cornell students already have an edge.

"Many of our students are head and shoulders above their peers because not only do they understand the law, they know how to apply it and get the deal done," he said.

*An update from the*

## Entrepreneurship and Innovation Institute at Johnson

Much of EII's activity occurs via its selective EII Fellows Program (EIIFP). EIIFP is Johnson's only fellows program that serves students in all four MBA programs (soon five once the Cornell Tech MBA program starts in May).

During fall 2013, EIIFP grew tremendously and now has 76 members, including 50 from the two executive MBA programs. These students work on real business deals, invention commercialization, fundraising, marketing, business planning, customer validation, and other projects for startups and innovators. They also help EII form strategic alliances with accelerators and incubators, creating opportunities for students to network, gain hands-on learning, and potentially land job opportunities.

For example, in November 2013, EII and NestGSV, a Silicon Valley "ecobator" with about 50 startups under roof, signed a Memorandum of Understanding to provide MBA student support for projects presented by those startups. In January 2014, EII signed a similar MOU with Seattle Fashion Incubator and currently is in talks to create similar collaborations in several other global cities.

EII also has some big news to report on the family business front: In 2014, EII will launch the John and Dyan Smith Family Business Initiative, made possible by a \$10 million gift from John Smith, MBA '74, and his wife Dyan. This donation significantly will bolster EII's efforts in family enterprise and entrepreneurship, while EII continues to support other types of venture creation and growth.

Students are involved in five "BR Startup Suite" organizations. BR Tech (BRT), the newest one, is EII's collaboration with CCTEC to commercialize more Cornell technology faster. Through BRT, over a dozen MBA students with both technical and business chops work on

business feasibility and market analyses, licensing deals, and startups all related to Cornell inventions.

Through EII's Project Mentors Program in fall 2013, MBA students mentored engineering student teams in a materials design course where these teams created both innovations and the concrete plans to commercialize them. The mentors are also involved in a spring engineering course, Interdisciplinary Design Concepts.

EII continues to be an active part of Cornell Tech, teaching, holding office hours, and connecting Cornell Tech students with the vibrant NYC entrepreneurship ecosystem. Rhett Weiss, EII's executive director, created and taught Tech Enterprises (Cornell Tech's entrepreneurship course) in the spring 2013 and spring 2014 semesters. Weiss also has conducted "Pitch Lab," a series of workshops for Cornell Tech students to refine their business and technical projects and to improve communications about them. In fall 2013, he taught Strategic Management of Tech and Innovation (Cornell Tech's innovation course).

EII also helped to bring guest speakers, educational events, and networking opportunities to both New York City and Ithaca campuses, for students, alums, and other Cornell community members. In spring 2014, EII will organize and host an innovation challenge competition with MasterCard, a first for Cornell, and co-host the Southern Tier Regionals of the New York State Business Plan Competition. In the middle of all of this activity, Cambridge University Press published "The Entrepreneurial Engineer: How to Create Value from Ideas," a book co-authored by Rhett Weiss, Mike Timmons PhD '79 (CALs), John Callister MS '92, PhD '96 (Engineering) and others.

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## Samasource CEO Visits Campus for Iscol Lecture

Leila Janah, CEO and founder of Samasource, says "work is at the core of human dignity." Her enterprise helps people regain that dignity and promotes social justice by connecting people living in poverty to jobs via the Internet. Janah delivered the 2013 Iscol Family Program for Leadership Development in Public Service annual lecture on campus last fall.

Janah said Samasource's founding concept is to fight poverty by providing people with jobs in technology. "Whether you care about human rights, or peace and security, whether you care about infant mortality, sex trafficking or food security, what is at the root of many of the challenges in these sectors is lack of access to work," she said.

Samasource provides access to work through a model called "micro-work." It breaks down big projects for Silicon Valley companies like Google, LinkedIn and Walmart.com into small, manageable tasks that people in India, Kenya, Uganda or Haiti (where there are current Samasource centers) can complete with minimal training, thus

creating a virtual assembly line.

Before launching Samasource in 2008, Janah created a family of social justice enterprises that could be as entrepreneurial and innovative as for-profit companies. She spent six months in Ghana after high school, where she saw that "despite people's work ethic, they still remained poor." She went on to earn a B.A. at Harvard University and worked as a management consultant at Katzenbach Partners and the World Bank.

The lecture was presented by the Iscol program and the Bronfenbrenner Center for Translational Research in the College of Human Ecology.

*Written by Hanna Zdrnja '15, a writer intern for the Cornell Chronicle. This story first appeared in the Cornell Chronicle*



*Samasource CEO Leila Janah delivers the Iscol lecture on campus Sept. 30.*

 Robert Barker / University Photography

## Pillsbury Institute Focuses on Education, Experience and Engagement



From left to right, Entrepreneur in Residence Nick Bayer; Mona Olsen, assistant academic director of the Pillsbury Institute; Neil Tarallo, senior lecturer, talks with a student.

University Photo

**STUDENT ENTREPRENEURS** in the School of Hotel Administration have a new favorite landing spot – the lounge area at the Pillsbury Institute for Hospitality Entrepreneurship. You can find them there talking about the new classes at the school, a host of opportunities for outside engagement and the Institute’s other initiatives for supporting the entrepreneurial journeys of students to encourage innovation in the hospitality industry.

Mona Anita K. Olsen '04, the Institute’s new assistant academic director, is teaching one of those new courses – Technology Entrepreneurship for Bootstrapped Ventures.

“We made a conscious choice to create even more opportunities to develop student entrepreneurs from SHA by aligning our operations to make a difference in the industry around three core facets at the foundation of our operations: engagement, education and experiential learning,” Olsen said.

### In the area of engagement, the institute is:

- Launching “Connect Entrepreneurial Hotelies,” a new mentoring platform to connect students and alumni.
- Focusing on encouraging community and networking between alumni and students.
- Offering the expertise of three Entrepreneurs in Residence, who host office hours and advise students on real-world issues related to hospitality entrepreneurship.
- Working closely with the student Hotelie Entrepreneurs Club to bring alumni to campus for talks with student entrepreneurs.
- Working with its advisory board members on new mentoring and internship programs.

“Alumni are an invaluable resource to current Cornellians like myself, especially hearing them discuss their life’s work as it relates to their entrepreneurial endeavors,” said Carlos Cevallos '16. “Perhaps most importantly, more so than listening to their successes, is listening to the failures that are often hidden behind the glamor of suc-

cess. This is where real alumni-student mentorship occurs and where I have been provided the greatest benefit in my time at Cornell thus far.”

In the area of education, the institute now offers 10 undergraduate and seven grad-level classes, including Olsen’s new class and another, Corporate Entrepreneurship. Many students also take the popular Conversations with Entrepreneurs class.

“Every entrepreneurial venture that I have ever thought of has seemed nearly impossible or fantastical to the point where I always told myself that there was no chance,” said Christine Smith '16. “However, as I have seen in Conversations with Entrepreneurs, sometimes the seemingly unfeasible and impossible situations can become successful realities.”

And the Institute is reinvigorating its summer internship program, as well as working on other learning experiences including:

- The Entrepreneurship Bootcamp for Veterans with Disabilities, held in the fall.
- The Cornell Hospitality Business Plan Competition, which culminates with final events during Hotel Ezra Cornell weekend each spring.

“I have heard from many of the students who have participated in the business plan competition that it provided them with an opportunity to pull together and apply much of what they have learned during their time at Cornell,” said Susan Fleming, a senior lecturer at SHA who chairs the competition. “One finalist participant told me that the competition helped him in starting his own business.”

The 2012 winner, Anukul Chandhok, launched his business in Delhi and raised several million dollars for the business as it continues to grow, Fleming said. And last year’s winner, Martin Andonov, is also making good progress toward starting his business.

+ For more information on the Pillsbury Institute, see [hotelschool.cornell.edu/industry/centers/pihe/](http://hotelschool.cornell.edu/industry/centers/pihe/)

# Growth Phase

## *Opportunities abound for entrepreneurial students at the Dyson School*

From a new entrepreneurship faculty member to a conference focused on women in leadership positions and growing business minor programs, faculty members in the Dyson School are answering the call from students for additional entrepreneurial offerings.

“There is more interest in entrepreneurship among students in Dyson than ever before,” said Deborah Streeter, the Bruce F. Failing, Sr., Professor of Personal Enterprise in Dyson and developer of eClips, a database of digital video interviews with entrepreneurs “This generation has grown up with powerful young entrepreneurial role models.”

A new faculty member was recently hired in the Dyson School, Michael Roach, who is the new J. Thomas and Nancy W. Clark Professor of Entrepreneurship. An award-winning educator with a passion for teaching, Roach has taught courses such as: Commercializing Emerging Technologies, Intellectual Property and Technology Strategy, and Entrepreneurial Strategy.

Another annual event — a spring visit to Boston — helped expose students to the varied career options open to entrepreneurs. Along with startups, students met with angel investors, venture capitalists and representatives of larger companies who sell services to startup ventures.

“This helps to open their eyes to the variety of opportunities to work in the area of entrepreneurship,” Streeter said. “It really changes the way students think about their future careers.”

A much larger crowd took in the wisdom of female entrepreneurs and leaders during the first Symposium on Women in Leadership, held on campus in February. Panelists covered topics of interest in the entrepreneurship, corporate, non-profit and government sectors, while speakers talked about gender-related challenges in the workplace and participants could take part in pitch contests and networking sessions.

### OTHER GROWING INITIATIVES AT DYSON INCLUDE:

- The three new business minors — a general university-wide business minor, a business minor for engineering and a business minor for the life sciences — are growing, with more than 1,200 students participating.
- The Entrepreneurship@Dyson website has taken off, Streeter said, featuring students telling their stories of entrepreneurship and connecting students to job and mentoring opportunities with alumni.

## CCTEC Startup Takes Robotic Technology to Industry



**LAST FISCAL YEAR**, eight startups began their journey based on technologies licensed from Cornell University. One of these, Empire Robotics, Inc., is developing highly adaptive universal robot grippers and automation components and recently released a product to market.

The company's VERSABALL® is a robotic hand that is shaped and has the consistency of a stress ball. Filled with a granular material, it is flexible enough to envelop an object in one mode and strong enough to solidify around an object by creating a vacuum and pulling the granules together. This enables the VERSABALL® to pick up a wide range of objects — gentle enough to pick up a light bulb and strong enough to pick up objects weighing up to 20 pounds.

“Founding Empire Robotics with the technology's inventor, John

Amend PhD '13, has been crucial to progressing toward a product,” says William Culley '06, MEN '07, MBA '12, Empire Robotics CEO. “The fun thing about bringing a new technology to market is how exciting a small win can be, like selling our first prototype, and being contacted by a major customer. These milestones are like stepping stones through the daily sea of worry and uncertainty of founding a company.”

Empire Robotics utilizes technology licensed from Cornell University through the Cornell Center for Technology Enterprise and Commercialization (CCTEC). This technology uses a combination of positive and negative pressure so that the gripper can rapidly grip and release a very wide range of objects that are typically challenging for conventional universal grippers. The technology arose from the research of Professor Hod Lipson of mechanical and aerospace engineering and John Amend PhD '13, along with a joint collaboration with University of Chicago.

+ For more information on other startups, CCTEC and emerging technologies coming out of Cornell, visit [cctec.cornell.edu](http://cctec.cornell.edu).



## Organic Joy

### Rolph Finds Happiness in Seeing Company's Food Idea Blossom

JESSICA ROLPH '97 MBA '04 said when you love an idea as much as she does, it doesn't seem so crazy to be blending up new veggie smoothie recipes in your kitchen at 2 a.m. Or standing outside a dilapidated warehouse that's supposed to be your new production facility and still thinking there's hope. Or even sharing an apartment with complete strangers in order to save money for your company.

"I'm passionate about healthy food and nutrition and I just get so energized and excited about seeing a great idea transform into something real," said Rolph, founding partner and COO of Happy Family, a maker of premium organic foods. "Every product that we launch, every new account we get, the way we're building our company culture — I love growing those things."

After graduation, she worked as a paralegal and in political consulting, eventually developing an interest in business, particularly socially responsible businesses like Honest Tea and the Body Shop, which focused on fulfilling a mission while making a profit.

Returning for her MBA, she took courses in food industry management and joined BR Ventures, learning all about startup financing and legal considerations for new companies.

Her introduction to Shazi Visram, Happy Family founder, came about by chance, after a colleague mentioned Visram's name and Rolph called her to chat.

Visram had already been working on an idea for a fresh organic baby food company for three years. As a team, they decided on the name Happy Baby and launched the company in 2006.

The pair started with an idea for fresh baby food, changed to frozen, received a \$10,000 grant from the Eileen Fisher Foundation for women entrepreneurs, worked their own production line, pleaded with a production company, walked the aisles of Target giving away samples to moms and raised \$20 million over the next six years, eventually changing the company name to Happy Family to reflect a growing variety of products.

And it paid off.

In 2011, Happy Family was named the top growing food company by Inc. Magazine. By 2013, the company had more than a 4 percent share of the U.S. baby-food market and was generating gross sales of more than \$90 million. And last summer, the company was acquired by Group Danone, owner of the Stonyfield Farms, Evian water and Activia yogurt brands, among others.

"In seven years, we went from a struggling startup to something really big," Rolph said. "We were so persistent. We were never willing to give up. We completely believed in our big idea."

Although the company has been sold, Rolph's role has stayed the same.

"Nothing that's good has been changed; we've just added an extra layer of resources and knowledge," Rolph said. For example, Danone already has conducted studies on what factors lead some batches of carrots to be sweeter than others, a question she always pondered. "It's like having a parent who is so supportive and has already been through so much."

## CEN Expands Into New Cities

The Cornell Entrepreneur Network (CEN), the university's entrepreneurial and business network, continues to grow and expand to meet the needs of Cornell alumni.

CEN recently spread into three new cities, increased the number of live streamed events and continues to offer online webinars, networking opportunities and events throughout the country — and globally — featuring world-class alumni industry leaders as speakers on timely topics.

"We look for opportunities that allow us to connect with the most alumni possible," said Magdalena Kalinka Bartishevich, CEN director. "For example, we returned to SXSW (South by Southwest) in March to host a networking reception for Cornellians attending the conference as well as local alumni."

More than 2,000 alumni, parents and friends throughout the country participated in CEN events in the past year.

### RECENT HIGHLIGHTS

**"THE LEAN STARTUP," NEW YORK CITY,** featuring Christopher Fong '03, business development and strategic partnerships, Google; Steven Blank, retired serial entrepreneur-turned educator and author and Zach Shulman '87, JD '90, Director, Entrepreneurship@Cornell and managing partner, Cayuga Venture Fund.

**"INNOVATION IN MEDIA," LOS ANGELES,** featuring David Greenman '00, actor/screenwriter; Christopher Fenton '93, president of DMG Entertainment Motion Picture Group and Donald Wong '92, consultant, former partner, Media & Entertainment Vertical, EMC Consulting.

+ For more information on CEN, visit [cen.cornell.edu](http://cen.cornell.edu).

Cornell Tech students celebrate at their Open Studio Reception and graduation of the “beta” class in December 2013. From left to right, Dean Dan Huttenlocher with students David Jiang, Andrew Li, Ted Krum, Greg Tobkin and Erich Graham.

Robert Barker/University Photography

# CORNELL TECH

## Professors Embrace Entrepreneurial Culture at Cornell Tech

By Kathy Hovis

**FOR** Professor Rajit Manohar, the energy and environment at Cornell Tech is invigorating and unlike any other academic setting he’s experienced.

“We have people coming through every week from outside the university – people from the VC community, people who have started their own companies, people from corporations,” he says at his desk, in an open space with grad students, faculty and staff. “And everyone here is focused on building something and demonstrating how they are doing that. We really care about impact.”

Manohar, a professor of electrical and computer engineering, is also associate dean for academic affairs for Cornell Tech. A professor at Cornell since 1998, he says the tech campus is full of students interested in commercializing their ideas. The campus currently offers a master’s degrees in computer science and will be launching a masters degree in information systems with a concentration in connective media, as well as a tech-oriented MBA program in the next few months. In addition, PhD students in a number of digital disciplines work with faculty at Cornell Tech.

Cornell Tech is currently operating out of space donated by Google in Chelsea, but eventually the campus will include two million square feet of new space located in a series of architecturally dynamic buildings on Roosevelt Island. The innovative, sustainable academic campus will be made up

of a combination of state of the art academic space, a corporate co-location building for tech organizations and startups, housing for faculty, students, and staff, and publicly accessible open space. The campus will be built in phases, with the first opening in 2017.

But even before that new physical space takes shape, professors and students are creating a new model for education – with no departments, intense collaborations and a focus on pushing the limits of today’s technology and the entrepreneurial spirit to make visions into reality.

Students work to build products and launch real companies as a part of the curriculum and this work is a collaborative experience across degree programs.

“Faculty and staff have startup or external engagement experience, so it’s easy for the students to talk to us about their business ideas and plans,” Manohar says.

Manohar started a company with some former students in 2004 based on Cornell technology in the semiconductor industry. He said the process was challenging because there weren’t a lot of faculty in Ithaca with entrepreneurial experience. That will be different at the new campus, he says.

“It’s all about critical mass,” he says. Faculty recruited for the new campus all have commercialization interests and experience so they can share information about funding, legal questions, intellectual property protection and the myriad other issues that

arise when starting a company.

“The experience for our students is very similar to a real startup,” said Mor Naaman, an associate professor at Cornell Tech who is also co-founder and chief scientist at Seen. “They just get to do it in a very supportive environment.”

“We’re developing the next generation of New York City CEOs, CTOs and technology leaders.”

Students work on projects with existing companies or work toward the creation on a new company, with an end-of-semester Open Studio where students, faculty and staff present the results of their work.

“Our students are already building products and launching companies,” said Aaron Holiday MBA ’12, managing entrepreneurial officer at Cornell Tech. Holiday said students are engaging with external collaborators, as well faculty and staff at Cornell Tech, to form startups.

“The way we teach our classes is modified so that we can support the culture,” Manohar said. “Everyone has this motivation to make a difference, to have an impact. Even though we’re really busy as things are taking shape, students and faculty are already working out startup proposals.”

*+For more information on the programs and philosophy of the campus, visit [tech.cornell.edu](http://tech.cornell.edu).*

# E@C INTERNS DELIVER ON ENTREPRENEURIAL PROJECTS

By Kathy Hovis



*LLOYD ROBINSON '87 WILL NEVER FORGET THE FIRST SUMMER HE HIRED AN INTERN FROM ENTREPRENEURSHIP@CORNELL ABOUT 10 YEARS AGO.*

A few weeks before they were to start, he met with senior managers at his company, Awisco, a firm headquartered in Queens that supplies industrial gases, specialty gases and welding and industrial supplies to businesses in the New York and New Jersey metropolitan area.

They developed an “amazing plan” for their intern, full of projects they would work on during the summer. The only problem: the intern completed the list in the first week.

“Since then, we’ve pretty much stuck with Cornell interns,” he said with a laugh.

Robinson, the president of Awisco, took over the business from his father in 2000 and expanded it from one location with 20 employees to eight locations with 90 people. He said his summer interns “become part of the company. They sit in the open offices with everyone else, have lunch with everyone and interact.”

Robinson said both the company and interns benefit from the summer experience.

“They are doing analyses that we would love to do but we just don’t have the time or resources to do during the year,” he said. Past intern projects have included studies of company cell phone plans, fuel usage and most profitable routes and new management dashboards to help better manage their branches. “They are doing work that has an impact on the bottom line,” he said.

And interns say they have access to Robinson and learn every facet of the business. Kelly McDarby '16, said her desk was only a few steps from Robinson’s when she worked there in the summer of 2013.

“It was rewarding to get to interact with all of the employees — including traveling to other branches of Awisco located throughout the city. It amazed me that everywhere I went: the warehouse, the Bronx location, or my desk in the office, each employee had an essential role in the functioning of the business. Being at Awisco was most definitely a team experience.”

Robinson said every intern is involved in each facet of the organization.

“They see how the trucks get dispatched, how deliveries are made,” he said. “They see how the billing process works. They are working with real products.”

Robinson also makes the summer experience a memorable one for students, taking them to baseball games and company outings.

“They all send thank you notes and keep in touch with us,” he said. “Often they’ll come back during school breaks to work.”

Robinson is one of 31 companies who took 55 interns from Entrepreneurship@Cornell in 2013, in locations from New York to San Francisco. Students from all of Cornell’s schools and colleges are involved in the Entrepreneurship@Cornell internship program.

+ For more information on how to host an intern at your company, see [eship.cornell.edu/activities/internships](http://eship.cornell.edu/activities/internships).



“THEY BECOME PART OF THE COMPANY”



Above: Kelly McDarby '16, an intern at Awisco, took part in trade shows and fairs, demonstrating equipment, as part of her summer internship experience.

Top right: The 2013 Kessler Fellows show off their company logos after they returned to campus from their summer internships.

All photos provided



## + KESSLER FELLOWS EXPERIENCE ENTREPRENEURIAL ADVENTURE

Each year, a select group of engineering students spend their summers working closely with top leaders of startup and growth companies, then bring their knowledge back to campus during fall presentations.

The Kessler Fellows Program offers select junior engineering students a unique experience that includes a spring course “Essentials of Entrepreneurism,” summer placement in a startup or other entrepreneurial environment and student presentations during a fall symposium series.

The experience is beneficial in so many ways for Cornell students, said Tracey Brant '84, director of the Kessler program. The skills and knowledge they gain from close mentorship by entrepreneurial founders and leaders, coupled with the coursework and fall presentations, prepares them well for their future pursuits.

After their summer placements, many students continue to work with their companies throughout their senior year at Cornell, Brant said, and some receive full time job offers upon graduation. Others have found networking and contacts made through their placement company integral to their future plans.

“The innovative nature of our program fits beautifully within the current entrepreneurial landscape in Engineering, at Cornell, and nationwide, really,” Brant said. “We are truly the program in Engineering ‘Breaking the Rules to Engage Entrepreneurial Spirit.’”

Georgia Crowther '14, a mechanical engineer, spent her summer developing security hardware, redesigning frame components for bike cable routing and

maintaining a pilot system for Social Bicycles in Hoboken, NJ.

“When I look at some of our newest bicycles that we are currently launching, I have the privilege of seeing parts that I have personally had a hand in designing,” Crowther said. “It’s exciting to imagine that thousands of people might use the hardware that you have helped create.”

Crowther will be returning to work for the company after graduation.

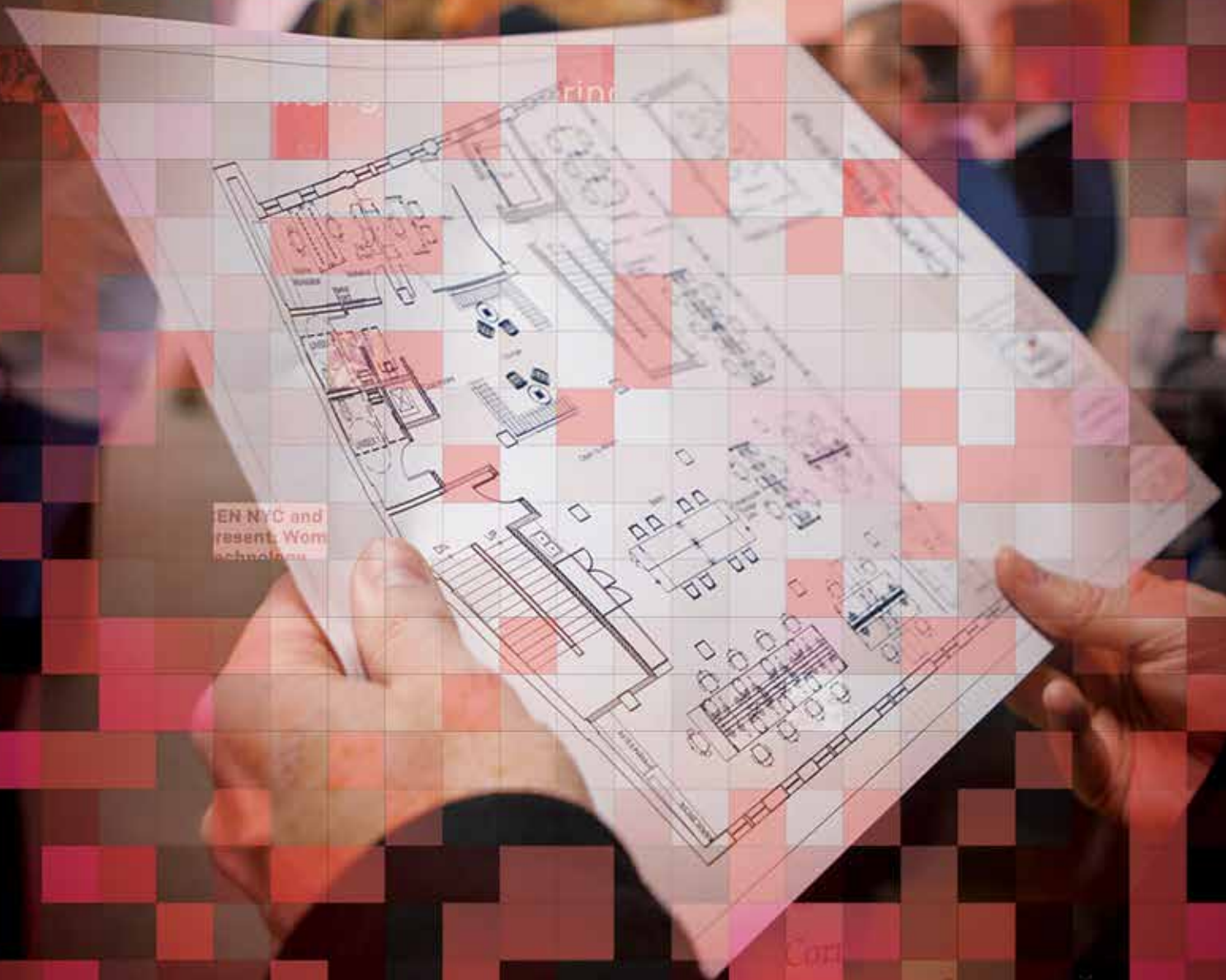
Through the generosity of Andrew J. Kessler '80, Kessler Fellows receive a \$2,000 cash prize at the conclusion of the spring course and are paid \$1,000 per week during their 10-12 week summer placement.

Nicholas Nasello '14, a chemical engineering major, said the spring course helped open his eyes to the world of entrepreneurship, after several summer internships working with larger companies.

“In particular I remember learning about legal pitfalls encountered by many startups with things like patents and partnership agreements, which made me realize just how careful and focused a small company needs to be to succeed in today’s hyper-competitive environment,” he said.

Nasello worked with Calysta Energy, a company that uses biochemical pathways to convert natural gas to other useful chemicals and fuels. His work focused on one particular high-value chemical that the company hopes to produce in bulk.

+ For more information on the Kessler Fellows program, visit [engineering.cornell.edu/academics/undergraduate/special\\_programs/kessler\\_fellows/](http://engineering.cornell.edu/academics/undergraduate/special_programs/kessler_fellows/)



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# STARTUP CORNELL

Cornell, Ithaca launch new spaces and services to support entrepreneurs

By Kathy Hovis

From a new downtown incubator to a Collegetown hub for entrepreneurship and new virtual resources, numerous groups and organizations in the Cornell and Ithaca communities are looking to expand opportunities for entrepreneurial students, alumni and community members.

## ■ DOWNTOWN ITHACA INCUBATOR

Announced January 16, 2014 the new Downtown Ithaca Incubator promises to channel rising entrepreneurs into the region to work, grow and thrive.

A collaborative venture among Cornell, Ithaca College and Tompkins Cortland Community College, the incubator will be located at 314 E. State St. in the Carey Building in downtown Ithaca. Ithaca has long needed a downtown business incubator and the new project fills a big need!

The incubator is part of the new Southern Tier Innovation Hot Spot, a regional economic development initiative that just received a three-year, \$750,000 award from the State's Regional Economic Development Council. One of five in New York State, the Hot Spot is headed by partners Cornell University, Binghamton University and the Ceramics Corridor Innovation Center, an initiative of Corning Inc. and Alfred University.

"The incubator will serve as a focal point for the growing startup ecosystem here in Tompkins County, in the space we're standing in today," said Mary Opperman, Cornell's vice president for human resources and safety services, speaking at the press conference announcing the project. Ms. Opperman represents Cornell on the Southern Tier Regional Economic Development Council. She noted that the incubator "leverages important state programs," and she thanked New York State for

"its recognition of the importance of economic development at the local and regional level."

Importantly, companies admitted to the incubator may be eligible for additional tax incentives through START-UP NY, a program that provides tax-free areas and support to young companies.

Initial growth of the incubator project will be led by Tom Schryver '93, MBA '02, Cornell's newly appointed executive director of new venture advancement. His role includes promoting Cornell startups as well as mentoring new entrepreneurs through the Ithaca incubator and the Southern Tier Regional Innovation Hot Spot. Schryver is also responsible for the administration of the START-UP NY program on behalf of Cornell.

An entrepreneur who has worked with several startup companies since moving back to Ithaca six years ago, Schryver said, "This is the kind of place we've all been waiting for, for a very long time."

Schryver described the incubator as a kind of concierge service for startups and potential startups.

"We feel very strongly that there's no need and no benefit to directly duplicate what's already here," he said. Instead, "entrepreneurs can come here and get directed to support resources that are already out there, that we're not necessarily replacing."

*A visitor looks over the floor plans for the Downtown Ithaca Incubator during a press conference in January.*

 Lindsay France / University Photography

# E@C partners with CoFounder Connection

*A new online platform hosted by Entrepreneurship@Cornell helps entrepreneurial Cornellians find partners for their ventures.*

CoFounder Connection can bring together companies, founders, advisers, and interns through its matching services. Participants gain connections not only to other members of the Cornell and Ithaca entrepreneurial community but to the entire CoFoundersLab database, which is 25,000 members and growing quickly.

“A great team is critical to startup success, yet good co-founders/business partners are hard to find,” said Zach Shulman ’87, J.D. ’90, E@C Director. “Cornell is dedicated to helping our entrepreneur community better solve this problem, and CoFounder Connection is part of the answer.”

Signing up is easy. Visit [cornell.cofounderslab.com/](http://cornell.cofounderslab.com/) to create a free entrepreneur profile.

Connections can happen virtually or at an in-person CoFounders Wanted Meetup, which occur in cities across the country.

Whether you’re just starting out with an idea and looking for your first co-founder or you’re two years into a startup and looking for that third or fourth co-founder, use CoFounder Connection to find that key team member.

The CoFounder Connection co-founder matching platform is available to the entire Cornell/Ithaca community. The best part? CoFounder Connection plugs into the CoFoundersLab database of thousands of entrepreneurs looking for a co-founder! The portal also allows extensive search and filter capabilities to narrow the search down to co-founder candidates with specific criteria, such as those people whom have certain skills, are part of specific communities (co-working spaces, accelerators, etc.), or have complementary entrepreneur personalities.

CoFoundersLab.com officially launched in January 2011 and has 12 college and university partners, including Cornell, Harvard, Duke and NYU. Cornell’s portal launched in April 2013.

## ■ eHUB GAINING MOMENTUM

E@C and Student Agencies Foundation are working together with Cornell academic units to launch an entrepreneurial center in Collegetown where students “do” entrepreneurship. We have dubbed this new space “eHub”, but that is a working title and might well change. E@C is delighted that the eHub project is gaining momentum, and as of March 2014 approximately \$1.3 million has been pledged from alumni towards its construction.

eHub will become a co-working space for Cornell students interested in pursuing their entrepreneurial ambitions and gaining real world business experience. The space will be the home to Student Agencies, eLab and the PopShop.

In addition, the eHub will provide a robust set of activities for entrepreneurial students, including trainings, presentations, workshops and exhibit space. Plans include skill-building and coaching sessions, summer accelerators, entrepreneurial skill intensives and lecture and meeting space for visiting entrepreneurs and alumni. If fully funded, eHub will occupy the entire second and third floors of the Student Agencies Building at 409 College Avenue right next to Rulloff’s. It will include a flexible floor plan to allow for large gatherings, workspace for student teams and minimal office space.

“We hope to wrap up our fund raising, line up our academic partners and begin construction as soon as possible. Student Agencies is a tremendous supporter of E@C, and the eHub project is the next step of our important partnership”, said Zach Shulman ’87, J.D. ’90, E@C Director.

## ■ LAUNCHING NEW VIRTUAL RESOURCES

Along with these new physical spaces, several new virtual initiatives are also in the works:

**E@C’S NEW WEBSITE** should launch this spring, with improved navigation, streamlined content and more robust search capabilities for members of the entrepreneurial community at Cornell. Critically, the new site will highlight everything entrepreneurial at Cornell and provide an easy way for each Cornell school and college to highlight its activities. The site will contain prominent dynamic content, including our weekly digest of entrepreneurial events and programs.

**THE NEW CORNELL STARTUP LIST** has already launched with an initial database of more than 100 companies. Our goal is to grow this to thousands. Students, faculty and alumni entrepreneurs are invited to enter profile information about their startup companies at [cornellstartuplist.com](http://cornellstartuplist.com). Cornell Startup List will become the single repository to quantify the number, depth of expertise, and geographic reach of successful Cornell Startups – all of which are important indicators of Cornell’s growing entrepreneurial success. Analysis of the aggregate data collected via Cornell Startup List will provide valuable insights as we fine-tune Cornell’s entrepreneurship programs and courses. As a contributor, startups will benefit from easy access to the reference list of Cornell entrepreneurs and, most importantly, be part of the Cornell Startup Community!

*(Information about the Downtown Ithaca Incubator first appeared in the Cornell Chronicle in an article by Anne Ju.)*

# NEW BUSINESS OFFERS FASTER INTERNET FOR STUDENTS

## FIBERSPARK ONE OF 10 NEW ELAB COMPANIES

**JEFF SHAFFER** IS HAPPY WHEN HE HEARS STUDENTS COMPLAIN ABOUT THE BIG INTERNET SERVICE PROVIDERS. THAT'S A **GOOD THING FOR HIS BUSINESS.**



The Fiberspark team in their office in Collegetown.  Provided

His company, Fiberspark, is capitalizing on existing fiber optic infrastructure and leveraging new technology to offer internet at about 100 times the speeds now available. He's working with large landlords in Collegetown on a pilot project and plans to start offering services in the fall of 2014.

Fiberspark is one of the student businesses that was accepted into the Student Agencies eLab this year, an accelerator also sponsored by Entrepreneurship@Cornell, that helps undergrads and grad students develop their business concepts into reality. eLab accepted 15 companies in October 2013 and narrowed the field to 10 to continue into the Spring semester.

Shaffer, an information science major, started investigating the idea for his company while an undergrad, learning about the federal government's 2008 investment in fiber optic networks. That network is available for use, and his company can lower infrastructure costs by offering a hub on each floor of an apartment building with wireless powerful enough to reach any unit, rather than connecting wires to each apartment.

Landlords can use the service as a marketing tool since internet speed is a key consideration for student renters. And he's also talked to the city of Ithaca about offering his service at a reduced cost to low- and moderate-income neighborhoods.

"That's part of our mission," said Shaffer, who currently operates his company out of the POPSHOP space in Collegetown, a student-run working space that's open most afternoons and evenings and offers a

host of learning opportunities for students.

Shaffer said the eLab has helped him in many ways. "I wanted to build a support network and get the entrepreneurial community more invested in our business," Shaffer said. Through eLab and its fellows, he's "built a great network."

This year, students who have earned a spot in the eLab earn academic credits for classes and work on their business ideas.

"In combination with the Startup Learning Series class (NBA 6860), eLab participants now earn 5.5 academic credits toward a Cornell degree for work associated with their startups," said Dan Cohen, director of the eLab and a lecturer in the School of Industrial and Labor Relations. "We join Stanford and MIT at the cutting edge of offering these types of courses across the nation. Through these classes we will really be able to enhance the skill sets of eLab student entrepreneurs."

Established in 2008, the eLab helps students develop and launch their business concepts. eLab students go through an intensive six-month process of business development, advised by alumni mentors and entrepreneurs. They also participate in weekly meetings and work sessions.

Each year, competition for a spot in eLab gets tougher, Cohen said. Applicants need to already have a business team formed and should have a solid concept that's already been shown to potential customers, not just an idea. And students need to show a combination of commitment, professionalism, genuine enthusiasm, and execution skills necessary to launch a startup while also being fulltime students, Cohen said.

In April of each year, eLab teams present during Demo Day at the Entrepreneurship@Cornell Celebration conference. Some teams gain funding from angel investors, move on to professional accelerators or bootstrap their own financing, while others decide to take a new direction or learn from the experience of failure, Cohen said.

Many eLab teams are visible on campus and in the community, including Rosie, a grocery app that allows you to order online for pickup or delivery and tracks your grocery needs based on preferences and how quickly you use items. The service is available at P&C stores in Ithaca and Cortland and supermarkets in Syracuse and Farmington, with locations coming at MaineSource stores and Foodies in South Boston.

+ For more information on eLab, visit [eLabstartup.com](http://eLabstartup.com).

# 2<sup>ND</sup> ANNUAL JOHNSON SHARK TANK



MORE THAN 150 STUDENTS, STAFF, AND FACULTY WATCHED AS STUDENT STARTUPS PITCHED VENTURE CAPITAL JUDGES AT THE SECOND ANNUAL JOHNSON SHARK TANK EVENT IN FEBRUARY.

The winning pitch came from Feifan Zhou '16, CEO of Tune-Tap, a service that helps venues and musicians reduce the risk of producing concerts by enabling artists and fans to crowdfund live events, pre-selling tickets and ensuring an audience prior to an event. Zhou and his colleagues produced their first show using tunetap at Cornell just two months after launching.

"It's awesome to see everyone out here supporting entrepreneurship at Cornell," Zhou said. "Having won Shark Tank is just the next step in getting us to market." Zhou took home a \$1,500 prize for first place.

"Increasingly more students are entering the entrepreneurship space as they seek to create solutions to problems they encounter," said Ami Stuart '10, Johnson tech events manager. "This event is just one of the ways Johnson is supporting entrepreneurship."

The event, which is open to all Cornell students, featured six teams pitching their ideas to a panel of judges from Andreessen Horowitz, FirstMark Capital and Osage University Partners.

"The Johnson Shark Tank event was just another data point on the great entrepreneurial activity that's bubbling at Cornell," said John Lee '10, associate with Osage University Partners. "The teams presented well and had rich, complex ideas."

"The Johnson Shark Tank is a great opportunity for our MBA students interested in entrepreneurship to collaborate with students in engineering and other schools across Cornell to test their business models and startups against the probing questions of venture capitalists," said Fred Staudmyer '77, MBA '79, assistant dean for career management at Johnson. "It's a wonderful event for Cornell's best to gain valuable experience and insights."

Last year's winner, Solar Flare, founded by Mikayla Diesch '16, has incorporated, lined up production companies in two states and is currently in discussions with an incubator program focused specifically on food and drink products.

"Over the past four years, I have seen a transformation in the tech ecosystem and spirit on campus" said Morgan Beller '13, a partner with Andreessen Horowitz.

The event was supported and sponsored by Johnson's Entrepreneurship and Innovation Institute, Entrepreneurship@Cornell, Entrepreneurship@Dyson, eLab, the Department of Computer and Information Science, the Engineering Career Fair Team, Student Agencies Inc., the Johnson Career Management Center, the College of Engineering and eClips.

"I was incredibly impressed with the entrepreneurial activity and startups being launched by Cornell students, whose work made picking a winner in the Shark Tank competition truly difficult," said Paul Cianciolo, VP, FirstMark Capital. "From consumer internet to battery technology to software powering hardware devices, there is certainly a lot of innovation happening on campus in Ithaca."

+ To view the pitches from both years, visit [eclips.cornell.edu](http://eclips.cornell.edu).

+ For more information about entrepreneurship at Johnson, visit [johnson.cornell.edu/EII.aspx](http://johnson.cornell.edu/EII.aspx).

# TECH TREKS OFFER INSIDE LOOK AT NYC STARTUPS



Students pitch their ideas during the 2013 Johnson Shark Tank competition in Duffield Hall. © Jason Koski / University Photography

"The Johnson Shark Tank event was just another data point on the great entrepreneurial activity that's bubbling at Cornell"

- JOHN LEE '10

The most comprehensive way to learn about entrepreneurship is to go straight to the source. And that's just what Johnson is doing as it brings students to NYC to hear from founders and visit startups in NY's booming entrepreneurship ecosystem.

"One of the main values in these tech treks is enabling the students to experience different tech companies side-by-side, in real time, and in those companies' own environments instead of in a classroom," said Rhett Weiss, executive director of the Entrepreneurship and Innovation Institute at Johnson. "During each visit, we engage in off-the record discussions with each company. We do the same again at the end of each day but among ourselves. This enables the students, while everything is still quite fresh, to compare, contrast, and discuss — openly and honestly — everything from these companies' cultures, technologies, product development and management approaches, and business models, to their decisions, smarts vs. luck, and prospects for success (or difficulties) ahead."

For two years, students from all of Cornell's colleges have embarked on these one-day treks, where they visit three to four companies.

"The Johnson Tech Trek was an incredible experience that gave an inside look into very cool and innovative startup companies," said Evan McElwain'14, an economics major. "It was extremely valuable to have Q&A sessions with founders of various companies in an informal setting."

"By visiting a wide range of startup and tech companies, in various stages of growth, we see how unique each company is, and how much the founder influences the direction and culture" said Ami Stuart '10, tech events manager at Johnson and Cornell Tech, who has led seven of the treks. "We've visited established companies like Facebook, Google, Bloomberg, ebay, Tumblr, and Twitter (just a week after their IPO), as well as startups like SailThru, MongoDB, Thrillist, Contently, MOAT, Jibe, and AppNexus."

Some students attend because they want to start their own company, while others hope to work for a startup or tech company in the city.

"My favorite part of the trek was realizing that these were not just stories of instant success — but of struggle. We met real people doing real, meaningful things that didn't just 'happen,'" said Sasha Naranjit '14, a computer science major.

Fred Staudmyer '77, MBA '79, assistant dean for career management at Johnson, has been a strong supporter of the treks. "Having both MBA and engineering students participating in the treks enhances the experience for both groups," he said. "The conversations that occur at company sites and afterwards allow students to think at the nexus of business and computer science/engineering .... a great learning opportunity in this digital economy."

The New York City Economic Development Corporation has shown interest in these tech treks and has piloted a similar program to increase student interest in NYC for employment.

"Student tech treks provide an efficient way for startups to recruit top talent into the thriving tech startup sector in New York City," said New York City Economic Development Corporation Executive Vice President Eric Gertler. "As part of the NYC Tech Talent Draft, students from Cornell and other universities have become a part of New York's entrepreneurial world, building companies that will help New York City grow for years to come."

+ For more information, contact Ami Stuart at [am345@cornell.edu](mailto:am345@cornell.edu)

ENTREPRENEURSHIP@CORNELL

# CELEBRATION & SUMMIT







## Summit, Celebration grow to connect entrepreneurial alumni, students and faculty

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From our spring Celebration conference on campus to our fall Summit in NYC, Entrepreneurship@Cornell continues to offer high profile events to help connect Cornellians and others interested in new business creation and growth.

More than 350 Cornell alumni, students, faculty and other entrepreneurially minded people enjoyed a full day of talks by entrepreneurs and venture capitalists at our 2nd Cornell Entrepreneurship Summit in New York City Oct. 11, 2013.



**FOCUSED ON THE THEME, “THE BEGINNING: FROM NOTHING TO SOMETHING,”** the event featured entrepreneurs including Yahoo’s Kathy Savitt ’85, Shake Shack’s Randy Garutti ’97 and Practice Makes Perfect founder Karim Abouelnaga ’13, who told stories of the ups and downs of running their own enterprises.

“We thought this Summit should be about entrepreneurship from the lens of Ezra Cornell,” said Scott Belsky ’02, founder of Behance, vice president for products/community at Adobe and moderator of the conference, “that any person should be able to solve any problem as an entrepreneur.”

The Summit featured TED-style 15-minute talks by 10 speakers, Q-and-A opportunity and networking.

Keynote speaker Savitt, chief marketing officer at Yahoo, said her history and government major has proven beneficial throughout her career as an entrepreneur and with large companies like Yahoo.

“If you have a liberal arts background, you are going to learn to grasp abstractions in a way that no one could ever teach you in a marketing course,” she said. “You’re going to debate the impossible, look at patterns that occurred in history, and you will have to go into your professional life and examine very similar patterns.

“That training became the foundation for me,” she said.

“The Cornell Entrepreneurship Summit NYC is a marquee event for Cornell,” said Zach Shulman ’87, J.D. ’90, director of Entrepreneurship@Cornell. “We will continue to grow its stature and draw,

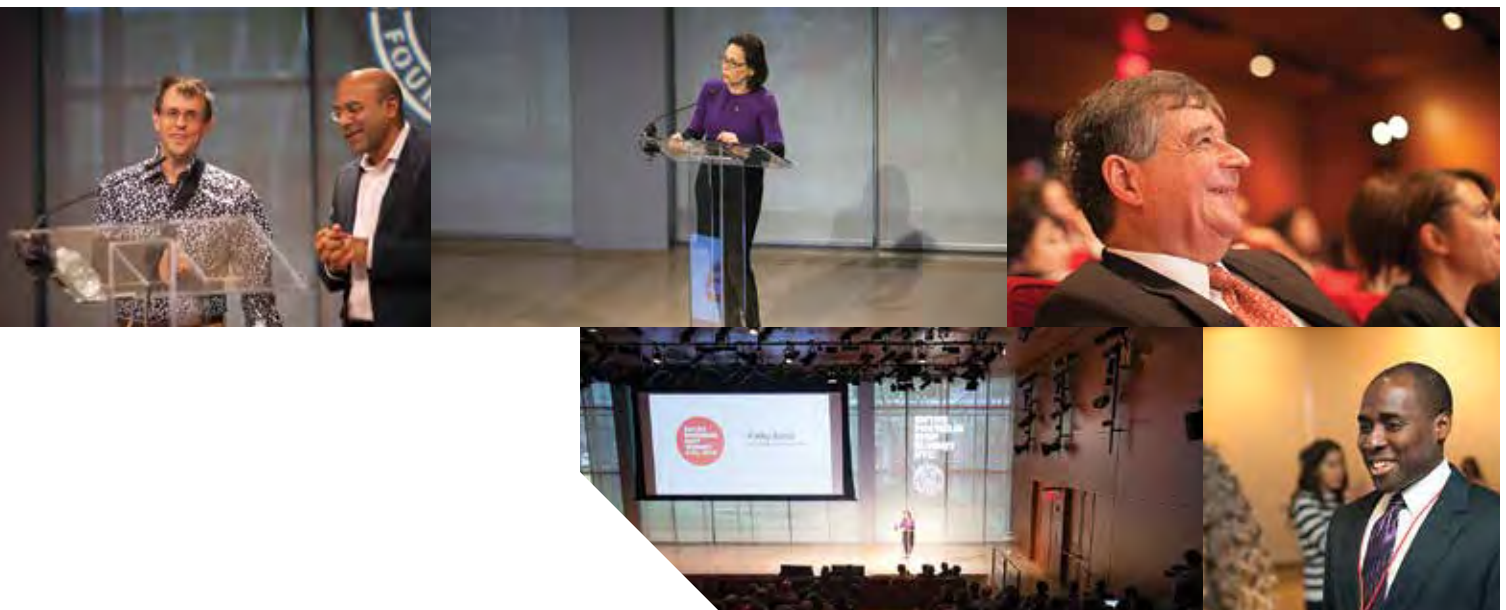
and we’re already looking forward to this year’s summit on November 7, 2014.”

Similarly, last year’s April Celebration two-day conference brought more than 500 alumni, faculty, staff and students to campus for networking, panel discussions and presentations. A highlight of Celebration 2013 was the new eLab Demo Day, where eLab companies presented five-minute pitches of their businesses as the culmination of their accelerator experience.

This year, Celebration 2014 will again include Demo Day, as well as a dinner honoring Greg Galvin MS ’82, PhD ’84, MBA ’93, chairman and CEO of Rheonix, Inc. and Mezmeriz, Inc. and co-founder and former CEO of Kionix, Inc., as Cornell Entrepreneur of the Year 2014.

Galvin launched his first company, Kionix, Inc., in 1993, to commercialize a novel micro-electro-mechanical systems technology platform based on Cornell research. He sold part of that company to Calient Networks, Inc. in 2000, retaining the consumer electronics, automotive and microfluidic opportunities for the technology. In 2009, he sold the second incarnation of Kionix to Rohm Co., Ltd. Prior to this second sale, Galvin spun-out Rheonix from Kionix, Inc.

Galvin is also the CEO of Mezmeriz, Inc. an early stage micro-electro-mechanical systems company addressing the image recognition and projection markets. Like Kionix and Rheonix, Mezmeriz is also based in Ithaca.



*E@C's Advisory Council of entrepreneurs, business and organization leaders provides advice, support and financial resources. To learn more about becoming a member of the E@C Advisory Council, contact Debra Moesch at [d1m8@cornell.edu](mailto:d1m8@cornell.edu) or (607)255-1576.*

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# Chobani Founder Named EY Entrepreneur of the Year

**F**or a globally acclaimed billion-dollar company, it was the most unassuming of beginnings.

Hamdi Ulukaya, a Kurdish immigrant and small businessman from eastern Turkey, picked up a flier advertising a recently closed yogurt plant in South Edmeston, a hamlet two hours' drive east of the Cornell campus. He threw the flier out.

But he didn't stop thinking about it. Ulukaya, who grew up helping with his family's farm and feta cheese business, was looking for a way to bring the high-quality dairy products he remembered from his youth to a larger market. His instincts told him he was discarding an opportunity. The flier went back on his desk.

What has happened since is a testament to the power of entrepreneurship to improve consumers' lives, put people to work and fuel economic growth. It's a story that underscores EY's commitment to advising, guiding and recognizing entrepreneurs worldwide.

In 2005, against the advice of friends and with the help of a Small Business Administration loan, Ulukaya bought the defunct yogurt plant, formerly operated by Kraft. He started with five employees, a vision and the space to make it work. For 18 months, he built his team and focused on perfecting the product: Chobani Greek Yogurt, which hit the shelves in October 2007 with an initial 300 cases, in five flavors, shipped to a retailer in Long Island.

"I didn't hear anything from the store for a week, and it was the longest week of my life," he later told EY Exceptional magazine. But the owner did call back — to ask for another shipment.

Chobani, made using a centuries-old technique of straining to remove

excess liquid, took just six years to become the best-selling brand of Greek yogurt in the United States. The company's annual sales topped the \$1 billion mark, in 2013, just six years after the first products shipped. With additional plants in Idaho — the largest yogurt manufacturing facility in the world — and Australia, Chobani employs more than 2,200 people across the globe. Its success is based on a simple philosophy: "If we can't do it better," Ulukaya says, "we don't do it at all."

Under Ulukaya's stewardship, Chobani is also committed to giving back to the community at large. The company donates 10% of its profits to its charitable foundation, which distributes grants for projects ranging from a Little League field in nearby New Berlin to famine relief in Somalia.

Ulukaya was recognized for his extraordinary success in the US in 2012, when he was named the EY US Entrepreneur Of The Year™. Last June in Monte Carlo, Ulukaya was named the EY World Entrepreneur Of The Year™, beating out national Entrepreneur Of The Year winners from 60 countries for worldwide recognition of their entrepreneurial accomplishments.

What is the secret of his success? It's simple.

"Don't ever forget where you come from," he says.

*Mike Kacsmar is Americas Director of the EY Entrepreneur Of The Year Program.*

*For more info on the EY Entrepreneur Of The Year™ awards program visit [ey.com/us/eoy](http://ey.com/us/eoy)*

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# eCornell Develops New Online Training for Growing Companies

By Chris Proulx

**eCornell** was created as an entrepreneurial startup by Cornell in 2001. Like many of you, we've been through the typical early stage excitement and long hours, the challenging phase of finding our sustainable business model, and now a period of sustained growth. We're excited to be working with innovative faculty at Cornell who are engaging in leading research and practice for what makes a company succeed.

With this understanding of the needs and challenges of leading fast-growing firms, we've just launched our latest online education product, RedShift. It is a first-of-its-kind online learning product from a top school like Cornell. Developed specifically for high-growth companies, the on-demand content, real-world focus, modular format, and affordable subscription pricing are designed to help companies grow their talent while they grow their business.

We have worked with leading faculty from Johnson, Hotel, ILR, and Engineering to select the business and leadership content that is most relevant to growing a company. Topics such as:

- How do I mobilize people around an idea?
- Projecting your brand through social media.
- What's the most effective way to do market segmentation?
- Developing a sales team to drive revenue.
- Marketing analysis for Big Data applications.
- Competitive pricing to drive market share.

We know that leadership teams at high-growth companies can't stop running the business to do traditional training. RedShift solves this problem by giving you on-demand access to the best business and manage-

ment content available at Cornell. And we've paired that content with access to a coach who can give you one-on-one feedback as you learn. No set schedules, no time away from work, but hundreds of short, online topics focused on growth.

In the process of developing RedShift, we have been reaching out and talking with founders and executives at many high-growth companies, including several Cornell entrepreneurs. Their insights and valuable how-to's are captured at [blog.ecornell.com](http://blog.ecornell.com) and integrated where appropriate into RedShift. Check out the blog for great advice on moving from idea to action, when to "pivot", intimately engaging with your customers, maximizing social media for your business, the secret to success of the subscription-based business model, and more.

And let me know if you have a success story you'd like to share with our global learning community of leaders and entrepreneurs; we'd love to showcase more Cornell entrepreneurs.



## **Chris Proulx, CEO at eCornell**

*As CEO, Chris is responsible for setting the strategic direction of eCornell, identifying growth potential in online education for eCornell, and collaborating with the senior leadership of the University and its faculty to strengthen and seek creative opportunities for our partnership. Before taking on the CEO role in 2004, Chris served six months as Chief Operating Officer and two years as Director of Program Management.*



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# Alum Inspired by Work with Cornell Startups



Todd Anderman '03

Todd Anderman is bullish about the entrepreneurial energy coming from Ithaca and from Cornell Tech in NYC.

Anderman '03, a counsel in the Corporate Practice Group at WilmerHale, has been working with student startups and emerging Cornell-affiliated technology companies for the past two years. "We have a large number of clients formed by students and alumni from the Ithaca campus, and are starting to see the impact of the entrepreneurial seeds coming out of Cornell NYCTech," he says.

Anderman, a government and philosophy major at Cornell, says he began his legal career focused on litigation, but soon discovered he enjoyed the "dynamic nature" of corporate work.

"It can be fast paced, with lots of balls up in the air and lots of different people involved," he says. "Things happen very quickly."

Anderman says he enjoys the consensus-building aspect of transactional work and the ability to help parties to negotiate an agreement that's good for both sides. In his early days in corporate law, he worked with larger companies, but since joining WilmerHale in 2012, he's been focused on startups and growth-stage companies.

"I've found that as my practice has developed, the aspect of the job that I like the most is the trusted advisor-counselor relationship that you have with smaller companies," he says. "We get to know the founders, who then become the executives. We get to know the company from inception through its evolution."

As an advisor, Anderman says he is often helping startups with matters beyond the legal world — putting together a compelling presentation or thinking through a business plan.

"I work across a broad spectrum of transactions and clients, from companies who are literally forming to others involved in early-stage financing or licensing deals," he says. "And I worked on successful initial public offerings for a number of companies last year."

*WilmerHale offers a number of resources for entrepreneurs, including:*

- Seminars on various legal issues for emerging companies, which take place in active startup communities where the firm has offices, including Boston, New York and Silicon Valley
- Workshops at various co-working spaces in New York City, including WeWork (wework.com) locations in the city and Harlem Biospace (harlembiospace.com)
- A series of "quick tips" for entrepreneurs, created especially for Entrepreneurship@Cornell, available at [wilmerhale.com/corporate/emerging-company/#!6](http://wilmerhale.com/corporate/emerging-company/#!6).

Anderman says the diverse group of people and issues faced by smaller companies are what makes the work so interesting.

"These entrepreneurs are in love with what they're doing, with the prospect of innovating and effecting change. That enthusiasm is contagious," he says. "And it's lots of fun as an alum to be working with members of the Cornell community."

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# Finding and Fostering the Entrepreneurial Spirit in Every Cornellian



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## Week of March 9th, 2014

WEEKLY DIGEST

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## Daily News and Updates

### Student club wows venture capitalists

The 21 students who make up the Cornell Venture Capital Club have made quite a name for themselves in the VC world. Working with clients like Bessemer Capital, New Enterprise Associates, Bessemer Venture Partners and First Round Capital, club members have provided services from document preparation to email, connected the club members with do business tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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E@C's new website will launch this spring, with improved navigation, streamlined content and more robust search capabilities.