



**ENTREPRENEURSHIP LAB**

# Multi-Year Report 2012 – 2021





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# 1. Introduction & Overview

The Entrepreneurship Lab (eLab) was founded on February 16<sup>th</sup> 2012 as a collaborative workspace designed to bring together students from Pace's six Schools and Colleges to promote cross-disciplinary problem solving, experiential learning and development of an entrepreneurial mindset.

The eLab is staffed by highly motivated personnel and offers a variety of technology resources, including high-performance computers, sophisticated software, a professional video studio, a surface computer, and a 3D printer; as well as a wide variety of desktop, laptop and tablet computers. The eLab's dedicated facilities include a private meeting room, a collaborative work studio, casual work space, and a classroom.

In addition to providing staff assistance, valuable technology resources and dedicated space, the Entrepreneurship Lab organizes a wide variety of events and activities. These include competitions, such as the Pitch Contest, Business Plan Competition and Mobile App Design Contest; a host of different speakers; social and networking functions; and workshops and mentoring programs.

The eLab offers space for students to launch and manage a new venture, and serves as a 'home base' for those wishing to explore entrepreneurship.

Pace's entrepreneurship program combines a well-established core curriculum and innovative new courses, such as Entrepreneurial Implementation, with integrated co-curricular support through centers such as the Entrepreneurship Lab and the Wilson Center for Social Entrepreneurship, as well as exciting extra-curricular activities, such as the Pace Pitch Contest, Business Plan Competition, and App Design Contest to provide a meaningful educational experience.

Combining all of this with a rich integration in New York City's vibrant entrepreneurial ecosystem provides our students with a truly distinctive entrepreneurship program.

Entrepreneurship is much broader than the creation of a new business venture. At its core, it is a mindset – a way of thinking and acting. It is about imagining new ways to solve problems and create value. Fundamentally, entrepreneurship is about opportunity; the ability to recognize a new opportunity, to methodically analyze the opportunity, and ultimately, to capture the value of that opportunity. Such skills are important for those seeking to establish new ventures, and critical for a variety of professional careers given today's hyper-competitive marketplace where rapid technological innovation and globalization has changed the very nature of work.



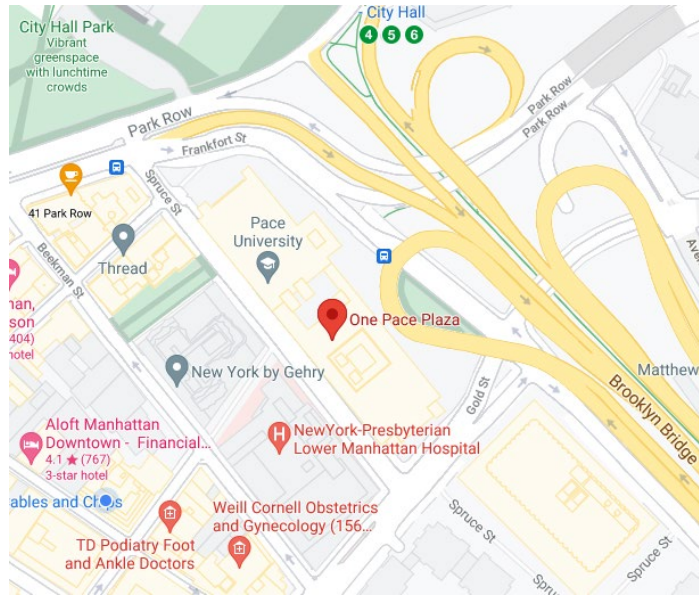
## Contact Information & Directions

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### Entrepreneurship Lab address:

One Pace Plaza, Room W-405A  
New York, NY 10038



## eLab Hours

Monday thru Friday from 10 AM to 6 PM.

## Social Media



<http://www.facebook.com/pacepitch>



<http://www.linkedin.com/groups/Pace-Entrepreneurship-Lab-5040182/about>



<http://www.twitter.com/paceelab>



<http://www.youtube.com/user/paceelab>



<http://www.instagram.com/paceelab>



<http://paceelab.tumblr.com/>



<http://paceelab.imgur.com/>

[www.pace.edu/elab](http://www.pace.edu/elab)

**Facilities**  
**Audio-Visual Studio**



**Work Room**



**Meeting Room**



## **2. Organization & Partners**

### ***Administration and Staff***

#### **Bruce Bachenheimer, Executive Director**

Bruce Bachenheimer is a Clinical Professor of Management and the Director of the Entrepreneurship Lab at Pace University. He is also the organizer of the annual Pace Pitch Contest and Business Plan Competition. Mr. Bachenheimer is a member of the Board and past Chair of the New York City Chapter of the MIT Enterprise Forum and has served on the organization's Global Board. He is a board advisor for several private firms, an ELabNYC Mentor and has served as a consultant to governmental organizations and a variety of new ventures. He has been widely quoted in a variety of domestic and international publications, interviewed on radio and television, and has spoken on entrepreneurship at numerous organizations, including the Youth Assembly at the United Nations and the U.S. Department of State's International Visitor Leadership Program. Mr. Bachenheimer began his career in investment banking and has worked for global corporations and new ventures. He has conducted business in over two dozen countries and was the founder of Annapolis Maritime Corp. and the Co-Founder of StockCentral Australia. Mr. Bachenheimer holds a BBA, Summa Cum Laude, from Pace University. He received the McKinsey & Company Leadership Scholarship to pursue an MBA degree, which he earned from the Australian Graduate School of Management.

#### **Jonathan Lee, Associate Director**

Jonathan Lee is the Associate Director of the Entrepreneurship Lab at Pace University. He began his career as a research assistant at Harvard University, served as an officer in the United States Air Force as a scientist and program manager at the AF Research Laboratory, and in the AF Reserves as an instructor. Most recently he worked in data and products for UBS Asset Management Technology. He holds a BS, cum laude from Tufts University, and an MS, top graduate, from Pace University.

## **Dezer Grant Fellows (2019 – 2020)**

Shaily Tiwari, Dezer Event Fellow  
Endri Zylali, Dezer Technical Fellow

## **Dezer Grant Fellows (2018 – 2019)**

Nidhi Agarwal, Dezer Research Fellow – Digital Marketer, WINT  
Brad Jones, Dezer Research Fellow – Digital Marketer, WINT  
Bhavin Gohgari, Dezer Research Fellow – Digital Marketer, FirstPoint Mobile Guard Ltd  
Ankita Singh, Dezer Research Fellow – Digital Marketer, FirstPoint Mobile Guard Ltd  
Shaily Tiwari, Dezer Event Fellow  
Nityanand Wachche, Dezer Technical Fellow

## **Dezer Grant Fellows (2017 – 2018)**

Reynold D'silva, Dezer Event Fellow  
Mandar Gurav, Dezer Research Fellow – Digital Marketer, Qazoom  
Fang Shen, Dezer Research Fellow – Digital Marketer, Qazoom  
Ankita Singh, Dezer Research Fellow – Digital Marketer, Hargol FoodTech  
Aishwarya Taori, Dezer Technical Fellow  
Emre Turhan, Dezer Research Fellow – Digital Marketer, Hargol FoodTech

## **Dezer Grant Fellows (2016 – 2017)**

Nidhi Agarwal, Dezer Research Fellow – Digital Marketer, OMGWhen  
Aniket Dharmik, Dezer Technical Fellow  
Rachel Engelberg, Dezer Research Fellow – Digital Marketer, OMGWhen  
Sumeet Sunil Gujaran, Dezer Event Fellow  
Sukun Li, Dezer Research Fellow – UX/UI Graphics, IPgallery  
Fang Shen, Dezer Research Fellow – Marketing Finance, IPgallery

## **Dezer Grant Fellows (2015 – 2016)**

Vidur Bhatia, Dezer Research Fellow – Digital Marketer, Eco-Fusion  
Sumeet Sunil Gujaran, Dezer Event Fellow  
Virali Jhaveri, UX Designer, EcoFusion  
Jia Liu, Dezer Research Fellow  
Alexa McKenna, Market Research, Voiceitt  
Sukun Li, UX/UI & Graphics Designer, Voiceitt  
Wei Xia, Dezer Technical Fellow

## **Dezer Grant Fellows (2014 – 2015)**

Andrew Morales, Market Research Analyst, FreshBiz  
Alba Nushi, Market Research Analyst, FreshBiz  
Sonali Sambherao, Web Developer  
Elena Woods, Event Manager  
Laura Yorke, Research Associate, BioGenCell

## **Blackstone Fellow (2014 – 2015)**

Drew Mogren, Veterans Program Coordinator

## **Previous Graduate & Student Assistants**

Paul Artemou, JD/MBA, 2016



Srikanth Bandaru, MS in Computer Science, 2015  
Jason Brandt, MBA in Entrepreneurial Studies, 2013  
Carola Blencio, MBA in Marketing Management, 2020  
Qianwen Chen, MS in Computer Science, 2018  
Alec DeRoss, BBA in Accounting Management, 2013  
William Du, MBA in Financial Management, 2014  
Javier Dutan, BBA in Entrepreneurship, 2014  
Brian Hannan, MBA in Financial Management, 2012  
John A. Harrison, MBA in Strategic Management, 2016  
Dieu Anh Ho, BBA in Entrepreneurship, 2012  
Yash Jhala, MS in Accounting, 2014  
Hui Ju, MBA in Marketing Management, 2012  
Jia Kang, MS in Investment Management, 2014  
Swati Koranne, MBA in Financial Management, 2013  
Sukun Li, MS in Computer Science, 2015  
Andrew Morales, BBA in Marketing, 2016  
Leah Norris, MBA in Entrepreneurial Studies, 2013  
Qiwei Qin, MBA in Entrepreneurial Studies, 2018  
Sweta Rana, MBA in Information Systems Management, 2013  
Ansley Rodrigues, MS in Computer Science, 2020  
Abhishek Surve, MS in Information Systems, 2019  
Brianna Torres, MBA in Human Resources, 2019



The 2016 Staff of the Entrepreneurship Lab celebrate another successful event at the Twelfth Annual Pace Pitch Contest.

## ***Degree Programs***

### **Undergraduate - Management Major, BBA - Entrepreneurship Concentration**

#### **Major Requirements (18 Credits)**

<a href="#">MGT 250</a>	Managerial and Organizational Concepts	3 credits
<a href="#">MGT 355</a>	Management Science and Production Management Concepts	3 credits
<a href="#">MGT 490</a>	Business Strategy	3 credits
<a href="#">MGT 322</a>	Organizational Behavior	3 credits

([MGT 250](#), 355 and 490 (9 credits) are applied to the Business Core.)

#### **Entrepreneurship Concentration (15 credits)**

##### **Required Concentration Courses (12 Credits)**

<a href="#">MGT 316</a>	Venture Initiation and Entrepreneurship	3 credits
<a href="#">MGT 319</a>	International Entrepreneurship	3 credits
<a href="#">MGT 416</a>	Business Plan Development	3 credits
<a href="#">MAR 431</a>	New Product Development	3 credits

##### **Elective Concentration Course (3 Credits)**

Select ONE course from the following:

<a href="#">MGT 309</a>	Restaurant and Foodservices Management	3 credits
<a href="#">MGT 315</a>	Small Business Management	3 credits
<a href="#">MGT 317</a>	Human Capital in Entrepreneurship	3 credits
<a href="#">MGT 320</a>	Entrepreneurial Implementation	3 credits
<a href="#">MGT 365</a>	Managerial Negotiations	3 credits
<a href="#">MGT 370</a>	Managing Creativity	3 credits

<a href="#">MGT 394A</a>	Management Internship	0 - 6 credits
<a href="#">MAR 322</a>	Marketing Research	3 credits
<a href="#">MAR 332</a>	Selling and Sales Management	3 credits
<a href="#">MAR 343</a>	Direct Marketing	3 credits



# Undergraduate - Entrepreneurship Minor

## Required Specialization Courses (6-9 credits)

<a href="#">BUS 150</a>	Contemporary Business Practice	3 credits
<a href="#">MGT 250</a>	Managerial and Organizational Concepts	3 credits
<a href="#">MGT 316</a>	Venture Initiation and Entrepreneurship	3 credits

## Specialization Electives (9)

Choose Three (3) Courses

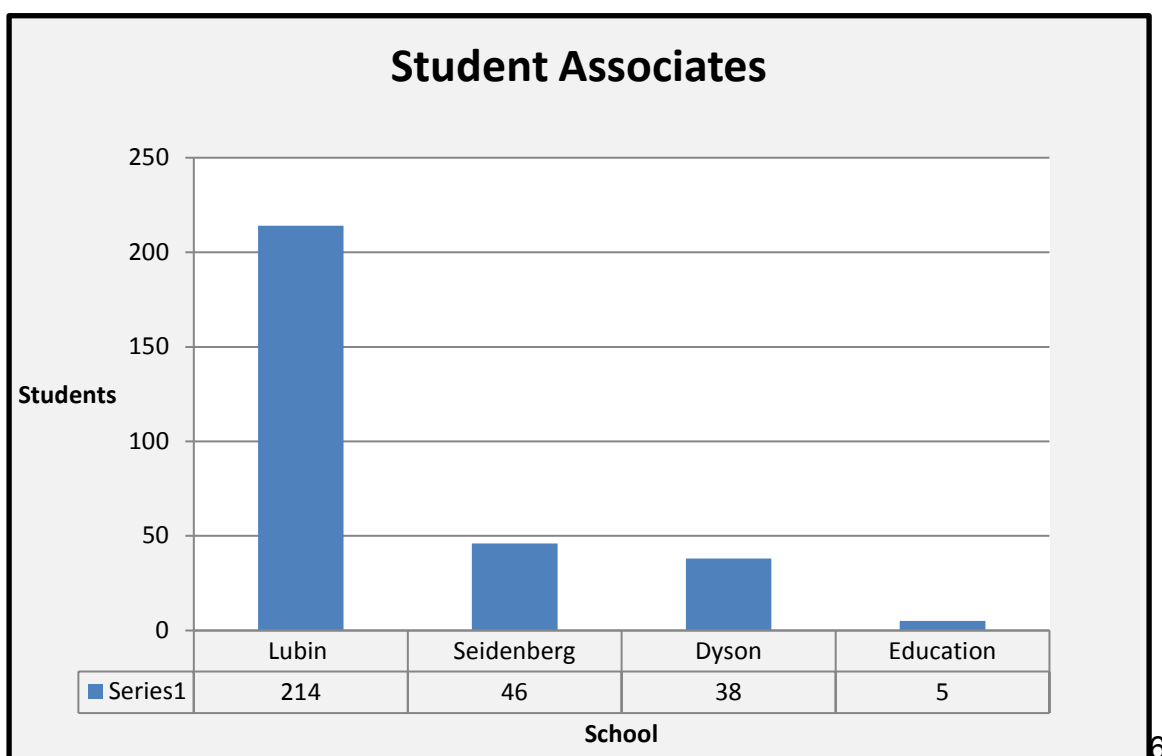
<a href="#">MGT 315</a>	Small Business Management	3 credits
<a href="#">MGT 317</a>	Human Capital in Entrepreneurship	3 credits
<a href="#">MGT 319</a>	International Entrepreneurship	3 credits
<a href="#">MGT 320</a>	Entrepreneurial Implementation	3 credits
<a href="#">MGT 365</a>	Managerial Negotiations	3 credits

## Student Associates

Students from Pace's six schools and colleges interested in entrepreneurship are invited to register as Student Associates on the eLab website. During the online registration process, students are asked to identify their professional interests, expectations with the eLab, and the kind of work they will be pursuing. Subsequently, students meet with eLab directors to gain a better understanding of what the eLab has to offer, and are given a tour of the facility. Additionally, the meeting provides directors with a better understanding of the student's needs.

Student Associates are encouraged to develop their entrepreneurial mindset by collaborating with colleagues, pitching entrepreneurial ideas, creating business plans, and possibly launching a startup. Students are offered mentorship on their work, and have access to state of the art equipment necessary to bring their ideas to life. Lastly, Student Associates are exposed to events and activities presented by the eLab that further develop their entrepreneurship abilities.

Currently, there are 302 students registered as Student Associates with the eLab. 46 from the Seidenberg School of Computer Science and Information Systems, 214 from the Lubin School of Business, 38 from the Dyson College of Arts and Sciences, and 5 from the School of Education.. Additionally, there are 133 former Student Associates.



# ***Student Businesses Started at the eLab***

## **Accern**

### **Company Description**

Accern is here to take the side of retail investors and supply them with sophisticated news research analytic tools to be on par with similar technologies used at institutions and hedge funds. Institutional investors have been known to manipulate the market, whereas retail investors are always following what they hear in the media. The Big Data Era has left retail investors more vulnerable to institutional investors now more than ever due to all the noise being released in the media. Our mission is to create a level playing field for retail investors when it comes to trading.

### **Kumesh Aroomoogan, Lubin School of Business**

Kumesh Aroomoogan is the co-founder and CEO of Accern and currently a senior at Pace University majoring in Public Accounting. He had pursued various startups in the past with each possessing its own lessons which were transferred to Accern, his current startup. Prior to startups, Kumesh had held positions as an analyst and accountant at Citigroup, SIFMA, and Ford Foundation. In addition to work, Kumesh likes to attend various networking events where he has made connections and friends with industry leaders, advisors, startup entrepreneurs, and much more.

## **AIT**

### **Company Description**

AIT was founded by a high school sophomore in 2010 and is continuing to grow across various sectors, including Franchises, Corporate Chains, Small Businesses, Technology Startups, Counties, and eCommerce. AIT has enabled its customers to be game changers in their industry through disruptive and innovative solutions.

Our excellence and performance has facilitated our clients ranging from individual entrepreneurs to fortune 500 companies in reducing costs and making operations smoother and more efficient. Today, AIT continues to grow by gaining market share rapidly through innovation. We enjoy bringing solutions to our customers that contributes towards their success; we believe as our customers grow, we grow.

At AIT, we believe in quality over quantity, innovation over what the market already has and desire to succeed over accepting failure. Our team consists of experts who feel there is always a way and do not accept NO as an answer. We always find a way to make the impossible possible.

### **Amit Shah, Lubin School of Business**

Amit Shah is the Founder of AIT Consulting Solutions, and started the company during his sophomore year of high school. He wants AIT to provide technology solutions that can impact individuals and businesses in a positive way.

Amit was recently recognized as one of the top 40 entrepreneurs under the age of 40. Amit enjoys working with the entire AIT team because his technology skills were born from passion and curiosity. He enjoys solving challenging issues and being a team player. Exceeding our customer's expectations is a core principle to Amit.

## **Blue-Green Solutions (BGS)**

### **Company Description**

Blue-Green Solutions (BGS) is Jamaica's only producer of B100 biodiesel. BGS strives to provide its customers with quality biodiesel and timely delivery to meet their energy needs.

### **Geordi Taylor, Dyson College of Arts and Sciences**

Geordi Taylor is an undergraduate Economics Major who is currently utilizing the tools of the Entrepreneurship Lab at Pace University to construct a business plan and for a biodiesel production facility in his home-country of Jamaica. Geordi hopes to provide Jamaican businesses and citizens with a cheaper alternative to high-priced petroleum diesel by producing B100 (100% biodiesel) while providing a means for them to reduce their carbon footprint on the environment and our atmosphere.

## **Burassi**

### **Company Description**

Burassi is a New York based streetwear brand that was launched in 2012. Since launch, the brand has amassed sales in almost all 50 states and over 15 other countries and continues to expand with each release. The brand is currently sold through the online website and is also available in various online retailers as well as a few local boutiques. It's current goal is to continue expanding into major retailers both in-store and online and to make a full transition from producing printed shirts to 100% custom cut and sewn manufactured products such as jackets, pants, and more.

### **Gregory Matarazzo, Lubin School of Business**

Gregory is currently an undergraduate marketing major in the Lubin School of Business at Pace University. He is originally from New Jersey but chose to go to school in New York City to pursue his entrepreneurial passions. In his free time Gregory enjoys sports, traveling, and networking with fellow entrepreneurs.

## **Brownstone Bee (BB)**

### **Company Description**

Brownstone Bee (BB) will be a manufacturing business that will sell all natural beeswax cosmetics and candles. The company has three missions: a social mission, sustainable mission, and an economic mission. Brownstone Bee will sell their products business to business. Its target businesses are boutiques, all natural food stores, eco-friendly cafes, hair salons, nail salons, and eco-friendly restaurants. BB will officially launch this summer 2013 and begin selling in Astoria, NY. As the business grows, BB's target locations are L.I.C., Williamsburg, West Village, East Village, and Soho.

### **Spiridoula Cardona, Dyson College of Arts and Science**

Spiridoula is a senior Political Science student concentrating in International Relations. Political Science has enabled her to think critically and analytically about the world. She has conducted theoretical, qualitative, and quantitative research on the topics of her interest. Spiridoula's academic, professional, and personal work experience has helped her to discover that she has a real passion for social entrepreneurship.

Spiridoula sets out to creatively apply her skills and experience to building a strong business model for Brownstone Bee. On her spare time, she also runs a small business painting and selling Byzantine icons. Her interests are Theology, foreign politics, social entrepreneurship, the arts, architectural design, crafting, creating, and green living. Spiridoula is an action oriented visionary and aspiring social entrepreneur. She will combine her skills to serve a single purpose (@BrownstoneBee).

## **Cairan**

### **Company Description**

Cairan provides online courses to Iranian students planning to study in the United States. Online courses deliver content on everything that an Iranian student should know before coming to the USA such as advice on preparation, budgeting, and visa process. The company is revolutionizing the whole process of study abroad by bringing the content with online videos. Our mission is to bring the highest value content in the market online where prospects can access wherever they are.

### **Mehran Tehrani, Lubin School of Business**

My name is Mehran and am founder of Cairan Consulting Agency. I came abroad to study when I was 16 years old. I first went to England and then I decided to finish my high school in the United States. After my high school graduation, I made the decision to join entrepreneurship journey because you do what you like and serve your community at the same time. I like entrepreneurship because we create products and services that improve your life. "We rise by lifting others".

## **Cross River Games**

### **Company Description**

Cross River Games is a video game development studio dedicated to producing quality games. Its first game, Endless Fall, is currently available in the Apple App Store. Cross River Games intend to expand to other platforms, including Android, PC, and consoles.

### **Douglas Pope, Seidenberg School of Computer Science and Information Systems**

Douglas Pope is the founder and sole proprietor of Cross River Games and a senior at Pace University majoring in Computer Science. He started his first business, Pendleton Summer Duck Cookies, at the age of nine and since then knew that entrepreneurship would be the career for him. In his spare time, Douglas enjoys playing computer games.

## **Foodie Out Loud**

### **Company Description**

Foodie Out Loud was founded by "foodie," Megan Peterson. Foodie Out Loud is your guide to the best eats from breakfast to dessert, featuring the best restaurants in New York City. After eating and photographing, Megan uses her innovative marketing strategy powered by blog and photo to feature the best eats to the general public. On her website, you can read about, see photos, access menus, and make reservations for her highly recommended restaurants.

### **Megan Peterson, Dyson College of Arts and Sciences**

Megan Peterson is a senior BFA Commercial Dance major, and Arts & Entertainment Management minor at Pace University. Megan founded Foodie Out Loud while photographing good eats she found upon moving to downtown Manhattan in 2014. After posting mouth watering photos to her personal Instagram account, she found herself being a concierge, suggesting restaurants for any occasion to other students and newcomers to the NYC area. Due to an overwhelming flood of texts, calls, emails, and stopping her in passing, she created a website, an Instagram, and Twitter account to continue guiding the community to good eats.

## **GuideU**

### **Company Description**

GuideU is a mobile application that serves as an on demand platform that connects students within the same university only for tutoring purposes. Qualified students have the choice to either sign up as "student tutors", or students can just sign up when they need help for the class. This service will help students who need immediate help for a class, who want to keep their grades up, and who want to save money. The average tutoring session will cost \$15-25 an hour, and students can save up to \$10 dollars when going as a group. Student tutors will also benefit by being able to have a job that offers them a flexible schedule to tutor at their convenience. This is a win-win situation for both parties.

### **Andrew Morales, Lubin School of Business**

Andrew Morales is the co-founder and president of GuideU. He is pursuing a Marketing degree with a concentration in Advertising and Promotion. Andrew is one of the founders of Kappa Sigma Fraternity at Pace University. He is also Director of Events of the Advertising Club. Andrew grew up in England and Italy and is fluent in Italian and Spanish. He enjoys travelling, exploring new places, participating in competitive soccer and playing guitar.

## **Kuztomyze.com**

### **Company Description**

Kuztomyze.com will be a website where you can customize everything from shirts to iPhone cases, creating a unique, one-of-a-kind product, just for you. Upload your own images, or import photos from Facebook or Instagram to create a memorable accessory or to give to someone special as a gift.

Kuztomyze.com is at the forefront of printing technology, using a unique printing process called dye sublimation, which produces superior image quality with vibrant colors and intricate details.

### **Jon Hand, Lubin School of Business**

Jon Hand is the founder and owner of Custom Athletic Promotions. He has four years of experience in producing experiential marketing events for brands such as Walmart, Sara Lee, Fox, and Nike. It was during his time producing Nike events that Jon was exposed to the technology of dye sublimation and saw an opportunity to combine his passion for fitness with his desire to be an entrepreneur.

## **MugClubs.com**

### **Company Description**

MugClubs.com is a technology based marketing and selling tool what will be marketed to bars, brewpubs, and breweries. We will operate using a SaaS model, providing our service for the nominal cost of \$60 - \$100 per month. Our customers will utilize our product to host an online Mug Club for their patrons, who can interact with the product by downloading a free app for their phone or tablet. Company Background: MugClubs.com was founded in 2015 as a result of the founder's desire to develop a platform that would leverage SaaS principles to the bar and nightclub industry. Specifically, the first product platform will target Mug Clubs, which are a popular marketing and sales tool employed by drinking establishments. To date nobody has brought forward a digital solution to facilitate their administration and execution, thus putting the investment of time, resources, and money solely on the establishment's management. Management: MugClubs.com is run by Founder and Managing Director, John Harrison. Mr. Harrison has extensive experience in corporate finance, strategy, M&A, market research, new product analysis, and commercial management. In addition, he is a small business and bar owner, which has given him unique insight into our market and target customer. Products/Services: MugClubs.com will offer an online portal so the customer can manage their mug club, and will provide free access to a linked app that patrons can download to their smartphone or table. Technologies/Special Know-how: The technology platform will include a website (portal) and associate app, which when used in tandem will be the means by which the Mug Club is hosted for the customer. We have contracted a third-party technology firm to execute the development of the technology and will establish a retainer agreement for tech support. Market: We estimate, based on various websites and market analysis reports, that there are between 150,000 and 300,000 drinking establishments in the United States. Of this amount, we believe that roughly 10% would be categorized as our "target customer". This subsequently leaves us with 15,000 to 30,000 in our addressable market. Distribution Channels: our product will be sold via our website, MugClubs.com, which will provide access to the customer's management portal. The apps will be distributed via the Apple and Android app stores. Competition: At this time we have no direct competition. Mug Clubs that exist today are administered locally by each bar, and are not executed using a technology platform. In a sense, we are competing against the bar owners themselves as we must strive to justify that our product is worth paying \$60 a month for, as a means of avoiding the "Do It Yourself" model.

### **John Harrison, Lubin School of Business**

Mr. Harrison is presently a full-time student at Pace University pursuing his MBA in Strategic Management, where he is also a Graduate Assistant at the Entrepreneurship Lab. Beyond his studies, Mr. Harrison completes consulting work for a technology start-up in the food service industry and as the Finance lead for a Biopharma start-up that is specializing in stem cell research. Furthermore, Mr. Harrison is the acting Controller for Some Spider LLC, a digital media start-up with annualized sales of over \$1.5 million. Lastly, John has been a small business owner since 2014 when he purchased, remodeled, and rebranded a bar & restaurant in San Angelo, TX. Having graduated Lehigh University with a Bachelor of Science in Accounting and Finance in 2005 John chose to pursue his professional interests at Johnson & Johnson. Over the next eight years John took on increasing levels of responsibility rising to the position of Senior Manager before leaving J&J in 2013. Mr. Harrison left corporate life to pursue his MBA as he desired the opportunity to be in a faster paced and more agile environment. The opportunity to make decisions that actually impact business outcomes has led John to make the leap into entrepreneurship, and has inspired his efforts to create MugClubs.com.

## **Nova Software**

### **Company Description**

Nova Software designs, software designated for food and beverage establishment. It will create programs that will handle financial and logistics of running small businesses all the way up to large facilities such as hotels or franchises. Their key focus is to make a restaurant owner's life more organized and efficient.

### **Javier Dutan, Lubin School of Business**

Javier Dutan, is a senior in the Lubin School of Business at Pace University. His major is Management with a concentration in Entrepreneurship with an expected graduation date of May 2014. He has experience in many different fields ranging from Photography, Web Design, Marketing, and Financial Analytics.

Javier worked in startups such as Applico Inc. that are now the market leader in its mobile development field. He has worked in financial analytics with Cians Analytics and has learned a great deal of business to business communication as well as managing a team overseas. His marketing experience with business to consumer has come from working with Apple and its award winning marketing team. His ambition to target an obstacle in the restaurant industry stems from my experience with restaurants. Javier grew up with restaurants as part of his childhood. He has seen my parent's small restaurant slowly evolve through market changes, expansion, and innovation. He inherited my parents drive to succeed and as a result, he would like to create his own success through an entrepreneurial endeavor.

## **Omicon Entertainment Inc.**

### **Company Description**

Omicon Entertainment, Inc. is an event production company based in New York that takes a special interest in providing affordable and eventful projects for the millennial age group. Omicon Entertainment sells live-event experiences. Using state of the art venue resources, advanced production capabilities, experienced event planners, reliable promotional strategies and a wide array of talent-booking connections, Omicon Entertainment has been able to achieve a top-notch reputation in the live entertainment community and has over 60,000 attendees combined. Today, Omicon Entertainment, Inc. is a subsidiary of Omicon Group Inc. employing full time event professionals and operating from Wall Street in NYC. Our proficiency, vision, intuition and creativity propel our team to reach more fans across all media platforms in order to deliver a greater significance to entertainment culture. Now Omicon Entertainment is expanding into the technology world with a nightlife application with partners Jake T Austin, actor on the Fosters on ABC, Alex Schlaferman, owner of Vante Toys, and international entrepreneur Mehedi Hasan.

### **Kazi Ali, Pace University**

Kazi is the Founding Partner and CEO of Omicon Entertainment, Inc. After completing his first year at Pace University, Kazi was on a mission to throw his first party. Kazi is an ambitious, self-confident person and wasn't content settling for being an ordinary event planner.



## **Piximity**

### **Company Description**

Piximity is an anonymous location-based picture feed that lets users see what is happening in their area or anywhere around the world. Users can filter pictures by when they were taken, how close they are, or how popular they are.

Sharing through the app is easy - take a picture, add a hashtag and upload. It's all anonymous so users can focus on the pictures, not the people taking it. It's a brand new way to discover through photography.

### **Daniel Shaffer, Pace University**

Daniel is a senior at Pace University. In 2008, he started Redwheel Apps, an iPhone application company, launching his first app the day the store launched. 6 years later, he has accumulated over 1.5 million downloads, with two apps reaching #5 on top free and top paid.

Besides running his own company, he spent two years interning at UBS, making mobile software for the executive team, and recently spent a summer at The New York Times, where he worked on the main news reader app and created a new app. Currently, he is the CEO of Piximity, an anonymous location-based picture feed. In addition to software, Daniel is an avid drummer and stock market investor.

## **Ravasco Transmission Pvt Ltd**

### **Company Description**

Ravasco Transmission Pvt Ltd. is one of the largest manufacturers of conveyor belts, rubber and electric sheets, EPDM roofing membranes and PVC fabric. The company was established in Mumbai, India, in the early 1980s and has since been a key competitor in the Indian market as well as the global market. It has four different manufacturing units located in the state of Gujarat, and serves markets such as mining, steel, cement, OEM (original equipment manufacturers), shipping, etc. The company has grown consistently and rapidly, and has been able to expand its portfolio by acquiring Madura Industrial Textiles (MIT) in 2003. MIT produces polyester and nylon fabrics, which have many applications such as automotive, aviation, conveyor belting, medical, etc. MIT recently expanded its operations to create a phase II and has set an example of how operations should be run in the industry.

### **Tarun Kalra, Lubin School of Business**

Exports are very crucial to a producer of commodities or finished products because increasing number of producers are coming out from every corner in the local market. To be able to hedge the risk of losing customers in India, Tarun Kalra, Director of Ravasco, has taken the initiative to establish a strong clientele in North and South America. 40% of Ravasco's annual revenue is from exports, but Tarun wants to grow that number.

He started working at Ravasco in May'09 as a personal assistant to the CFO of the company where he created pricing quotes for products and interacted and negotiated pricing with clients. He went on to train as a floor manager for one of the manufacturing facilities and acquired comprehensive knowledge about the products and the industry. Tarun Kalra is a senior at Pace University pursuing a BBA in finance, and wishes to create a financing part for Ravasco and MIT, like GE Capital, sometime in the future.



Student entrepreneur Tarun Kalra working on the 3D Printer, MakerBot Replicator 2

# **SheerStock**

## **Company Description**

SheerStock is a convenient monthly subscription service for women that delivers a variety of hosiery products, such as tights, stockings, and thigh-highs. SheerStock will offer a variety of styles, brands, colors, patterns, prints, and sizes to tailor to all women. The goal of SheerStock is to provide the customer with multiple pairs of Legwear each month that is appropriate for a variety of occasions and will save the customer from “making the trip if they’ve found a rip.”

First, customers will fill out a brief style profile, outlining their personal fashion needs and preferences. For example, a customer can indicate if they primarily wear hosiery in a professional environment or as a fashion accessory. Next, they will specify their size and any features they desire, such as control top or open-toed varieties. This way, we can create a better assortment of hosiery each month for our customers. Lastly, members will then receive a personalized package to meet their needs and preferences containing products from renowned brands, such as Hanes and L’eggs, and other well-known designers. Our goal is to provide the customer with essential hosiery products and introduce subscribers to the latest styles and trends.

SheerStock supports the professional advancement of underprivileged women by donating hosiery to women's empowerment organizations with each new subscriber. These trusted organizations are committed to providing career development tools and support networks that help women achieve their life goals and become financially stable. With SheerStock, we remind the customer that these organizations and women need support as they truly need these products. SheerStock ultimately values the empowerment of women, the goal that remains at the forefront of each stocking delivery.

Currently, subscription commerce is growing in the sector of beauty discovery. Most notably, Birchbox, the leading beauty sample subscription company, has sold over 5 million boxes to 400,000 subscribers since the company's inception in 2010. The subscription business model has also proven itself effective in a disposable goods market. The company Dollar Shave Club provides subscribers with a monthly delivery of razor blades each month. Dollar Shave Club gained popularity in March 2012 when a promotional video went viral. Since then, the company has scaled to about 330,000 subscribers who purchase razors on a monthly or bi-monthly basis. There is a market for hosiery; at some point in the product lifecycle, stockings rip, tear, snag, and need to be replaced. SheerStock aims to disrupt the hosiery market and become the brand leader in subscription hosiery.

## **Paige Cecchi, Dyson College of Arts and Science**

Paige Cecchi is currently a junior, B.S. Business Economics student at Pace University. Throughout her college experience, Paige has taken on leadership positions within the Economics Society on campus and expanded her network to include prominent alumni and like-minded motivated students. She has fostered an entrepreneurial spirit from a young age with the goal of starting her own business.

Paige is now focused on launching her company, SheerStock, a monthly subscription hosiery service. After many unpleasant experiences shopping for hosiery products in drug stores, Paige thought of a way to make buying hosiery online easy, convenient, and reliable, as these products are regularly disposable. Along the way, Paige realized organizations that provide professional clothing to underprivileged women were lacking new hosiery products to supply to their members. With both efforts in mind, Paige plans on launching SheerStock this May.

## **The Jewel High Collection**

### **Company Description**

The Jewel High Collection provides exquisite luxury footwear for women of sizes 6 to 15. Each shoe offers comfort and is enriched with our signature orange lining. I introduce "Poison" and "Tami", which are the first two styles of my collection. "Poison" is a 5.5 inch platform sandal that will leave others breathless. "Tami" is a beautiful 5.5 inch D'orsay platform pump with an interchangeable ankle strap that represents growth and elegance. I have worked extremely hard over the past 5 years to make my childhood dream a reality.

### **Jewel T. High, Lubin School of Business**

Jewel T. High is a Pace University BBA General Accounting candidate in May of 2013. During her college experience, Jewel became a certified HIV/ AIDS Awareness Trainer for CDC and Sigma Gamma Rho Sorority, Inc., scholarly writer for the Dyson Society of Fellows, and a Northeastern Regional and International Award Recipient of Sigma Gamma Rho Sorority, Inc. for outstanding achievement and providing meritorious service. She is now the CEO and Creative Director of Jewel High Collection, exquisite luxury footwear for women of sizes 6 to 15.

Jewel T. High strives to make sure all women have a chance to walk with style and confidence by accommodating women with large shoe sizes. While rigorously studying accounting, Jewel took art classes at the Art Institute to enhance her design skills, researched the footwear industry, and studied under a mentor with over 30 years of experience in the footwear industry. The Jewel High Collection is currently an e-commerce business with plans to be accessible at high end department stores and boutiques.

## **UrbanNYCProperty.com**

### **Company Description**

UrbanNYCProperty.com is an exclusive real estate firm that focuses on new developments in the Downtown Brooklyn area. Our strategy is to become one of the most reputable real estate firms in Brooklyn. We offer round the clock service to a few well qualified individuals. Our goal is to make buying and selling of real estate as simple as possible while maintaining the highest level of service. We offer an efficient buying process and sound real estate advice. Our negotiation skills and ability to close deals saves our clients both time and energy. We strive to make the process of buying and selling a memorable experience for our clients.

### **Colin O'Leary, Lubin School of Business**

Colin O'Leary is a senior at Pace University. He served in the United States Air Force for 4 years. He was stationed in Texas, Idaho, Alaska, Afghanistan, and South Korea, where he worked as an Aircraft Armament Systems Technician for the Air Force. After leaving the military in January of 2011, he enrolled in college at Pace University where he studies Entrepreneurship. He served as the President of Student Veterans of America at Pace for 1 year. He is a Real Estate Salesperson at Manhattan Residential Group where he has worked for the past 2 years. Colin is originally from Long Island but now lives in Brooklyn, where he practices real estate and entrepreneurship. In his spare time Colin enjoys spending time with close ones, sports, reading, and traveling.

## **Venture Forth Analytics**

### **Company Description**

Venture Forth Analytics is a question based tool for identifying and evaluating the business opportunity present within the user's idea for producing a product or service. The idea presented for evaluation can be a new, innovative concept based on cutting edge technology, or it can be a new incarnation of a long lived and proven product or service.

The output of the program is a comprehensive, cross-section report that details the strengths and potential key weaknesses of the business concept. Though no explicit advisement is provided on whether to pursue the new business, the report is intended to act as a guideline for the potential founder(s) on the odds for success should they decide to do so. The report is also intended to provide constructive criticism on how the idea could be improved, as well as identify key factors in the success or failure of the business that the founder(s) either didn't recognize or didn't prioritize in thinking up their concept.

### **Leah Norris, Lubin School of Business**

Leah is an MBA student in the Lubin School of Business majoring in Entrepreneurship and Information Systems. She has an academic background in both finance and computer science and is committed to helping startup businesses increase synergy where technology intersects with business operations. In addition to developing the analytics program that is the cornerstone of her business, Leah is currently working with several small businesses as a freelance consultant. She has professional experience as a data analyst, writer, and event analyst.



Leah Norris using eLab facility to create a software tool for analyzing business opportunities

## **VRAN**

### **Company Description**

VRAN allows developers of virtual reality apps and games monetize their content by introducing product placements within their current applications. We give ambitious advertisers the chance to engage with an increasingly popular and immersive customer base of virtual reality with 100% transparency and control of their advertisements, data and analytics. Unlike other advertisement networks, we feel as though ads should enhance the experience, not interrupt it. We have a full dashboard for both developers and advertisers to track engagement on another level that was once not possible.

### **Mark Miscavage, Seidenberg School of Computer Science and Information Systems**

I am a mobile and web developer for over 5 years and a sophomore at Pace University, and am originally from Pennsylvania. I've designed, developed and published many apps and websites over the years and made the transition to virtual reality in the beginning of Summer 2015. I'm really excited about the future and creating the virtual reality paradigms of tomorrow.

## ***Faculty Fellows***

(In alphabetical order)

### **Dr. Gerald P. Ardito**

Assistant Professor, School of Education

#### **Research Interests:**

- Educational Technology
- Student's inclusive and independent learning
- Educational Virtual Environments
- Information & Communication Technologies In Education ICT&E
- VR for Learning
- Educational Web 3D
- E-learning, Authoring & Intelligent Tutoring Systems
- Virtual Reality Technology
- Human Computer Interaction

### **Prof. Bruce Bachenheimer**

Clinical Professor of Management, Lubin School of Business  
Director, the Entrepreneurship Lab

#### **Research Interests:**

- Entrepreneurial Strategy
- Entrepreneurship Education

### **Dr. Julia Eisenberg**

Assistant Professor of Management, Lubin School of Business

#### **Research Interests:**

- Leadership
- Team dynamics
- Innovation
- Knowledge sharing
- Enterprise social media in organizations

## **Dr. Jonathan Hill**

Associate Dean, Seidenberg School of Computer Science and Information Systems

### **Research Interests:**

- Technology Entrepreneurship
- Web Development
- Interaction Design
- Usability
- Web 2.0
- Digital Distribution Systems
- Software Engineering
- Abstraction

## **Dr. Anthony Joseph**

Associate Professor of Computer Science, Seidenberg School of Computer Science and Information Systems

### **Research Interests:**

- Digital signal/image processing
- Algorithm development.
- Algebraic representation of computational and software tools.
- Computational code development.
- E-commerce applications.
- Applied pedagogical research

## **Dr. Theresa K. Lant**

Associate Professor of Management, Lubin School of Business

### **Research Interests:**

- Organizational learning
- Managerial cognition
- Knowledge management in interdisciplinary teams

## **Dr. Christelle Scharff**

Associate Professor of Computer Science & Chair of the Computer Science Department, Seidenberg School of Computer Science and Information Systems

### **Research Interests:**

- Automated Deduction and Theorem Proving
- Data mining
- Global software development
- Mobiles for development
- Technologies and education



## **Dr. Rebecca Tekula**

Assistant Professor, Public Administration, Dyson College of Arts and Sciences  
Executive Director, Helene and Grant Wilson Center for Social Entrepreneurship

### **Research Interests:**

- Education in Social Enterprise and Entrepreneurship
- Nonprofit Management
- Corporate Social Responsibility

# Entrepreneurship Research

Publications related to entrepreneurship by our Faculty Fellows since the launch of the Entrepreneurship Lab on February 16<sup>th</sup> 2012.

Faculty	Title of Article/Chapter	Journal/Book Title	Year
Prof. Bruce Bachenheimer	Reaching for Scalable Entrepreneurship: Implications for Growth and Job Creation	Entrepreneurship – Theory, Role of Economic Development and Practices (Book)	2014
Dr. Melissa Cardon	Entrepreneurial Passion, self-efficacy, and persistence in entrepreneurship	Entrepreneurship: Theory & Practice	2015
Dr. Melissa Cardon	Potential buffering effects of positive affect on stress, personal health, and income for entrepreneurs	Applied Psychology: An International Journal	In Press
Dr. Melissa Cardon	Pathways of passion: Identity centrality, passion and behavior among entrepreneurs	Journal of Management	In Press
Dr. Melissa Cardon	Measuring entrepreneurial passion: Conceptual development and scale validation	Journal Of Business Venturing: International Entrepreneurship, New Business Development & Technology	2013
Dr. Melissa Cardon	The Importance Angels Place on Passion when Making Investment Decisions: Why does it matter to some and not all angels?	Journal of Business Venturing	2012
Dr. Melissa Cardon	The impact of founder experience on the intentions to exit.	Small Business Economics: An Entrepreneurship Journal	2012
Dr. Melissa Cardon	Exploring the heart: Entrepreneurial emotion is a hot topic.	Entrepreneurship: Theory & Practice	2012
Dr. Melissa Cardon	Passion and Entrepreneurship	The Routledge Companion to Entrepreneurship (Book)	2014
Dr. Melissa Cardon	Cultural context, passion, and self-efficacy: Do entrepreneurs operate on different “planets”?	Handbook of Entrepreneurial Cognition (Book)	2014
Dr. Imran Chowdhury	Social entrepreneurs as institutionally embedded entrepreneurs: Towards a new model of social entrepreneurship education	Academy of Management Learning and Education	2012
Dr. Casey Frid	Financing the emerging firm	Small Business Economics – An Entrepreneurship Journal	2012
Dr. Anthony Joseph	Teamwork, Innovation, and Student Engagement in Technology Entrepreneurship – A Case Study	Proceedings CD-ROM of the 121st American Society for Engineering Education (ASEE) Annual Conference and Exposition	2014

<b>Faculty</b>	<b>Title of Article/Chapter</b>	<b>Journal/Book Title</b>	<b>Year</b>
Dr. Anthony Joseph	Entrepreneurial Health Informatics for Computer Science and Information Systems Students	Information Systems Education Journal	2014
Dr. Anthony Joseph	Influence of Entrepreneurial Aptitude on Technology Entrepreneurship Course Performance	Proceedings of the 43rd Annual Frontiers in Education (FIE) Conference	2013
Dr. Theresa Lant	Entrepreneurial Storytelling, Future Expectations, and the Paradox of Legitimacy	Organization Science	2014

## ***Alumni Mentors***

### **David Arabov**

David Arabov graduated from Pace University's Lubin School of Business in 2012 with a BBA in Business Administration and Management. He has always had an entrepreneurial spirit that drove him from very early on. While at Pace, he started his first business Elite Daily which is now one of the most popular sites among Millennials. He first saw a void in the marketplace in the traditional media and came up with a different alternative, a medium that is diverse and a voice of this generation. By doing so he managed to create a platform that is disrupting the media as we know it. The site attracts millions of new users every month and employs over 35 Millennials.

### **Brendan M. Davey**

Brendan is a Partner at Reitler Kailas & Rosenblatt LLC, where his practice focuses on venture capital transactions, mergers and acquisitions, joint ventures, fund formation and general corporate representation of early stage companies. Brendan's venture capital practice consists of providing counsel to technology and tech enabled services companies. Brendan's M&A and joint venture practices are related to his venture capital work, primarily liquidation events, or companies seeking growth through joint ventures or acquisitions. He regularly represents early stage companies, from formation through exit event and all stages in between, including fundraising, employment matters and the various agreements that emerging companies enter into during growth.

Brendan is a member of the NY Tech Meetup as well as the New York Technology Council, both of which are organizations devoted to increasing the growth of technology businesses in New York. He is a member of the New York State Bar Association and a former member of the New York State Bar Association's Special Committee on Cyberspace Law. Brendan earned a B.A. in history from State University of New York at Albany and a J.D. from Pace University School of Law, where he was a member of the Law Review.

### **Stefan Doering**

Stefan Doering, a 1989 MBA graduate of Lubin's Information Systems, has been innovating in business and sustainability since 1987. His key Business Accomplishments: Started, ran and funded 7 companies in the past 31 years, having raised over \$5MM; Coaching a variety of businesses with programs having reached over 3,000 business innovators in 13 countries since 2003; Developed green intrapreneurship strategy for General Motors that was included in their final bailout plan presented to Congress in December, 2008; Taught landmark courses on green entrepreneurship and intrapreneurship at Columbia University's Center for Environmental Research and Conservation 2007 – 2011; Taught Clean Tech entrepreneur courses at the Industrial and Technology Assistance Corporation (ITAC), a leading non-profit in NYC for small business development; Entrepreneur In Residence for NYSERDA (New York State Energy Research and Development Authority), coaching Clean Tech companies to scale up in New York; Mentor, advisor and contest judge for students at Columbia Business School's Eugene Lang Entrepreneur Center and Pioneered green retailing in the 1990's, growing Earth General to one of the largest green retailers in the US at that time, with 3,500+ different products screened for their environmental impact. Stefan has been featured on the CBS Evening News, Good Morning America, The New York Times, Wall Street Journal, Bloomberg TV, and dozens more.

## **Brett Dovman**

Brett is an innovative and highly talented digital media entrepreneur with experience in mobile software and entertainment. He is the Founder and Head of Operations of Panelfly Inc., a company he started in 2008 with two friends while studying for his MBA at Pace University. Panelfly is a leader in creating the ultimate digital fan experience. Dubbed SuperMedia, our unique transmedia storytelling approach, coupled with the deep content discovery and social interactivity, Panelfly takes traditional on-screen experiences to a whole new level. Beyond the Internet, we are driven to deliver the world's most immersive, interactive digital fanfest, whether at home or on the go. Prior to starting Panelfly, Brett spent time with Telemetry Investments, where he focused on distressed mortgage assets. Brett received an MBA from the Lubin School of Business at Pace University and a BS in Aerospace Engineering from Syracuse University.

## **Lenny Kharitonov**

Lenny Kharitonov has always been involved in various entrepreneurial ventures and did a brief stint in banking at Lehman Brothers, now Barclays. He is the President of Unlimited Furniture Group. Unlimited Furniture Group, Inc. is an 8 year old parent company of various furniture related entities covering retail, ecommerce, and international distribution. Its global team speaks 10 languages and lives and works on 4 continents. He loves people and enjoys meeting them. Lenny's hobbies include reading and traveling and more recently ice hockey and biking. Lenny received his BBA from Pace University in 2002 and Global Executive MBA, from Columbia Business School, London Business School in 2012.

## **Asher Levine**

Asher Levine established his presence in contemporary menswear with his first collection in 2010 which received international attention for its innovative aesthetic in a market hungry for change. Since then, Levine's venture has grown from a shared West Village apartment to an internationally recognized brand with a distinct vision for menswear. Custom apparel serves as the backbone in Asher Levine's business-model; high-profile clientele such as Wil.i.am, Beyoncé, Jim Steinman, Lady Gaga, Cirque du Soleil and many others from AL studio. He is a Pace Alumni, BBA '10. Asher Levine Studio designs have been featured by CNN, MTV, The New York Observer, Interview, and Rolling Stone Magazine, amongst many other.

## **Aaron Mandelbaum**

Best described as an entrepreneur and digital strategist, Aaron is the founder of Icebreaker Consulting which creates technology, social media, ecommerce, marketing and SEO strategies for businesses and individuals. Icebreaker specializes in boosting efficiency and productivity through customized technology education. After graduating from Pace University with an MBA in strategic management he began working for a prominent social media agency as a senior account director and later as the ROI and metrics specialist. He oversaw clients of all sizes, including Netflix, Pepsi, Starbucks, Forbes, ExpoTV, Pandora, Coolio, Nextune and multiple film launches. The foundation of Icebreaker Consulting came after years of work with individual clients. Since 2002 Aaron has been working with businesses and individuals to help them get the most use from their technology resources. Icebreaker Consulting brings together a large network of connections in agencies, service providers, developers and other consultants who all work together to create and fulfill new possibilities for clients and the world. Icebreaker donates 5% of net profits to Netimpact.org

## **Rumit Mehta**

Born in Kenya of Indian descent & raised in Tanzania, Rumit Mehta has a love for Africa that is unmatched. Despite living in the urban jungle of New York City, he still manages to return to Africa and India both for family visits and by request from many of his clients. Rumit grew up leading safaris for friends and colleagues where he refined his keen wildlife spotting skills in the bush.

Originally trained as an architect, Rumit worked in the design and construction industry for 13 years while at the same time dabbling in travel planning for select clients. Very soon, the travel bug caught on and after much deliberation he decided to do it on a full time basis as it was more exciting than visiting muddy construction sites. As they say, the rest is history...

An avid thrill seeker, Rumit plays a pivotal role in developing custom itineraries for luxury and academic clients leveraging a wealth of knowledge and professional networks in both Africa and South Asia to design complex itineraries. With his deep knowledge of the hospitality industry, he is frequently invited as a guest speaker at business and academic forums. Rumit is also Vice President of the Association of the Promotion of Tourism in Africa (APTA) - Northeast Chapter.

## **Nicholas Schiavo**

Nicholas is the Accounting Director at AltResources where he creates accounting, financial and operational solutions that help grow businesses. Prior to AltResources, Nicholas served as a Controller with PineBridge Investments (formerly AIG Investments) and was responsible for direct, fund of funds and secondary funds. Nicholas oversaw back, middle, and front office functions, and was a key player with front office personnel. Earlier in his career, he held key positions at another alternative investment administrator, consulting firms and financial services companies where he expanded his client service, analytical and industry skill set. Nicholas started his career in the Financial Services Audit Practice at KPMG. His front, middle and back office experience - and client centric approach - equip him to effectively support fund business strategies, individual General Partner visions while understanding portfolio company matters. Nicholas is a CPA and received his BBA in Accounting from the Lubin School of Business at Pace University in 1984. He has an MBA in Finance/International Business from NYU Stern School of Business. Nicholas is a Board Member and Treasurer of the MIT Enterprise Forum of New York.

## **Sara Shikhman**

Sara Shikhman is the President of BedroomFurnitureDiscounts.com, a leading online retailer of home furnishings in New York. Under Sara's leadership Bedroom Furniture Discounts was able to turn a \$20,000 investment into nearly \$10 million in revenue despite being 576th to market. Sara earned her B.B.A. in Finance from the Lubin School of Business at Pace University and her law degree from University of Pennsylvania Law School. Prior to Bedroom Furniture Discounts, Sara taught Business Law at Pace University, was a portfolio manager at Deutsche Asset Management, and practiced corporate law at a top law firm in New York. In her spare time, Sara enjoys traveling, tennis and writing. Sara is a board member of the University of Pennsylvania Law School alumni board and the Lubin School of Business Alumni Board.

## **Alan Siege**

Alan Siege has an MBA in Entrepreneurship from Pace University and a Master's degree in Performing Arts Management from Brooklyn College. He has led business workshops through the Brooklyn Chamber of Commerce, the Support Center of New York, the Brooklyn Business Outreach Center and the Business Division of the Brooklyn Public Library. He is an instructor for the FastTrac Program, (part of the NYC Department of Small Business Services) and an Adjunct Professor in the School of Continuing and Professional Studies at New York University and the City University of New York. In addition, he is the Principal of Small Business Management Consulting - a business coaching company - and has been assisting small businesses for over 20 years by improving the way they tell their business story.

## **Craig Tashman**

Craig's background is in product, user experience, and interactive technology design. He currently leads LiquidText, a startup founded in 2012 to give people the tools they need to read and understand long, complex documents. Craig earned his Ph.D. in 2012 from Georgia Tech's School of Interactive Computing where he and his teams developed better ways to support deep, critical reading; the work went on to be the foundation for his startup. Prior to LiquidText, Craig worked at IBM Research and Microsoft Research during college and graduate school, where he developed interactive visualizations for desktop window management and data compression technologies. Prior to Georgia Tech, Craig received his BS in Physics from Pace University in 2003, and his MS in Computer Science from Rensselaer Polytechnic Institute in 2005.

## ***Special Guests***

The eLab has had the privilege of hosting top entrepreneurs, investors, venture capitalists and other distinguished people as Special Guests. These guests have contributed in a variety of ways as keynote speakers, conference panelists, judges and workshop facilitators. Gurbaksh Chahal, a prominent tech entrepreneur and great supporter of the eLab, has founded the Chahal Entrepreneurial Endowed Scholarship Fund. The eLab administration actively pursues eminent personalities seeking engagement with the University.

- Bal Agrawal, CEO, LifeWorx, Inc.
- Sang Ahn, Principal, Dawntreader Ventures
- Mumtaz Alvi, Counselor-at-Law
- Marc R. Angel, Senior Business Manager, Primedia
- Tokunbo Anifalalaje, Director of Business Engagement, Brooklyn Navy Yard
- David Arabov, Co-Founder and CEO, EliteDaily.com
- Kumesh Aroomoogan, Co-Founder and CEO, Accern Corporation
- Rohit Arora, Co-Founder and CEO, Biz2Credit
- David Aschenbroich, Founder and Partner, Pecari Ventures
- Fred Aslan, MD & Vice President, The Michaelian Institute
- Mitchell Barnett, Vice Chairman, Cushman and Wakefield
- Susannah Bailin, Founder and CEO, AdviceCoach
- Alan Baum, Vice President, JPMorganChase
- Thatcher Bell, Associate, Draper Fisher Jurvetson Gotham Ventures
- Karsten Berlage, Global Head of Weather Risk Solutions, Allianz Risk Transfer
- Sam Bobley, CEO, Ocrolus
- James Bradley, Executive Director, WebServes, Inc.
- Alan Brody, CEO, Convean
- Matthew Brown, Co-Founder, Emergent Properties, Inc.
- Warren N. Bimlick, Senior Vice President and General Manager, Primedia
- David Bolotsky, Founder and CEO, Uncommon Goods
- Steve Brotman, Managing Director, Greenhill & Co
- Ellen Carey, Manager, Global Impact Investing Network
- Eugene Carr, Founder & Chief Innovation Officer, Patron Technology
- Majora Carter, Founder and Executive Director, Sustainable South Bronx
- Sarah Leshner Carvalho, Head, LatAm Credit Research, Barclays Capital
- Jonathan Cedar, CEO & Co-Founder, BioLite
- Miguel Centeno, Chief of Marketing, U.S. Small Business Administration
- Gurbaksh Chahal, Founder, RadiumOne
- Somak Chattopadhyay, Vice President, Greenhill SAVP
- Carolyn Chin, CEO, Cebiz
- Matthew Commons, Chief Financial Officer, FloDesign Wind Turbine Corp.
- Richard Cosgrove, Co-Founder & CEO, Oval Digital, Inc
- Darius Daftary, Director of Product Engineering, Artivest
- Avihai Degani, President & CEO, IPgallery
- Bill Deutch, Creator/Executive Producer, Hiring America
- Eric Diamond, Founder and CEO, Tribeca Digital
- Anselm Doering, CEO, EcoLogic Solutions
- Stefan Doering, President & Founder, Best Coaches Inc
- Christina Dolan, Founder, OneMain.com
- Brett Dovman, Founder, Panelfly, Inc.
- Bill Deutch, Creator/Executive Producer, Hiring America
- Daniela Federici, Photographer/Director
- Vitaly Feldman, Co-founder, MetroHorse
- Wendy Felton, Social Media Manager, Lubin School of Business
- Andrew Flamm, Director of Small Business Development Center, Lubin School of Business



- Carlos Flores, Managing Director, Golden Seeds Angel and Venture Capital Investment Group
- William Fontana, Manager, Second Century Innovation and Ideas Corp.
- John Fox, President and Co-Founder, Homeland Energy
- Robert Fuhrer, NexToy LLC
- Ronen Gafni, Creator and Founder, FreshBiz
- Ashling T. Ganes, Project Manager, Cushman and Wakefield
- Yiqiu Gao, Founder and CEO, Netaround
- Michael Gabriel, Founder and CEO, Fortium Partners
- Eric Gertler, Executive Vice President, New York City Economic Development Corporation
- Simcha Gluck, Founding Partner, FreshBiz
- Michael Gochman, Gochman Group Inc.
- Victor Goldsmith, Executive Director, Second Century Innovation and Ideas
- Vato Gogotishvili, Founder & CEO, Cereal Entrepreneur
- Andrew Gustafson, Vice President, Turnstile Tours
- Liz Hamburg, co-host of Launchpad and President of Upstart Ventures LLC
- Sam Hamadeh, CEO and Co-Founder of PrivCo
- John Harrison, Founder, Mug Clubs
- Brendan J. Hart, Co-Founder and CEO, Prosper
- Justin Hendrix, Executive Director, NYC Media Lab
- Mark Herschberg, CTO, Madison Logic
- Orin Herskowitz, VP of Intellectual Property and Tech Transfer, Columbia University
- Steve Hindy, Co-Founder and President, Brooklyn Brewery
- Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
- Howard Homonoff, President, Homonoff Media Group LLC
- Sabrina Horn, Founder, President & CEO, Horn Group
- Cheryl Miller Houser, Co-Director & Producer, Generation Startup
- Mary Howard, Principal, Design Technologies
- Debera Johnson, Executive Director, Center for Sustainable Design Studies and Research
- Rob Johnston, Executive Director, The Wilson Center for Social Entrepreneurship
- Clarence B. Jones, Executive Consultant, Marks Paneth & Shron
- Brandon Kaplan, CEO, Skilled Creative
- Peter Kash, Co-founder and Chairman, Two River Group Holdings
- Ted Karkus, CEO & Chief Strategist, ProPhase Labs, Inc.
- Mark Kay, CEO, Strikeforce Technologies
- Anna Khan, Venture Capitalist, Bessemer Venture Partners
- Lenny Kharitonov, President, BedroomFurnitureDiscounts.com
- Andrew Kimball, CEO, Industry City
- Josh Knight, COO, EcoLogic Solutions
- Dmitry Koltunov, CTO and Co-Founder, ALICE
- Alexander Koretsky, Co-founder, MetroHorse
- Sieva Kozinsky, Co-Founder & CEO, StudySoup
- Alice Korngold, Author, Leveraging Good Will
- Lynne Lambert, Founder, NYCSubwayLine.net
- Miles Lasater, COO and Co-Founder, HigherOne
- William R. Lee III, Associate Director, Cushman and Wakefield
- Karen Leland, karenleland.com
- Sarah Leshner Carvalho, Head, LatAm Credit Research, Barclays Capital
- Geoffrey C. Lewis, Editorial Director, Primedia
- John Lewis, Finance Manager, WeWork
- Regina Lian, Founder and President, Financial Comfort Inc.
- Mary P. Lieto, Executive Director, Auxiliary Services, Pace University
- Stanley S. Litow, President, IBM International Foundation
- James B. Lockhart, Associate, Greenhill SAVP
- Matt Lovett, Founder & CEO, Oz Content
- Shiv Madan, Founder and CEO, Ability Wearables

- Maria Mahl, Senior Program Manager, Clinton Global Initiative
- Emanuel Martinez, Managing Director, Greenhills Ventures
- Cynthia W. Massarsky, President, CWM Marketing Group
- Alex McKenna, Deloitte
- Gustavo de Medeiros, Founder, NationPhone
- Rumi G. Mehta, Founder, Immersion Journeys
- Diana Melara, Software Architect, Fox News
- Modest J. Mero, Minister Plenipotentiary at the Permanent Mission of the United Republic of Tanzania to the United Nations (UN)
- Mohamed Merzouk, Co-Founder, CEO, Gebni.com
- Masaki Momose, Founder, Momo Dressing
- Jorge Moret, Founder, City Saucery
- Michael Moretti, Senior Relationship Manager, Silicon Valley Bank
- Howard Morgan, Director, Idealab
- Thomas Mulligan, Relationship Manager, JPMorganChase
- Tom Nassr, CEO, Checkmate.Digital
- Brian J. Nickerson, PhD, Director LLC
- Charlie O'Donnell, Partner, Brooklyn Bridge Ventures
- Aundre Oldacre, VMIX
- David Oreck, Founder and Chairman, Oreck Corporation
- Robert E. Ortiz, Program Director, Students in Free Enterprise
- Douglas Palumbo, Vice President, JPMorganChase
- Daniel Papes, President and Chief Commercial Officer, sndr
- Henry Park, Principal at Law Office of Henry Park LLC
- John-Paul Parmigiani, Co-Founder Impact Hub
- Larry Perlstein, EVP, Social Life Management
- David Pike, Founder, New York Trolley Company
- Anastasia Cole Plakias, Vice President & Founding Partner, Brooklyn Grange
- Jerald Posman, Director, Project Enterprise
- Danny Potocki, Founder, FINIS Ventures
- Labib Rahman, First Employee, Mason
- David S. Rose, Chairman, New York Angels
- Christine Roth, Economic Development Advisor
- Charles F. Ryan, Vice President, JPMorganChase
- Wallace Santos, Co-founder, Maingear Computers
- Kane Sarhan, Co-Founder, Enstitute
- Jonathan M. Satovsky, Founder & CEO, Satovsky Asset Management, LLC
- Nicholas Schiavo, Accounting Director, AltResources
- Hugh A. Schwartz, Chadwick Communications
- Ian E. Scott, Managing Director, Scott Legal, P.C.
- David Sederholt, Senior Advisor, Strategic Funding Source
- Jonathan Serko, Vice Chairman, Cushman and Wakefield
- Archana Shah, Executive Director, Morgan Stanley
- Jim Sharpe, Vice President, Gerson Lehrman Group
- Alex Shashoua, Co-Founder and President, ALICE
- Sara Shikhman, President, BedroomFurnitureDiscounts.com
- John Shkolnik, Product Owner and Software Architect, Deloitte
- Alan Siege, Principal, Small Business Management Consulting
- Bernard M. Siegel, CPA and Certified Professional Coach
- Lori S. Smith, Partner, Goodwin Procter LLP
- Geoffrey W. Smith, Director, Center for Technology, Innovation, and Entrepreneurship
- Stephen Sokoler, President and CEO, Altrum Honorsk; Founder and CEO, Journey Meditation
- Stan Spiegelman, Vice President, GFI Development
- Robert Steiner, Co-Founder, Roboto.NYC
- Melissa Stepanis, Relationship Manager, Silicon Valley Bank

- Seth Syberg, President & Founder, Cocoburg LLC
- Craig Tashman, Co-Founder and CEO, LiquidText
- Stella Templo, Executive Officer, WeWork
- Prudence Thiry, Counsel at Law Office of Henry Park LLC
- Cindy VandenBosch, Founder, Turnstile Tours
- Michael Vesey, CFO, Majesco
- Jessica Walker, President and CEO, Manhattan Chamber of Commerce
- Robert Walsh, Executive Director, HELP USA Fund
- Becky Wang, CEO, Crossbeat New York
- Lori Anne Wardi, President and CEO, Pebble Alley LLC
- Jenny Watzka, Business Strategist, [www.jennywatzka.com](http://www.jennywatzka.com)
- Sandy Wollman, Co-Founder and Managing Director, Westchester Angels
- Andrew Yang, Founder and CEO, Venture for America



(From left) Orin Herskowitz, Debera Johnson and Geoffrey Smith on the panel of Entrepreneurship NYC: The role of universities in NYC ecosystem

# ***Scholarships, Sponsorships & Grants***

## **Scholarships**

### **The Steve Godoy Endowed Scholarship Fund**

Steve Godoy established the scholarship fund to reward students with exceptional entrepreneurial and leadership qualities.

### **The Ehrgott Endowed Scholarship Fund**

Donald A. Ehrgott '50 instituted the David A. Ehrgott and Ruby Ehrgott Endowed Scholarship Fund to assist students enrolled in the Entrepreneurship program.

### **The Chahal Entrepreneurial Endowed Scholarship**

Gurbaksh Chahal, a successful serial tech entrepreneur, honorary doctorate and great supporter of the eLab, founded the Chahal Entrepreneurial Endowed Scholarship Fund to help entrepreneurship students.

## **Sponsorships**

### **Cushman & Wakefield**

The Entrepreneurship Lab attracted \$2,000 in sponsorship from Cushman and Wakefield for the 'Commercial Real Estate Insights for NYC Start-Ups' event held on February 21<sup>st</sup> 2013.



### **HigherOne**

HigherOne sponsored 'A Fireside Chat with Miles Lasater' held on March 21<sup>st</sup> 2013 with a donation of \$2,000.



## Grants

### **Verizon Thinkfinity Foundation**

Professors Bruce Bachenheimer (Lubin) and Jean Coppola (Seidenberg) successfully won the grant of \$15,000 for purchase of MakerBot 3D Printer, two iPads and two Samsung Tab 2 devices. A portion of the grant will be used to develop a mobile app for the Entrepreneurship Lab.



### **Blackstone Charitable Foundation**

From Fall 2014 through Summer 2015, Professor Bruce Bachenheimer will lead a series of seven-week Entrepreneurship Boot Camps at the eLab that will offer focused training for up to 96 veterans in the Tri-State area. The boot camps are part of the Blackstone Charitable Foundation's First Annual Veterans Grant worth \$50,000.



### **Michael Dezer BBA '68, Hon. DCS '14**

A leading figure in real estate, Pace alumnus Michael Dezer '68 Hon. DCS '14 is one of our most accomplished graduates. In 2013, Michael made a \$1 million gift towards two distinct initiatives at Pace—the Entrepreneurship Program at the Lubin School of Business and the New York City Master Plan, giving back to Pace in the very areas where he has achieved great success.

Born in Israel, Michael Dezer attended Pace soon after coming to the U.S. in the early 1960's. After graduating, he became an entrepreneur in the advertising industry, eventually selling his business to enter real estate, with the purchase of 35 buildings. Today, Dezer Development – the company he founded and his son, Gil, now serves as president of – is the largest landowner in Chelsea, with office space holdings totaling more than 1 million square feet. In the mid-80's, Dezer Development expanded to Miami, where its holdings now include a portfolio of hotel properties totaling more than 1,000 rooms.

A proud Israeli-American, his gift also reflects his desire to help the University foster a closer relationship with industrial and commercial leaders in the State of Israel, building upon the impressive strides Pace has already made in developing these relationships, including hosting a forum on technology innovation and entrepreneurship in Israel and organizing a speaker series for Lubin students featuring executives from top Israeli tech firms. These efforts will continue thanks to Michael's support, as \$250,000 of his \$1 million investment will fund this work through the Entrepreneurship Program at Lubin.



## **Ted and Pat Levine Proof of Concept Entrepreneurship Initiative**

Pace University has established the Ted and Pat Levine Proof of Concept Entrepreneurship Initiative to provide competitive cash awards to Pace students and recent alumni/ae interested in performing proof of concept work. The award money will support work to better understand if a product or service idea can be transformed into a successful entrepreneurial venture. Managed by the Pace University Entrepreneurship Lab (eLab), the Levine Initiative is designed to provide funds and support to help promote new business development.



*Ted & Pat Levine posing at Pace University – September 2014*

## ***International Connections***

### **Visitors from the Indian School of Management and Entrepreneurship**



### **University of New South Wales Australia**

Ben Phillips, from University of New South Wales Australia, visiting eLab





## Chinese Delegation

Nikhil Kalyankar, Associate Director, Entrepreneurship Lab welcoming the Chinese Delegation and introducing Andrew Flamm, Director, Manhattan Small Business Development Center (SBDC)



## Visitors from Guizhou University





## **Aalto University in Finland**

Olli Vuola, Executive Director of the Aalto Ventures Program at Aalto University in Finland, visiting the Entrepreneurship Lab



## **Students from Fresenius University, Germany**

Professor Bruce Bachenheimer speaking to students from Fresenius University, Germany participating in the English Language Institute program



## **Visit from the U.S. Department of State International Visitor Leadership Program**

On March 16, 2016, 25 women entrepreneurs from 23 countries\* visited the Pace University Entrepreneurship Lab as part of the United States Department of State International Visitor Leadership Program. The entrepreneurs were given a tour of the lab followed by a presentation and Q&A from Professor Bruce Bachenheimer, Director of the Entrepreneurship Lab.

\*Djibouti, Egypt, Eritrea, Ghana, Guyana, Israel, Italy, Jordan, Kenya, Lebanon, Malaysia, Mauritius, Morocco, Oman, Russia, Rwanda, Slovakia, Spain, Sri Lanka, Tajikistan, Uganda, United Arab Emirates, Zimbabwe



Visitors from the State Departments International Visitor Leadership Program are eager to hear the presentation from Professor Bruce Bachenheimer, Director of the Entrepreneurship Lab.

## **Universidad Europea de Madrid, Spain & European Business School, France**

Students from international universities Universidad Europea de Madrid, Spain and European Business School, France participated in Entrepreneurship courses in the eLab. Additionally, students from H.R. College of Commerce and Economics, India visited the eLab during their US tour.



Professor Bruce Bachenheimer talking to students from Universidad Europea de Madrid and European Business School



## **H.R. College of Commerce & Economics, India**



Students from HR College in Mumbai, India visit the eLab

## **Israel Entrepreneurship Initiative with the MIT Enterprise Forum of Israel**

Professor Bruce Bachenheimer, Executive Director of the Entrepreneurship Lab, traveled to Israel to officially launch the Israel Entrepreneurship Initiative in partnership with the MIT Enterprise forum of Israel at Tel Aviv University on January 7, 2015. In addition to the program launch, Professor Bachenheimer participated in numerous entrepreneurship events, including the Global Entrepreneurship Week Israel celebration, an 'Entrepreneurship at the Bar' Meetup, and a new FreshBiz event called the Dinnerz Book Club. He also visited a number of incubators, including StarTAU, the Hive by Gvachim and the Porter Center, and met with many innovative Israeli entrepreneurs, several of whom may participate in the Israel Entrepreneurship Initiative. Professor Bachenheimer was also interviewed about the program on the premier episode of Innovation Nation, which aired live on Voice of Israel radio. This initiative was made possible by a generous grant from Pace alumni Michael Dezer, BBA '68.

### 3. Events & Activities

#### *Networking Activities*

Networking events provide an excellent opportunity for Pace students to network with their peers who are excited about entrepreneurship. Those interested in exploring or developing their own business are able to share ideas and expertise in an informal setting.

#### **Eighth Annual Entrepreneurship Networking Event (October 7, 2020)**

Special guest speaker for this event was Paige Cecchi, alumna and previous winner of the Pace Pitch competition and small business owner.



With the quarantine restrictions, the event was held online using Zoom teleconferencing.

## **Seventh Annual Entrepreneurship Networking Event (October 3, 2019)**

Special guest speaker for this event was Jesse Hill, new grad from near Silicon Valley and investment club president at his school.



Jesse Hill interacts with students interested in meeting up after his talk.



## **Sixth Annual Entrepreneurship Networking Event (October 4, 2018)**

Featured speaker for this event included Ted Karkus, CEO & Chief Strategist, ProPhase Labs, Inc.



Ted Karkus addresses the students, visitors and alumni at the networking event.

## **Fifth Annual Entrepreneurship Networking Event (October 5, 2017)**

Featured special guests for this event included Alex Shashoua, Co-Founder and President, ALICE and Dmitry Koltunov, CTO and Co-Founder, ALICE



Students engage in conversation at the networking event.



## **Food for Thought (November 15, 2016)**

The Food for Thought event brought students from all Pace's schools. Students shared their business ideas with Professor Bruce Bachenheimer over pizza.



Bruce Bachenheimer provides feedback to students in a guided discussion.

## **Entrepreneurship Networking Event (September 29, 2016)**

Featured special guests for this event included Kumesh Aroomoogan, Co-Founder and CEO, Accern Corporation, John Harrison, Founder, MugClubs.com and Mohamed Merzouk, Co-Founder, CEO, Gebni.com.



Students engage in networking and guided activities.

## **Entrepreneurship Networking Event (September 24, 2015)**

Featured special guest speaker for this event was Jonathan Cedar, CEO and Co-Founder of BioLite.



Professor Bruce Bachenheimer interacting with students

## **Entrepreneurship Networking Event (November 4, 2014)**

This event featured New York City fashion designer and Pace alumnus Asher Levine, BBA '10. Asher Levine Studio designs have been featured by CNN, MTV, The New York Observer, Interview, and Rolling Stone Magazine, amongst many others. Additionally, his selected works include designs for celebrities Beyoncé, Lady Gaga, and will.i.am to name a few.



## **Book Signing – The New Entrepreneurz (October 30, 2014)**

The Entrepreneurship Lab hosted the authors of "The New Entrepreneurz" for a book signing and casual discussion. Students had the opportunity to meet authors Ronen Gafni and Simcha Gluck to discuss their book, their start-up company (FreshBiz), and their involvement as a partner company in the Dezer Grant program.



Authors Ronen Gafni and Simcha Gluck pose with Dezer Fellow Zaid Dannsa

## **Startup Mixer (October 19, 2012)**

The Entrepreneurship Lab hosted a 'Startup Mixer' event to promote interschool collaboration in the pursuit of entrepreneurship. Students, alumni, and faculty from all six of Pace University's schools were invited to enjoy food, wine, and the company of their peers and colleagues. Over 40 guests took advantage of this opportunity to exchange ideas and meet students with different skills and backgrounds.



Entrepreneurship Lab Student Associates at the inaugural mixer

## **Alumni Entrepreneurship Reception (September 6, 2012)**

The Alumni Entrepreneurship Reception allowed Pace alumni to take a tour and learn about the new Entrepreneurship Lab. The Director of the eLab, Professor Bruce Bachenheimer, explained the purpose and initiatives of the Entrepreneurship Lab and asked for recommendations from alumni. Following the reception, guests were invited to network and socialize across the street at the Beekman Pub. Among the guests were the Lubin School of Business Dean Neil Braun, and Management Department Chair Alan Eisner.



Bruce Bachenheimer, Clinical Professor of Management and Executive Director of the Entrepreneurship Lab addressing the audience at the eLab.

## **Entrepreneurship Lab Opening Ceremony (February 16, 2012)**

Pace University officially launched the Entrepreneurship Lab with a Grand Opening Ceremony on February 16th 2012. The eLab hosted an open house for those wishing to tour the facility, followed by a formal dedication hosted by Neil S. Braun, Dean of the Lubin School of Business. Speakers at the event included Bruce Bachenheimer, Clinical Professor of Management and Director of the Entrepreneurship Lab; Harold Levy, a member of the Board of Trustees of Pace University and a Managing Director at Palm Ventures; Robert W. Walsh, Commissioner of the New York City Department of Small Business Services; Harriet Feldman, Pace University's Interim Provost and EVP of Academic Affairs; Somak Chattopadhyay, a Partner at Tribeca Venture Partners; Robert Caucci, a former student of Lubin School of Business student and Jeremy Pease, senior at Pace University's Seidenberg School of Computer Science and Information Systems.



(From left) Neil Braun, Dean of the Lubin School of Business; Bruce Bachenheimer, Clinical Professor of Management and Director of the Entrepreneurship Lab; and Harold Levy, a member of the Board of Trustees of Pace University and a Managing Director at Palm Ventures.



# Competitions

## The Pace Pitch Contest

The Pace Pitch Contest is based on the Elevator Pitch concept, popular in the venture capital community. It is an extremely concise presentation of an entrepreneur's idea, business model, marketing strategy, competitive analysis, and financial plan, which is delivered to potential investors. The premise is that it could be made in a few minutes, should the entrepreneur spot a potential investor on an elevator and have the opportunity to pitch their idea during the brief ride.

Each Finalist has exactly three minutes to pitch their new venture idea to a distinguished panel of judges and an enthusiastic audience. The judge's panel consists of business experts in the New York City startup and venture capital community. In addition to broad participation at Pace, we have been pleased to welcome student competitors from a number of other universities, including Columbia, Harvard, MIT, NYU, Princeton, and Stanford.





## **April 23, 2021**

The Seventeenth Annual Pace Pitch Contest featured 10 student team finalists from several Schools within Pace University. As the university was still converted to online learning, the event was held virtually with submissions over a given timeframe.

### **Judging Panel**

Bal Agrawal, CEO, Lifeworx Inc

Mary Howard, Principal, designtechnologies

Daniel Papes, President and Chief Commercial Officer, sndr

### **Winners:**

**First Place – *EntertainMED*** – Emma Gassett (Lubin), Shannon Giles (Lubin), Gabriela Morris (Lubin)

**Second Place – *High Rider*** – Elle Gaston (Lubin)

**Third Place – *Wepptek*** – Daniel Berekdar (Seidenberg), Manuel Garza (Seidenberg), Sammy Geller (Seidenberg), Isaiah Jimenez (Lubin), Allan Krasner (Seidenberg), Cassie Ramos (Dyson)



A clip from the winning entry for the Pitch Contest, 2021.

## **April 23, 2020**

The Sixteenth Annual Pace Pitch Contest featured 6 student team finalists from several Schools within Pace University. As the university had converted to online learning, the event was held virtually with submissions over a given timeframe.

### **Judging Panel**

Bal Agrawal, CEO, Lifeworx Inc

Daniel Papes, President and Chief Commercial Officer, sndr

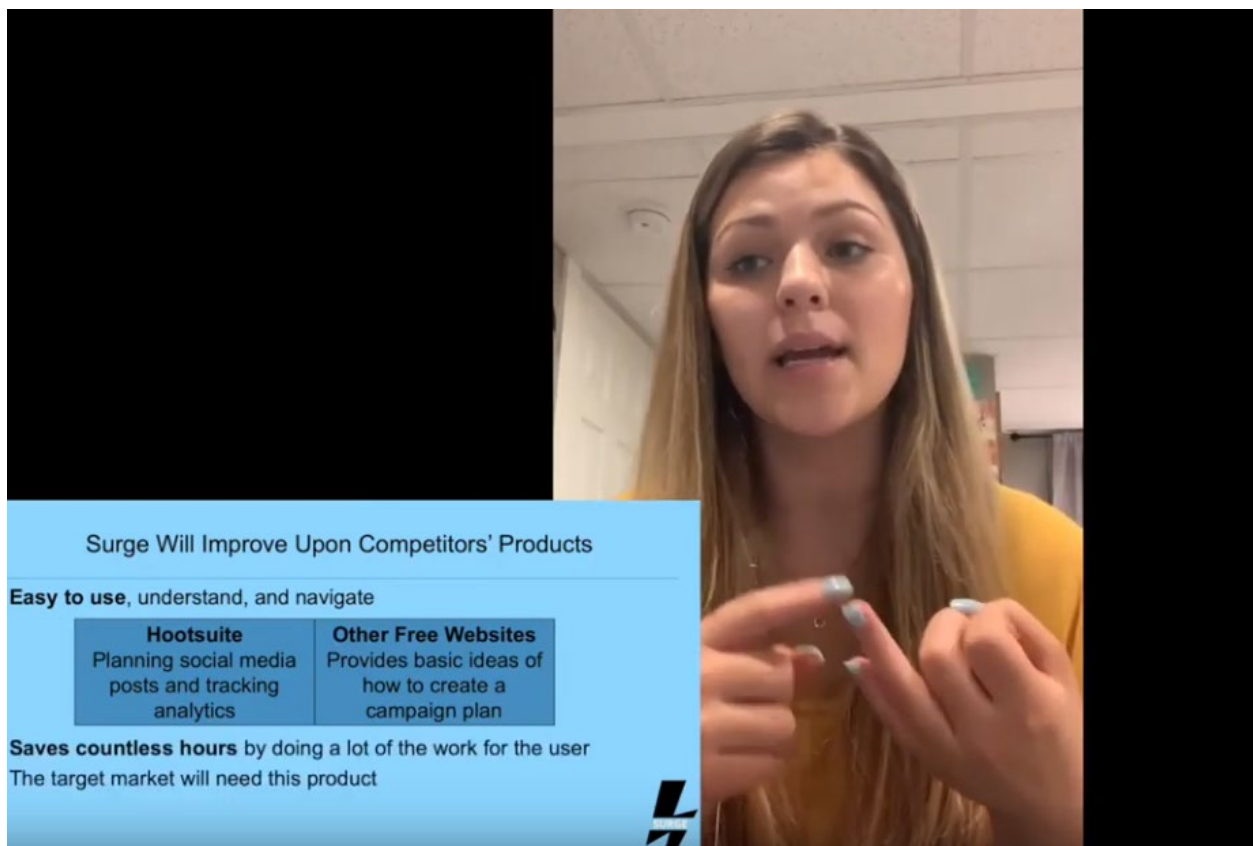
David Pike, Founder, New York Trolley Company

### **Winners:**

**First Place** – ***Surge Systems Campaigns*** – Magen Wolmart (Dyson), Shantina Scott (Dyson), Alex Romanelli (Dyson)

**Second Place** – ***GENECSIS Real Time Data*** – Livia Galvão (Lubin), Cristiano Galvão

**Third Place** – ***Green Neighbor*** – Athena Greschler (Dyson), Monique Rios (Dyson), Kevin Crompton (Dyson)



A clip from the winning entry for the Pitch Contest, 2020.

## **April 22, 2019**

The Fifteenth Annual Pace Pitch Contest featured 9 student team finalists from several Schools within Pace University. Guests included over 150 Pace students and alumni, several undergraduate business classes, and additional faculty and outside visitors. Michael Gabriel, Founder of Quantum Barometer, delivered the keynote address.

### **Judging Panel**

Daniel Papes, President and Chief Commercial Officer, snr  
Susannah Bailin, Founder and CEO, AdviceCoach  
John-Paul Parmigiani (JP), Co-Founder Impact Hub

### **Winners:**

**First Place – Coakum Technologies** - Ajinkya Datalkar (Seidenberg), Manoela Morais (Lubin)

**Second Place – VYOU** - Brennan Bodin (Lubin)

**Third Place – Astro** - Jennifer Rhau (Seidenberg), Jevon Cowell (Seidenberg), Margarita Dominguez (Seidenberg), Jeremy Rivera (Seidenberg), Sammy Chen Li (Seidenberg)



Daniel Papes, Susannah Bailin, Ajinkya Datalkar, Manoela Morais, JP Parmigiani, and Bruce Bachenheimer.



## **April 19, 2018**

The Fourteenth Annual Pace Pitch Contest featured 9 student teams from several of the Schools. Guests included over 150 Pace students and alumni, several undergraduate business classes, and additional faculty and outside visitors.

### **Judging Panel**

Danny Potocki, Founder, FINIS Ventures

Christine Roth, Economic Development Advisor

Jonathan M. Satovsky, Founder & CEO, Satovsky Asset Management, LLC.

Sandy Wollman, Co-Founder and Managing Director, Westchester Angels

### **Winners:**

**First Place – *AngelEats*** - Quincy Doccy (Seidenberg), Weichao Hou (Lubin), Avinash Mudduluru (Seidenberg)

**Second Place – *Sylvian Hyde*** - Jabari Chambers (Lubin), TJ Hyde

**Third Place – *iCards*** - Jen McCall (Seidenberg), John Mulcahy (Seidenberg)



Sandy Wollman, Christine Roth, Jonathan Satovsky, Quincy Doccy, Avinash Mudduluru, Weichao Hou, Bruce Bachenheimer, Danny Potocki

## **April 20, 2017**

The Thirteenth Annual Pace Pitch Contest featured 8 student finalists hailing from Pace's six schools. Guests included over 150 Pace students and alumni, several undergraduate business classes, and additional faculty and outside visitors. Stan Spiegelman, Vice President, GFI Development delivered the keynote address.

### **Judging Panel**

Darius Daftary, Director of Product Engineering, Artivest  
Jessica Walker, President and CEO, Manhattan Chamber of Commerce  
Sarah Leshner Carvalho, Head, LatAm Credit Research, Barclays Capital

### **Winners:**

**First Place** – Danielle Ran (Lubin), Rachel González (Seidenberg) for Minute Mantra

**Second Place** – Andrew Ku (Seidenberg), Rohana Sosa (Seidenberg) for VAICAM Pi

**Third Place** – Destiny Wagner (Lubin), Ivan Cody (Dyson) for Fitness Dynasty



(from left) Bruce Bachenheimer (Executive Director, Entrepreneurship Lab), Darius Daftary (Director of Product Engineering, Artivest), Rachel González (Minute Mantra), Danielle Ran (Minute Mantra), Sarah Leshner Carvalho (Head, LatAm Credit Research, Barclays Capital) and Jessica Walker (President and CEO, Manhattan Chamber of Commerce)



## **April 14, 2016**

The Twelfth Annual Pace Pitch Contest featured 7 student finalists hailing from Pace's six schools. Guests included over 150 Pace students and alumni, several undergraduate business classes, and additional faculty and outside visitors. David Arabov, Co-Founder and CEO of EliteDaily.com delivered the keynote address.

### **Judging Panel**

Brendan J. Hart, Co-Founder and CEO, Prosper  
Justin Hendrix, Executive Director, NYC Media Lab  
Maria Mahl, Senior Program Manager, Clinton Global Initiative  
Larry Perlstein, EVP, Social Life Management Inc.

### **Winners:**

**First Place** – Christopher Dunn-Meynell (Lubin) for Ondori Anime

**Second Place** – Alex McKenna (Lubin) & Ian Carvalho (Seidenberg) for Helppeer

**Third Place** – Adil Sanai (Seidenberg) for Everyday Pace



(from left) Maria Mahl (Senior Program Manager, Clinton Global Initiative), Brendan J Heart (Co-Founder and CEO, Prosper), Justin Hendrix (Executive Director, NYC Media Lab), Christopher Dunn-Meynell (Ondori Anime), Larry Perlstein (EVP, Social Life Management Inc.) and Bruce Bachenheimer (Executive Director, Entrepreneurship Lab)

## **April 17, 2015**

This contest featured 7 student finalists hailing from three of Pace's six schools (Dyson, Lubin, and Seidenberg). Guests included over 150 Pace students and alumni, two undergraduate business classes, and additional faculty and outside visitors. Kane Sarhan, the Co-Founder of Enstitute, delivered the keynote address.

### **Judging Panel**

James Quick, Technical Evangelist, Microsoft

Ian E Scott, Managing Director, Scott Legal Services, P.C.

David Sederholt, EVP and Chief Operating Officer, Strategic Funding Source, Inc

April Tam Smith, Executive Director, Morgan Stanley

### **Winners**

**First Place** - Alexa McKenna (Lubin) for EaTCard.

**Second Place** - Olga Bogomolova (Seidenberg) & Julie Gauthier (Seidenberg) for CodaPillar.

**Third Place** - Robin Williams, Jr. (Dyson) & Robert Huguenot (Dyson) for RamPak



(from left) James Quick (Technical Evangelist, Microsoft), Ian E Scott (Managing Director, Scott Legal Services P.C.), April Tam Smith (Executive Director, Morgan Stanley), David Sederholt (EVP and Chief Operating Officer, Strategic Funding Source, Inc.), Alexa McKenna (EaTCard) and Bruce Bachenheimer (Executive Director, Entrepreneurship Lab)

## **April 17, 2014**

This contest featured 7 student finalists hailing from three of Pace's six schools (Dyson, Lubin, and Seidenberg). Guests included over 150 Pace students and alumni, two undergraduate business classes, and additional faculty and outside visitors. Kane Sarhan, the Co-Founder of Enstitute, delivered the keynote address. The judging panel consisted of local entrepreneurs and experts in the New York City startup and venture capital community.

### **Judging Panel**

Bal Agrawal – CEO, LifeWorx, Inc.

Ellen Carey – Manager, Global Impact Investing Network

Mary Howard – Principal, designtechnologies

Anna Khan – Venture Capitalist, Bessemer Venture Partners

### **Winners**

**First Place** - Paige Cecchi (Dyson) for SheerStock.

**Second Place** - Camille Hugh (Lubin) and Patrick Roche (University College Dublin) for The Interview Master.

**Third Place** - Kumesh Aroomogan (Lubin) and Anshul Vikram Pandey (New York University) for Accern.



First Place winner Paige Cecchi pitching SheerStock



## **April 18, 2013**

This contest featured 6 student finalists hailing from three of Pace's six schools (Dyson, Lubin, and Seidenberg). Guests included over 120 Pace students and alumni, two undergraduate business classes, and additional faculty and outside visitors. The judging panel consisted of local entrepreneurs and experts in the New York City startup and venture capital community. The panel asked the finalists tough questions about their business pitches and offered advice to aspiring entrepreneurs in the audience.

### **Judging Panel:**

Mark Herschberg, CTO, Madison Logic  
Charlie O'Donnell, Partner, Brooklyn Bridge Ventures  
Stephen Sokoler, President and CEO, Altrum Honors  
Michael Vesey, CFO, Majesco Entertainment Company

### **Winners**

**First Place** - Christian Velez (Dyson) for Nuque Tie New York

**Second Place** - Geordi Taylor (Dyson) for B100 Production Facility

**Third Place** – Javier Dutan (Lubin) for Nova Mobile Applications



(from left) Finalists Kumesh Aroomoogan (SAI), Javier Dutan (Nova Mobile Applications), Darren Alphonse (Wrangle Sports), Christian Anthony Velez (Nuque Tie New York), Geordi Taylor (B100 Production Facility), Marcelo Zimmier (Trendytres)

## **April 19, 2012**

This contest featured 8 finalist teams presenting new business concepts. Finalists came from four of Pace University's schools: Lubin, Dyson, Seidenberg, and Pace Law.

### **Judging Panel:**

Matthew Brown, Co-Founder, Emergent Properties Inc.  
Brett Dovman, Founder, PanelFly Inc.  
Rumit Mehta, Founder, Immersion Journeys  
Sara Shikhman, President, BedroomFurnitureDiscounts.com

### **Winners:**

**First Place** - John Robb (Dyson) and Peter Franceschini (Seidenberg) for Candoo

**Second Place** - Robert Caucci (Lubin) and Jeremy Pease (Seidenberg) for SpaceSplitter

**Third Place** - Henry Kusjanovic (School of Law) for Prof-Source.



(From left) Rumit Mehta (Immersion Journeys), Matthew Brown (Emergent Prop), Prof. Bruce Bachenheimer (Executive Director of the Entrepreneurship Lab, Lubin School of Business), Sara Shikhman (BedroomFurnitureDiscounts.com), John Robb, Brett Dovman (PanelFly), Peter Franceschini, Prof. Jean F. Coppola (Professor, Seidenberg School of Computer Science and Information Systems), Rebecca Tekula (Executive Director, Wilson Center of Social Entrepreneurship)

## **Pitch Pace Contest Series**

To help students prepare for the prestigious Annual Pace Pitch Contest, the Entrepreneurship Lab held a series of mini-pitch contests called the Pitch Pace Contest Series. Fernando Fung won the Pitch Pace Contest held on April 2, 2014, David Manukjan won the Pitch Pace Contest held on March 5, 2014 and Ana Sosa won the Pitch Pace Contest held on February 19, 2014.



Student Fernando Fung being congratulated by Professor Bruce Bachenheimer, Director, Entrepreneurship Lab after winning Pitch Pace Contest on April 2, 2014



Student Ana Sosa won the Pitch Pace Contest on February 19, 2014

# Business Plan Competition

The Pace University Business Plan Competition is held to foster the entrepreneurial spirit among students, promote practical business skills, and encourage the creation of new ventures. Currently enrolled undergraduate and graduate students at Pace, as well as recent Pace alumni (those who have graduated within the past two years), are encouraged to submit an original Business Plan each spring semester. Plans may be submitted for commercial businesses as well as social ventures.

## 2020

**WINNER: Megan Bishop, Home Base** (Prize support courtesy of Paige Cecchi '15)

**Megan Bishop** Megan is an Arts and Entertainment Management major at Pace looking forward to her upcoming senior year. Along with taking classes in the city, Megan teaches dance, yoga, and group fitness classes. She is passionate about the entertainment industry and has held internships throughout her time at Pace with Disney, Buchwald Talent Agency, Better Noise Music, and Tracy Taylor Ward Design. Megan is also the Vice President-Standards of Kappa Delta Eta Iota and hopes to one day defend artists and entertainment companies as an entertainment lawyer.

**Home Base** Imagine coming to your health club for strength training and staying after to watch football with the other members. Or maybe the idea of coming for a meditation class and staying for book club sounds more your style. You can do either of these things and so much more at Home Base. Home Base is a holistic fitness and wellness studio aimed at building community among New Yorkers of all backgrounds. By providing a wide variety of studio classes, a large community space, themed events, and food products from both Home Base's in-house smoothie bar and local restaurants, Home Base is a perfect one-stop-shop for community building and self-improvement. We hope to build synergy, strength, and serenity in our patrons and encourage anyone and everyone to come in and stay a while.

## 2019

**WINNER: Meghana Venkatesh, AUX MEG**

**Meghana Venkatesh** is a designer based in the Williamsburg, Brooklyn area in New York City. Meg has always been an artist, and has worked on both large and small projects in NYC and beyond. She is graduating in May of 2019 from Pace University with a degree in Business Administration with an Entrepreneurship concentration. She aspires to start her own interior design studio in the future. Meg had worked in several different aspects of design, with experience in interior design, art direction, visual conceptualization and branding identity, installation and sculpture, photography, film production assistance, film set design, and graphic design. She also has experience in social media management for several large platforms, copyediting and writing blogroll, public relations for brand partnerships, and service production for several NYFW shows.

**AUX MEG** is a design studio specializing in interior design, graphic design, visual brand styling, and art direction. It is an office space, a retail space, and an open studio all in one house, connecting creators to clients in a collaborative way. AUX MEG is the solution for all things related to beautiful and compelling design, from the home to the website and everything in between, we exist to tell the stunning stories of our clients through our well-curated art.

## 2018

### **WINNER: Sonia Sotomayor, Urban 7, LLC**

**Sonia Sotomayor** At Pace University, Sonia Sotomayor is an Information Technology major with a Concentration in Computer Forensics and a Minor in Russian. She will be graduating with her B.S. in December of 2018. During Fall 2017, Sonia began working with six other teammates for the Porsche Family Trust as Business Management Officer. Her responsibilities in this role include researching business and marketing strategies and crafting original proposals. As an Honor Roll student, Sonia worked as an English language tutor for International students. She currently mentors Freshman in the Seidenberg School of Computer Science, is an active member of Phi Sigma Iota, and holds a data analytics internship with General Assembly. Upon graduating from Pace, she hopes to work for a sustainable start-up company.

**Urban 7 LLC** Urban 7 is a dock less scooter-sharing platform that facilitates personal mobility within small urban distances. By downloading the free app, users can pick up nearby scooters and arrange short trips that satisfy First and Last Mile connections. Urban 7 proposes to start a pilot program in Graz, Austria as a nine-month research project has been conducted here. The pilot could become a more efficient model for the use of electric scooters and their application in maximizing the public transit network

## 2017

### **Winner: Justin Marks, Arfona, LLC**

**Arfona LLC** is the first company to offer dentures that are fabricated from fused filament fabrication - a type of additive manufacturing that consists of extruding thermoplastic wire through a nozzle into a 3-dimensional object. Through an exclusive arrangement with industry leading Valplast International Corporation, Arfona is also the sole provider of FDA registered thermoplastic filament for 3D printing dental appliances. The technology allows for the fabrication of 3D printed dentures in one third of the time that it takes to fabricate one traditionally - in some cases as quickly as two hours in a single day of production, compared to upwards of six hours spread out over several days in a commercial lab setting.

**Justin Marks** CDT is the CEO of Arfona LLC, a digital manufacturing specialty company. An accomplished dental technician, educator and lab owner, Justin has lectured and taught courses in more than 40 countries around the world. He is a pioneer in the field of digital dentures and since 2008 has dedicated most of his career to applying computer aided design and 3D printing technologies to removable prosthodontics. He is the inventor of the r.Pod™ desktop printer, the first 3D printer capable of printing thermoplastic dental materials. Justin graduated Summa Cum Laude from Pace University in 2017 and holds a BBA in marketing and management.

## 2016

### **Winner: Christopher Dunn-Meynell, Ondori Anime**

**Ondori Anime** is an anime retailer aims at opening pop-up stores in and around anime conventions, which specialize in selling shows and merchandise not offered by the American licensors. Ondori has also established a relationship with the two largest Japanese merchandisers, to bring more shows to our stores. Pop up stores allow the flexibility to adapt to the company's clientele and use information, to increase the customer experience and profits year after year. Lastly the pop-up store model allows convenience for our guests, since we could build near any convention center which would normally be too expensive for a conventional anime store.

**Christopher Dunn-Meynell** is a current senior at Pace University, in the Lubin School of Business. He currently is majoring in entrepreneurship. He had one past venture in which he started my own food business selling food services at my high school's events. It was very successful and helped finance a lot of his high school's clubs. During college he got a few jobs but mainly he worked for Spirit Halloween as a manager for three years. During his time with them he was appointed assistant manager of the flagship store in New York, their Times Square store, brought in to save an underperforming store, as well as construct 18 pop-up stores. He was also appointed the official training manager for the company's charity division for his entire district, in which raised \$40,000 for The Children's Hospital in Bellevue.

## **2015**

### **Winner: Anthony Fauci, Front Line Apparel**

**Front Line Apparel** is an online apparel retailer operating in a niche market that offers customizable clothing choices for United States Military Veterans and Active Duty Service members. On the site, customers will be able to choose from a database of military logos, badges, awards, and unit designations to be added to the clothing item of their choice. Front Line Apparel will also launch a social venture supporting Feherty's Troops First Foundation to help Veterans who are wounded, disable, or suffering from Post-Traumatic Stress Disorder.

**Anthony Fauci** is a senior at Pace University studying Entrepreneurship. Before coming to Pace University in 2010, he served on active duty in the United States Army as a Combat Infantryman until 2011. Currently, Anthony is an Allstate Exclusive Agent in Staten Island, NY where he owns and operates his agency of 6 employees since 2011. He holds the New York State Property & Casualty Insurance License, Life & Health License, and the FINRA Series 6 & 63 Licenses.

## **2014**

### **Winner: Christa Gray Page, 50ROOTS.com**

**50ROOTS.com** is an e-commerce site dedicated to selling 'Made in the USA' products. Its mission is to support the American Made Movement by connecting socially and environmentally responsible consumers with high quality, home-grown, innovative, made in America products. 50ROOTS' product offering includes unique Made in America gift items and accessories for men, women, children, pets, and the home. 50ROOTS.com is designed to leverage American innovation while supporting local economies, designers and manufacturers. 50ROOTS's high-quality products are all manufactured by environmentally and socially responsible businesses in the United States, with a significant proportion of items created using repurposed or upcycled materials.

**Christa Gray Page** is a recent MBA graduate in Strategic Management from Pace University. She also holds a BPS in Fashion Merchandising and Business Administration from Marist College and is currently the Co-Founder and President of 50Roots.com. After nearly 10 years of merchandising, product development and sourcing management, primarily in the fashion industry, Christa became concerned with the repercussions of extensive outsourcing. 50ROOTS.com was born from her desire for high-quality, American-made products developed through responsible business practices.



## 2013

### **Winner: Peter Courtney, Wapsi 67 Brewing Company**

**Wapsi 67 Brewing Company** will be a 10 barrel distribution brewery with a tasting room located on the Eastern border of Iowa in the Quad Cities. The tasting room will consist of several different beers on tap available in sampler glasses, pints, or growlers. The brewery will serve one type of food, a “sloppy-joe” type sandwich originating from a family-owned store in the area.

**Peter Courtney** is a graduate student at Pace University. He is working towards a Master’s in Business Administration, with a focus on Entrepreneurial Studies in Management. Peter has a Bachelor’s of Science in Mechanical Engineering from the University of Notre Dame. He has worked for the past five years as a mechanical engineer in the mechanical construction field as a project and construction manager. He is a Project Management Professional, Certified Energy Manager, and plans to take the Professional Engineering Exam in April 2013. Peter began brewing his own beer in early 2012. He has visited several breweries over the last year, had discussions with brewers and owners of breweries, and performed a case study on the growth of craft beer in the United States and success of the Samuel Adams brand.

## 2012

### **Winner: Jonathan Prato, "Stoked"**

**Stoked** or The STKD 67 Concept Shop is a retail and community space located at Beach 67 at the vacant retail spaces in Arverne By The Sea. The space will be used to empower youth during the summer months and address the summer learning and physical education gap for New York City youth.

**Jonathan Prato** is a senior at Pace University where he is pursuing his Bachelor of Business Administration degree in both Entrepreneurship and Finance. Jonathan’s passion for Entrepreneurship started in his freshman year of college when he started a residential and commercial painting company under the Collegiate Entrepreneurship program. Currently, Jonathan is the President and Co-Founder of the Pace University Student’s in Free Enterprise (S.I.F.E.) Team where he leads a dedicated group of 20 students in accomplishing goals in line with S.I.F.E.’s mission “to create a better, more sustainable world through the positive power of business”. In 2012 Jonathan lead this new team to the S.I.F.E. Regional Competition for the first time since 2004. As a part of S.I.F.E.’s work Jonathan partnered with Stoked, a non-profit organization that is dedicated to helping underserved youth through action-sports, to create and write the plan for a social venture in Rockaway Beach, New York. Jonathan worked with Stoked’s founder Steve Larosiliere to create the idea for a surf shop that would act as a job training program for the underserved youth in the Rockaway Beach community. Jonathan put together a 55-page business plan for the organization, which has allowed Stoked to actively pursue funding and execute the detailed plan.



# Mobile App Design Contest

The Mobile App Design Contest allows students to create a concept for a mobile app that demonstrates innovative design in helping meet user needs. Students submit a full app design using any tool (Adobe Photoshop or Microsoft Publisher) or language (HTML, CSS and Javascript).

## March 5, 2021 - Pace Mobile App Design Contest 9.0/Hackathon

This event was based on the popular "Hackathon." Over 50 participants formed several teams to create a concept mobile application using any tool (e.g., Proto.io) or a scripting/programming language (e.g., HTML5). Contestants had three minutes to demonstrate their idea to the audience and judge. Prizes were awarded based on judges' expert opinion. This event was judged by Stacey Sarris, previous Professor, Bruce Bachenheimer, Professor and Executive Director, Dhruv Gandhi, PhD student, and Jonathan Lee, Associate Director. Presenters included Kevin Dierks, Capgemini, James McCarthy, Google, and Craig Tashman, LiquidText.

### Winners:

**First Place: Pawfect** - Harsh Faterpekar (Seidenberg), Komal Ghugare (Seidenberg), Jaspreet Kaur (Lubin), Shrey Rath (Seidenberg), Soham Save (Seidenberg)

**Second Place: Ludo Mercatus** - Manuel Garza (Seidenberg), Betsy Gorelik (Seidenberg), Junior Jean (Seidenberg), Michael Rooplall (Seidenberg)

**Dermabliss** - Karen Joy (Seidenberg), Kuntal Surwade (Seidenberg)



The closing shot after a long day of presentations and effort.

## **March 6, 2020 - Pace Mobile App Design Contest 8.0/Hackathon**

This event was based on the popular “Hackathon.” Nearly 20 participants formed several teams to create a concept mobile application using any tool (e.g., Proto.io) or a scripting/programming language (e.g., HTML5). Contestants had three minutes to demonstrate their idea to the audience and judge. Prizes were awarded based on judges' expert opinion. This event was judged by Haik Sahakian, Adjunct Professor, and Dhruv Gandhi, PhD student.

### **Winners:**

**First Place: NutriBattles** – Juliet Cottodejesus (Seidenberg), Annet John (Seidenberg), Eduard Rubinfayn (Lubin), Ziteng Sun (Seidenberg)

**Second Place: Kinder AR** - Sandesh Chinchole (Seidenberg), Sanket Chordiya (Seidenberg), Pinak Honmode (Seidenberg), Swapnil Madhavi (Seidenberg), Prachi Shah (Lubin)

**Third Place: Trash It** - Ronak Laungani (Seidenberg), Ankit Patil (Seidenberg), Prathmesh Pathak (Seidenberg), Kuntal Surwade (Seidenberg)



The winning team poses with the judges.

## **March 14, 2019 - Pace Mobile App Design Contest 7.0/Hackathon**

This event was based on the popular “Hackathon.” Nearly 30 participants formed several teams to create a concept mobile application using any tool (e.g., Proto.io) or a scripting/programming language (e.g., HTML5). Contestants had three minutes to demonstrate their idea to the audience and judge. Prizes were awarded based on judges' expert opinion. This event was judged by Christelle Scharff, Associate Professor, Seidenberg School of Computer Science and Information Systems, and Henry Wong, Adjunct Professor.

### **Winners:**

**First Place: Guardian Angel** - Wilfred Luiz (Seidenberg), Jeffrey De La Cruz (Seidenberg), Tsai Te Yi (Seidenberg)

**Second Place: Atk** - Ajinkya Datakar (Seidenberg), Manoela Morais (Lubin), Ninad Chemburkar (Seidenberg)

**Third Place: Caption Glass** - Avinash Mudduluru (Seidenberg), Sagar Dekate (Seidenberg)



Tsai Te Yi, Christelle Scharff, and Henry Wong



## **March 23, 2018 - Pace Mobile App Design Contest 6.0/Hackathon**

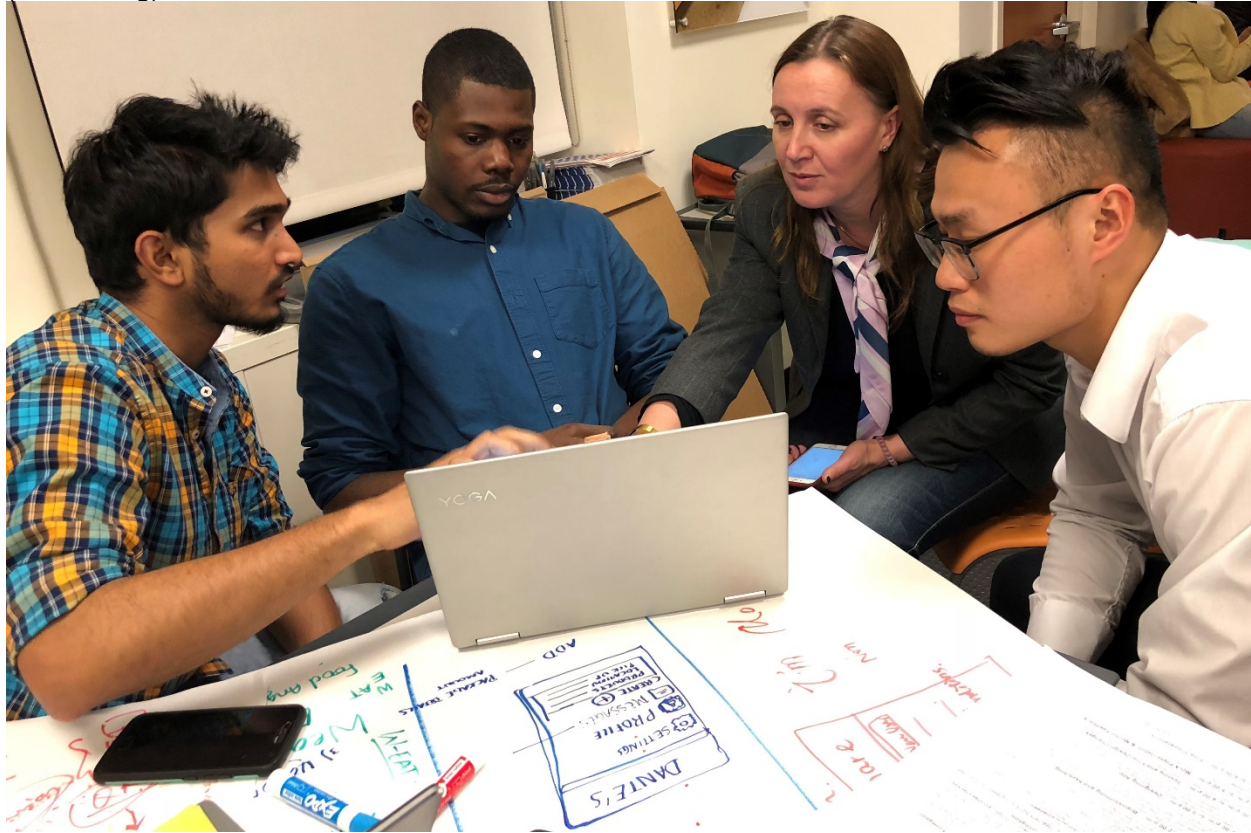
This event was based on the popular "Hackathon." Over 20 participants formed several teams to create a concept mobile application using any tool (e.g., Proto.io) or a scripting/programming language (e.g., HTML5). Contestants had three minutes to demonstrate their idea to the audience and judge. Prizes were awarded based on judges' expert opinion. This event was judged by Christelle Scharff, Associate Professor, Seidenberg School of Computer Science and Information Systems.

### **Winners:**

**First Place: Arogyaa** - Ankit Mohokar (Seidenberg), Chinmay Deshpande (Seidenberg), Shivani Gade (Seidenberg)

**Second Place: WOTOPA** - Varad Raj Shere (Seidenberg), Suman Saurabh (Seidenberg), Haseeb Ur Rahman (Seidenberg)

**Third Place: Angeleats** - Avinash Mudduluru (Seidenberg), Weichao Hou (Lubin), Quincy Doccy (Seidenberg)



Several students work with Prof Schaff on their mobile application concept.

## **March 24, 2017 - Pace Mobile App Design Contest 5.0/Hackathon**

This event was based on the popular “Hackathon.” 14 Participants formed 4 teams to create a concept mobile application using any tool (e.g., Proto.io) or a scripting/programming language (e.g., HTML5). Contestants had three minutes to demonstrate their idea to the audience and judge. Prizes were awarded based on judges' expert opinion. This event was judged by Christelle Scharff, Associate Professor, Seidenberg School of Computer Science and Information Systems.

### **Winners:**

**First Place:** Touch Donation - Phuc Pham (Seidenberg), Samuel Mann (Lubin), Syman Li (Lubin), Thanh Do (Lubin)

**Second Place:** Look at U - Fang Shen (Lubin), Mohitosh Mondal (Seidenberg), Victor Vargas (Seidenberg)

**Third Place:** Give 2 Get - Rachel Engelberg (Lubin), Nidhi Agarwal (Lubin), Rachel McCauley (Lubin), Sumeet Gujran (Lubin), Aniket Dharmik (Seidenberg)



(From left) Professor Bruce Bachenheimer, Executive Director, Entrepreneurship Lab; first place winners Phuc Pham, Thanh Do, Syman Li and Samuel Mann; Christelle Scharff, Associate Professor, Seidenberg School of Computer Science and Information Systems; and Nikhil Kalyankar, Associate Director, Entrepreneurship Lab



## **February 25, 2016 - Pace Mobile App Design Contest 4.0/Hackathon**

This event was based on the popular “Hackathon.” 23 Participants formed 6 teams to create a concept mobile application using any tool (e.g., Proto.io) or a scripting/programming language (e.g., HTML5). Contestants had three minutes to demonstrate their idea to the audience and judge. Prizes were awarded based on judges' expert opinion. This event was judged by Christelle Scharff, Associate Professor, Seidenberg School of Computer Science and Information Systems. Mentors for this event were Yiqui Gao, Founder and CEO, Netaround; Diana Melara, Software Architect, Fox News; Haik Sahakian, Adjunct Professor, Pace University; and John Shkolnik, Product Owner and Software Architect, Deloitte

### **Winners:**

**First Place:** *Helpster* - Alexa McKenna (Lubin), Ian Carvalho (Seidenberg)

**Second Place:** *Fetch Date* - Andrew Greenberg (Seidenberg), Fabian Patino (Seidenberg), Frank Hancock (Seidenberg), Wei Xia (Seidenberg)

**Third Place:** *Travelo* - Dhruvil Gandhi (Seidenberg), Harpreet Wasan (Seidenberg), Jigar Mehta (Seidenberg), Virali Jhaveri (Seidenberg)



(From left) Professor Bruce Bachenheimer, Executive Director, Entrepreneurship Lab; first place winners Alexa McKenna, and Ian Carvalho; Christelle Scharff, Associate Professor, Seidenberg School of Computer Science and Information Systems; and Nikhil Kalyankar, Associate Director, Entrepreneurship Lab



## **March 27, 2015 - Pace Mobile App Design Contest 3.0**

This event was based on the popular “Hackathon.” 25 Participants formed 8 teams to create a *concept mobile application* using any tool (e.g., Proto.io) or a scripting/programming language (e.g., HTML5) and demonstrated it to the audience and the judging panel. Prizes were awarded based on judges' expert opinion. A *concept mobile application* is an interactive prototype software application accessible via smartphone, tablet or desktop and has the look-and-feel of a mobile application but may or may not have the programming logic to perform the associated features. It can be operated using links that go from one screen to the other.

### **Winners:**

**First Place:** *Crime Scan* - Shane Duda, Jonathan Yung, Wei Xia

**Second Place:** *Jamz* - Giuseppe DiMeglio, Julie Gauthier, Alexa McKenna

**Third Place:** *Go Go Feed* - Sukun Li, Bo Liu, Ni Mei



(From left) Professor Bruce Bachenheimer, Director, Entrepreneurship Lab, first place winners Wei Xia and Shane Duda (*Crime Scan*), Nikhil Kalyankar, Associate Director, Entrepreneurship Lab, Christelle Scharff, Associate Professor, Seidenberg School of Computer Science and Information Systems

## **December 5, 2013 - The Pace Mobile App Design Contest 2.0**

This event featured five finalists who created concept designs for mobile applications. The finalists presented their app designs in a public exhibition held at the Entrepreneurship Lab. Pace students and faculty members packed into the eLab to meet the finalists and vote on their favorite mobile app design. Dr. Christelle Scharff judged the contest finalists and presented a topic on “Advice to Mobile Entrepreneurs”. The winners were decided by a combination of votes and judge’s selection.

### **Winners:**

**First Place:** *Alive Inside* - Martine Nezerwa (Seidenberg) & Keith Wright (Seidenberg)

**Second Place:** *NoteTaker 1.0* - "Winston" Yen-Chi Hsu (Lubin)

**Third Place:** *Event Book* - Sabiya Bacchus (Seidenberg)



(From left) Nikhil Kalyankar, Associate Director, Entrepreneurship Lab, Jean Coppola, Associate Professor, Seidenberg School of CSIS, first place winners Keith Wright (*Alive Inside*) & Martine Nezerwa (*Alive Inside*), Christelle Scharf, Associate Professor, Seidenberg School of Computer Science & Information Systems and Professor Bruce Bachenheimer, Director, Entrepreneurship Lab

## **December 6, 2012 - Inaugural Pace Mobile App Design Contest**

This event featured eight finalists who created concept designs for mobile applications. The finalists wrote a description of their application and created images of each application page. The finalists presented their app designs in a public exhibition held at the Entrepreneurship Lab. Pace students and faculty members packed into the eLab to meet the finalists and vote on their favorite mobile app design. The winners were decided by votes.

### **Winners:**

**First Place:** *We Go Together* - Julie Gauthier (Seidenberg)

**Second Place:** *Stress Me Not* - Shiemi Lim (Lubin)

**Third Place:** *Seamless Messaging* - John Robb (Dyson) and Peter Franceschini (Seidenberg)



Julie Gauthier (*We Go Together*) being awarded first place prize by Professor Bruce Bachenheimer, Director, Entrepreneurship Lab and Nikhil Kalyankar, Associate Director, Entrepreneurship Lab

## Speaker Series

The Entrepreneurship Lab invites entrepreneurs, business experts, and other professionals to engage with students about their experiences, provide insight into their industries, and provide recommendations.

### How To Start a Company By Sieva Kozinsky (November 28, 2017)

Sieva Kozinsky talked to Entrepreneurship Implementation students about starting his two companies, and discussed how optimizing your life around learning and hustling to win are important factors to becoming a successful entrepreneur.

Sieva Kozinsky is an active tech entrepreneur, investor, writer, and CEO at StudySoup, a social learning platform that helps 1 million students get good grades in the classroom every month. Over the last 3 years StudySoup has become the largest marketplace in the US where students turn for help in school. A serial entrepreneur in the EdTech space, Sieva has raised millions of dollars in venture financing across his last two companies, while building some of the largest direct to consumer education companies in the US. Sieva's success has been featured in publications such as Forbes, TheNextWeb, Techcrunch and more - most recently Sieva was recognized by Forbes30Under30 as a top entrepreneur in education.



Sieva Kozinsky presents details of his start up with students at the eLab.



## **What is Social Entrepreneurship? (October 13, 2016)**

Social Entrepreneurship is the process of pursuing innovative solutions to social problems. Archana Shah discussed about the role social entrepreneurs play in shaping the world.

Archana Shah is the Associate Director at the Helene and Grant Wilson Center for Social Entrepreneurship at Pace University. Prior to that she worked in the Financial Services industry for over 18 years, initially at J.P. Morgan then at Morgan Stanley from where she retired as a senior Executive Director in the Emerging Markets Derivative Sales group in 2012. Archana is now enjoying the early stages of her second career in social finance. She spent a year at Grameen America as a Director in Development before joining the Wilson Center. Archana attended the University of Pennsylvania where she received a B.S. in Finance from Wharton, and a B.A. in French. She continued on to New York University to receive her Master's in Development Economics. Throughout her life, Archana has been involved in community development work, particularly around financial access and inclusion.



Archana Shah discusses her work with the Helene and Grant Wilson Center for Social Entrepreneurship.

## **IPgallery (September 22, 2016)**

Avihai Degani shared his thoughts on his entrepreneurial journey with IPgallery and explored the importance of IoT related technologies in the modern world.

IPgallery IoT Solutions are tailored for fixed and mobile Telco's designed to leverage the new network topology, enabling you to monetize all IP Network and data-centers. IPgallery delivers end-to-end solutions for rich value added services that are scalable, efficient and allow growth of new business models.

Avihai Degani is the President & CEO of IPgallery. He is an entrepreneur with over 35 years of highly successful business management and engineering experience in managing software development and system integration of complex telecommunications systems with exceptional, vast expertise in software architecture and hardware design.



Avihai Degani presents to business students in the eLab.



## **Women Entrepreneurs: Being Equal Doesn't Mean Being the Same** **(February 24, 2016)**

Anyone out there still think there's no difference in the way men and women do business? Think again. A growing body of research into brain structure, sex hormones and neuroscience finds significant hardwired differences in the ways women and men not only start but also manage and operate businesses. Yet while the 21st century entrepreneur is now more likely to be a she than a he, and while multinationals from Goldman Sachs to Walmart are making big bets on the global She Economy, definitions of business success continue to default male. By now, women have "leaned in" so far trying to realize male benchmarks that they're virtually bent double.

Besides the eye-opening research, Joanna Krotz offered real-life examples of women owners around the country who are truly running their own show — and redefining success for themselves. If you want to launch or build a business, it's critical to look into how sex-based behavior can inform or hamper your goals, strategy, decision-making, finances and performance. Today, it's high time we rethink our notion of how women entrepreneurs walk, talk and think: Because being equal doesn't mean being the same.



## **Managing Corporate Growth and Going Public (November 10, 2015)**

David Siegel, CEO, Investopedia offered his thoughts to Pace students on managing corporate growth and provided advice on career choices.

David Siegel is a digital media executive with over 18 years' experience leading organizations through innovative product development, rapid revenue growth and traffic acceleration. He is currently the CEO of Investopedia, the largest finance and investing education site, which currently reaches over 18 Million monthly unique visitors. He most recently served as President, Seeking Alpha, a crowdsourced investment research business with over 4 Million registered users. Prior to Seeking Alpha, he served as the Senior Vice President and General Manager of Everyday Health's Local Division, which connects consumers to health care professionals.

David was previously the Senior Vice President, Strategy & Corporate Development for 1-800-Flowers.com, overseeing strategic planning, business and corporate development, marketing strategy, partnerships and analytics. Prior to that role, he served as GM, New Businesses at Duane Reade. David has worked as a strategy consultant for Deloitte Consulting and William M. Mercer and as the Director, Organizational Development for DoubleClick.

David holds a BA in Philosophy, Politics & Economics from the University of Pennsylvania and an MBA from The Wharton School of the University of Pennsylvania.



## **Uber-ization: Overvalued Business Model or Underexploited Platform** **(November 5, 2015)**

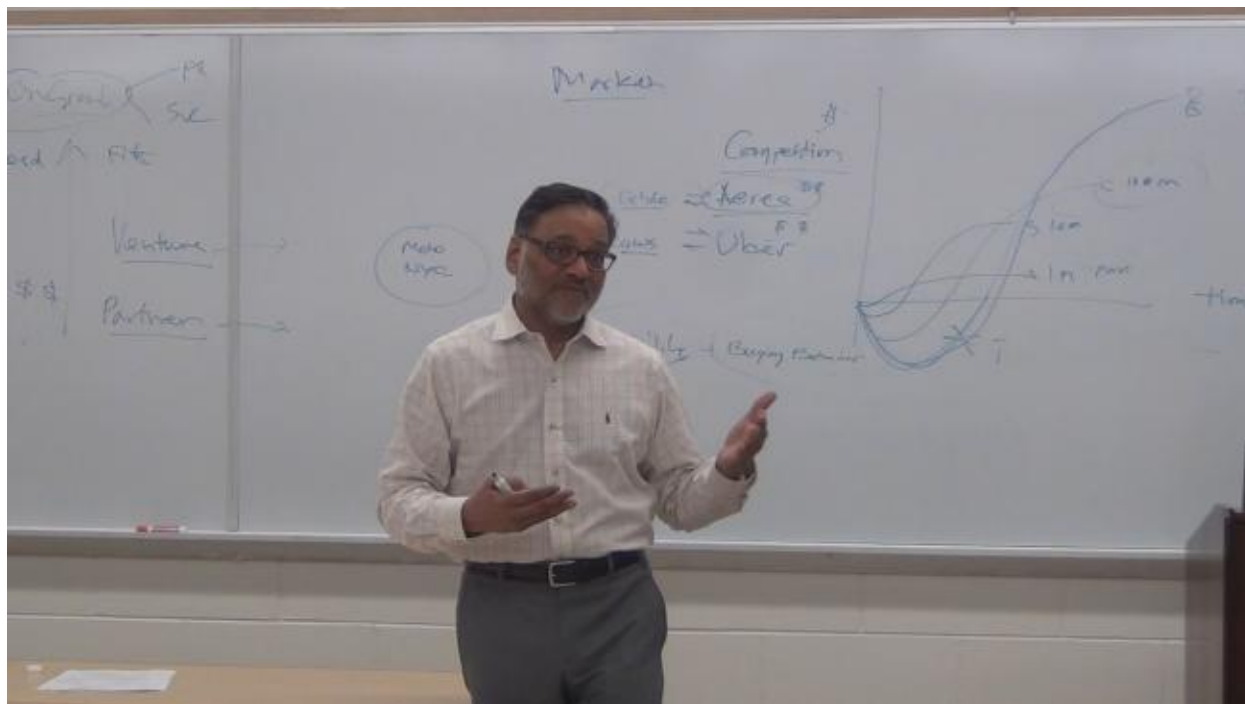
Students were introduced to the leaders of Axial, Fiverr, PRIV and Handy - four exciting gig/shared economy start-ups. Sloan Fellow Michael Scharage facilitated the panel discussion on the “hows and whys” of making these business models succeed for customers, participants and investors alike. Panelists for this event were Umang Dua, Founder and Co, Handy; David Manela, Chief Revenue Officer, Fiverr; Allison Tepley, SVP Marketing & Business Development, AXIAL.net; and Joseph Terzi, Co-Founder & CEO, PRIV.





## **Creating and Building LifeWorx (April 29, 2014)**

Bal Agrawal, CEO, LifeWorx, Inc, founded a company where trust and skill in domestic help is assured. In the event, he talked about his entrepreneurial journey. From his own experiences and life challenges, he recognized that help at home is random and does not need to be such! LifeWorx provide Nannies, Chefs, Housekeepers, Eldercare and other in-home services to make client's life simple and home relaxing. Building an exceptional organization, target marketing, investing in technology, and growing LifeWorx is Bal's key focus.



Bal Agrawal, CEO, LifeWorx Inc.

## **Legal Considerations for a Start-up (March 11, 2015)**

Hosted by Mr. Ian E. Scott, this event provided aspiring entrepreneurs to gain insight into the many legal requirements, obligations, and needs that one must consider when operating a small or startup business. Mr. Scott a Harvard Law School Graduate, lawyer and author of Law School Lowdown: Secrets of Success from the Application Process to Landing Your First Job. (Barron's Publishing) Mr. Scott is also a Certified Public Accountant (C.P.A.) and obtained his M.B.A from the University of Toronto. Prior to law school, Mr. Scott worked at an international investment bank (Credit Suisse) in New York structuring business transactions and providing consultation on deal structures. As an attorney, Mr. Scott worked as a corporate transactional lawyer in the law firm Cleary Gottlieb (a top Wall Street Firm) and is currently the Managing Director of Scott Legal Services, P.C., a law firm specializing in Investor Immigration Visas and New Business set-up. Mr. Scott has been featured and seen in many publications including; Forbes, Bloomberg, The New York Times, Super Lawyers, The Huffington Post, The American Bar Association, Business Insider, The New York Bar Association, Harvard University, Above the Law, Lexis/Nexis, The Student Appeal Journal, Lawyerist, & other Journals. Mr. Scott lives in Manhattan, New York, with his spouse and two lovely daughters.

## **BioGenCell (September 16, 2014)**

This event provided Pace students with the opportunity to hear BioGenCell leadership team talk about their entrepreneurial journey and advances in the Stem Cell Research. Our speakers included Dr. Mike Frogel and Dr. Yael Porat, both of whom have unique expertise in the areas of stem cell research and emerging medicine.

Dr. Porat, Founder, is a specialist in the biotechnology industry, having worked as an innovator, scientist, advisor and director for both industry leaders and pioneering startups. Prior to founding BioGenCell, Dr. Porat served as CTO for TheraVita, where she established the R&D and manufacturing departments and was responsible for the research, development and production of the company's GMP-compliant adult stem cell-based products used for preclinical and clinical studies, as well as for routine treatment of patients.

Previously, Dr. Porat worked for the global R&D division of Teva Pharmaceutical Industries Ltd (Nasdaq: TEVA) as Manager of the Biological Methods Development department where she lead multidisciplinary research teams in development of biological methods supporting pharmaceutical products development. Prior to Teva, she worked for XTL Biopharmaceuticals Ltd (Nasdaq: XTLB) as a senior project manager and member of the project leaders forum in charge of the company's strategic planning. Dr. Porat, an author of many scientific publications and patents, holds MA and PhD degrees in Immunology from the Sackler School of Medicine, Tel-Aviv University, Israel.

Dr. Frogel's main areas of interest are pediatric emergency preparedness, child advocacy, sports medicine and weight management, and preventive pediatrics. Dr. Frogel is a recognized expert and researcher on the use of palivizumab to prevent lower respiratory tract infections due to respiratory syncytial virus (RSV) in high-risk infants and children.



## **Business Strategy in HealthTech Startups (March 4, 2014)**

Fredric Price, Chairman and CEO, Chiasma, talked about how to implement a business strategy in healthtech startups. Mr. Price's experience and expertise made this a must-watch for any new entrepreneur.

Fredric D. Price is Chairman and CEO of Chiasma and a member of the Board of Directors of Enobia Pharma. Previously, he was Chairman of Omrix Biopharmaceuticals, a member of the Board of Directors of Pharmasset, Executive Chairman of Peptimmune, Chairman & CEO of BioMarin Pharmaceutical and CEO and a member of the Board of Directors of Applied Microbiology. As Chairman and/or CEO, he has raised more than \$500 million in a variety of securities transactions, led a total of 18 M&A and licensing transactions, built FDA approved facilities and had drugs approved in the US as well as in international markets.

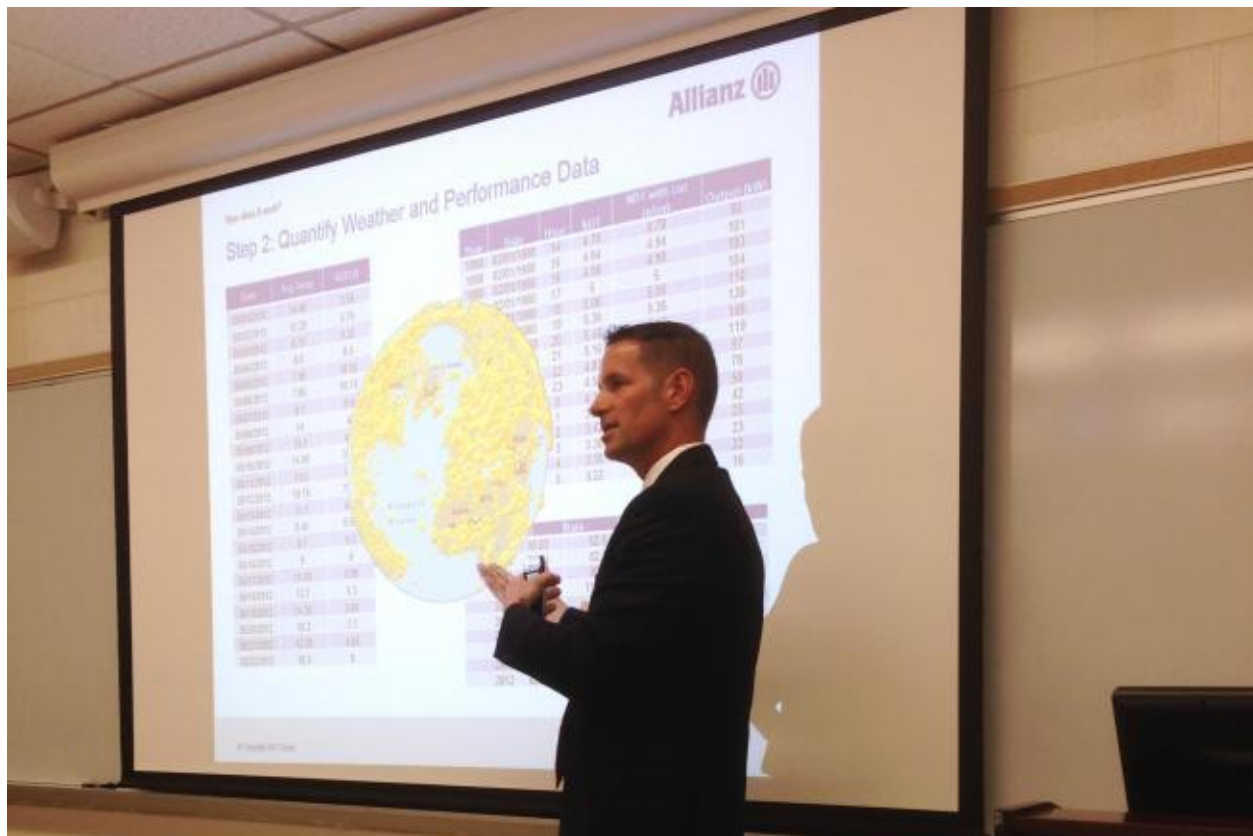


Fredric Price, Chairman & CEO, Chiasma

## **Weather Risk Solutions for Businesses (February 25, 2014)**

Karsten Berlage, Managing Director & Global Head of Weather Risk Solutions, Allianz Risk Transfer talked about business risk associated with weather conditions.

Mr. Karsten Berlage serves as Principal of South Street Securities Holdings, Inc. Mr. Berlage serves as Head of portfolio management of Allianz Risk Transfer, Inc.'s ("ART") Alternative Asset business. He has joined ART in 2008 as a Principal. Before joining ART, Mr. Berlage worked at UBS for 14 years where he was head of asset backed origination. He focused on esoteric and insurance securitizations and successfully closed a number of innovative, award-winning, first-in-class.



Karsten Berlage, Managing Director & Global Head of Weather Solutions, Allianz Risk Transfer

## **Biz2Credit (February 12, 2014)**

Rohit Arora, CEO and co-founder of Biz2Credit, spoke about his entrepreneurial journey with the development of Biz2Credit's web platform. Biz2Credit now matches 1.6 million members with 1,200+ lending institutions based on financial criteria that the small business owners provide. Since its inception in 2007, Biz2Credit has arranged more than \$1 billion in funding for start-ups and small-to-medium sized businesses and handles an average of more than 6,000 new loan applications each month.

Rohit Arora is one of the country's leading experts in small business finance. He has extensive experience in financial services and the issues facing startups and growing small businesses across the globe. In 2011, he was named New York City's "Top Entrepreneur" by Crain's New York Business and meets regularly with top executives from the Federal Reserve, SBA, and the White House on topics related to small business finance.



Rohit Arora, CEO and Co-Founder, Biz2Credit

## **Creating & Building a Fashion Brand (October 29, 2013)**

Lynne Lambert, Founder of NYC Subway Line, discussed financing, production, marketing and operations of her venture, which features tees and hats featuring these iconic NYC subway circles.

Lynne Lambert inspired by the colored circles of the Boro Hall subway sign, launched a line of tees and hats featuring these iconic NYC subway circles, and the NYC Subway Line was born. Financed by the \$125K life savings from her acting career, sales have ranged as high as \$1.2 Million dollars. With no business training at all, but a strong background in marketing herself as an actor, Lynne had a steep learning curve for running her business. In 2007 she was one of the winners of the “Make Mine a \$Million Business” competition sponsored by American Express.



Lynne Lamber, Founder, NYC Subway Line

## **Web Hosting For Startups (September 24, 2013)**

Web Hosting for Startups was presented by Eric Diamond, CEO of Tribeca Cloud. The presentation focused on creating and maintaining an effective and professional website for new companies using web based platforms.

Eric Diamond has over 20 years of experience in developing and implementing strategies and infrastructure for technology and digital businesses. As a leading expert in e-commerce, digital strategies and the open source communities, he has been responsible for building and managing large technology and product teams within the publishing, e-commerce, advertising and content syndication spaces.



Eric Diamond, CEO, Tribeca Cloud



## **Entrepreneurship in Today's Media World (April 22, 2013)**

Howard Homonoff, President, Homonoff Media Group LLC presented his insights on the changing landscape of today's media world. Traditional media is falling out of favor for types of new media, and Howard provided his perspective on where the media industry is headed.

Howard Homonoff is a media executive, management consultant, lawyer, and academic, with expertise at evaluation and execution of digital media growth strategies and balancing complex regulatory requirements with expansion of new business opportunities. He has served as an expert witness on these issues before the Federal Communications Commission, the Copyright Royalty Board and federal and state courts.

Howard recently served as Director at PwC in their Entertainment, Media & Communications practice. Prior to running his own consulting firm and joining PwC, Howard served as VP/General Manager of CNBC Strategic Ventures, where he oversaw the exploitation of CNBC content on digital media platforms; as General Counsel of NBC Cable Networks; and as Director of Corporate and Legal Affairs for Continental Cablevision.



Howard Homonoff, President, Homonoff Media Group LLC

## **CTO's Role in a Tech Startup (March 20, 2013)**

Mark Herschberg, the Chief Technology Officer at Madison Logic, came to speak to a class of international Entrepreneurship students on the topic of 'The CTO's Role in a Tech Startup'. He offered great insights to students as to what the CTO title entails and the type of day-to-day responsibilities he has while working at a startup company.

Mark has worked at and consulted to number startups typically taking on roles in general management, operations, and technology. He has been involved from inception and fundraising through growth and sale of the company. These startup companies have included a wireless application platform, online advertising, lead generation, OLAP, and new language development. Mark was instrumental in launching ServiceLive.com Sears online home services labor market; he also helped fix NBCs online video marketplace (now Hulu.com).



Mark Herschberg, CTO, Madison Logic

## Featured Speakers, Roundtable & Panel Discussions

### Careers in the Time of Covid (November 10, 2020)

Mark Herschberg, author of *The Career Toolkit*, spoke to over 100 students during remote learning semester about finding success using planning, flexibility, and an entrepreneurial mindset.



# Your Career Plan

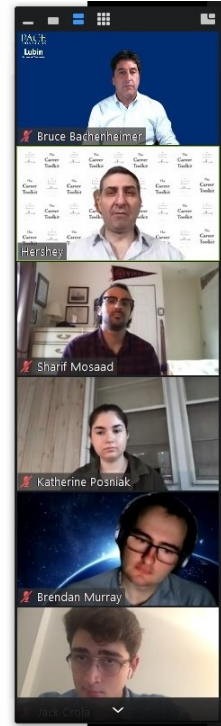
*Making the most of the next few decades*

**Mark A. Herschberg**

Author

***The Career Toolkit***

*Essential Skills for Success That No One Taught You*



Mark meets with interested students about what sorts of planning, skills and activities will lead to their long term career success.

## **Panel Discussion 2019 (November 14, 2019)**

Prof. Bruce Bachenheimer moderated a panel discussion on "Succeeding as an Entrepreneur, a Corporate Intrapreneur, and as a Small Business Owner." The panel included Eugene Carr, Founder & Chief Innovation Officer, Patron Technology, Robert Fuhrer, Founder & Business Owner, Nextoy LLC and KenKen Puzzle, and Daniel Papes, President & Chief Commercial Officer, sndr.



## **Daniel Papes – Sales and Leadership Perspectives (February 13, 2019)**

Daniel Papes talked to Entrepreneurship Implementation students about Perspective on Sales, and Leadership Perspectives which are important factors to becoming a successful entrepreneur.

Dan has more than 30 years of unique experience in the technology industry, including serving as a Section 16 Officer of a \$36B public company, Digital Realty, the largest Data Center REIT in the world. Known as an inspiring leader, turnaround expert, and “corporate entrepreneur”, he has worked for IBM (27 years), Westcon Group (a \$6B IT distributor), Siemens Networking Systems (President, North America), and Mainspring (a pre and post IPO ecommerce consulting company). Among his achievements include leading the acquisition of Mainspring by IBM, launching IBM’s e-commerce cloud/hosting business, creating a venture capital funded business inside the IBM portfolio named Mobile Enterprise Services, transforming the culture of Digital Realty from a real estate company to a customer-centric solutions provider while doubling sales volumes, and turning around a rapidly declining business for Siemens Networking to generate double digit growth. Dan has a BA from Vanderbilt University.





## **Panel Discussion 2018 (November 15, 2018)**

Prof. Bruce Bachenheimer moderated a panel discussion on "How to Get From Here to There." The panel included Jenny Watzka, Business Strategist at [www.jennywatzka.com](http://www.jennywatzka.com), Alexa McKenna, Consultant, Deloitte and Sam Bobley, CEO, Ocrolus.



## **Fifth Annual Entrepreneurs Roundtable (February 22, 2018)**

The Fifth Annual Entrepreneurs Roundtable will be a discussion on how student entrepreneurs should think about identifying entrepreneurial opportunities, creating a new venture, raising capital, building brand awareness, and scaling a business. The panel including David Aschenbroich, Founder and Partner, Pecari Ventures, Tom Nassr, CEO, Checkmate.Digital and Becky Wang, CEO, Crossbeat New York was moderated by Professor Bruce Bachenheimer.





## **Panel Discussion 2017 (November 2, 2017)**

Prof. Bruce Bachenheimer facilitated an exciting panel discussion on how to grow your start-up. When and how should you scale your start-up? What are the challenges of scaling quickly? How do you sustain growth? Meet and hear from successful entrepreneurs and industry experts who will share their experiences and recommendations. The panel included Matt Lovett, Founder & CEO, Oz Content Technologies, Inc., Peter Thurlow, Shareholder, Polsinelli, PC and Seth Syberg, President & Founder, Cocoburg LLC



## **Entrepreneurs Roundtable (February 23, 2017)**

Daniela Federici and Lubin entrepreneurs Richard Cosgrove (BBA '84 MBA '86) and Vato Gogotishvili (MBA '13) discussed their ventures and answered questions from the audience. Daniela Federici is a famous Photographer/Director; Richard Cosgrove is the Co-Founder & CEO of Oval Digital, Inc, and Vato Gogotishvili is the Founder & CEO of Cereal Entrepreneur.



## **Screening of Generation Startup (December 1, 2016)**

The Entrepreneurship Lab (eLab) hosted a screening of GENERATION STARTUP, a documentary that takes us to the front lines of entrepreneurship in America, capturing an in-the-trenches look at the struggles and triumphs of six recent college graduates who put everything on the line to launch startups.

Followed by a live panel discussion with Cheryl Miller Houser, Co-Director & Producer, Andrew Yang, CEO of Venture for America and an expert character in the film, and Labib Rahman, one of the six entrepreneurs featured in the film.





## **Entrepreneurs Roundtable (February 25, 2016)**

Lubin entrepreneurs Scarlett Loughlin (Undergraduate), John Harrison (Graduate), and Kumesh Aroomoogan (BBA '14) discuss their various startup stages and answered questions from the audience. Scarlett Loughlin, Founder of TRIESSS Fashionable Athletic Swimwear, is in the initial idea stage of her startup; John Harrison, Founder of MugClubs.com, is in the prototyping and implementation stage of his business; and Kumesh Aroomoogan, Co-Founder and CEO of Accern Corporation, has a successful venture that is at the rapid expansion stage.



Scarlett Loughlin, Founder of TRIESSS Fashionable Athletic Swimwear, discusses the initial idea stage of her startup.

## **Pace Women Entrepreneurs Roundtable (February 26, 2015)**

Students joined three female student and alumni entrepreneurs from Pace in a roundtable discussion to discuss their businesses and insights to entrepreneurship. The event was moderated by Allison Haunss, Working Woman Report. Panelists included Julie Gauthier, Co-founder, Codapillar; Juliette Nieves, Co-founder, Reaction Dance; and Christa Gray Page, Founder, 50Roots. The event was sponsored by The Women in Business Steering Committee, who launched an initiative that will connect alumnae and students with one another for networking opportunities, mentoring, and speaking events.



(Left to Right) Panelists: Christa Gray Page, Founder, 50Roots, Juliette Nieves, Cofounder, ReactionDance, and Julie Gauthier, Cofounder, Codapillar with Moderator Allison Haunss, the Host of Working Woman Report

## **Bringing an Idea to Life (September 30, 2014)**

Pace students were able to join Ted Levine, Founder and Chairman, Pat Levine, Vice President and their son, Andy Levine, President/Chief Creative Officer, all of Development Counsellors International (DCI), to discuss how they have utilized an entrepreneurial mindset to found, expand, and sustain DCI. Ted and Andy shared with our audience how they've developed the unique concept of "Place Marketing" into a successful company that has grown from two employees in 1960 into its present day status as a leader in international marketing.

This program also served as the kickoff for the Ted and Pat Levine Proof of Concept Entrepreneurship Initiative, which provided competitive cash awards to Pace students and recent alumni/ae interested in performing proof of concept work. The award money supported efforts to better understand if a product or service idea can be transformed into a successful entrepreneurial venture.



Ted and Andy Levine responding to questions from our audience of over 100 Pace students and faculty



## **Entrepreneurs Roundtable (February 20, 2014)**

Gurbaksh Chahal, Founder and CEO of RadiumOne spoke about building THREE incredibly successful businesses in Session 1, followed by a roundtable discussion with three highly successful Pace alumni entrepreneurs David Arabov, Co-Founder and CEO, EliteDaily.com, Lenny Kharitonov, Co-Founder and CEO, UnlimitedFurnitureGroup, Craig Tashman, Co-Founder and CEO, LiquidText and an active angel investor Carlos F. Flores, Managing Director, Golden Seeds Angel and Venture Capital Investment Group in Session 2.



(From left) David Arabov, Co-Founder and CEO, EliteDaily.com, Craig Tashman, Co-Founder and CEO, LiquidText and Lenny Kharitonov, Co-Founder and CEO, UnlimitedFurnitureGroup

## **Entrepreneurship NYC: The Role of Universities in NYC Ecosystem** **(November 7, 2013)**

Pace University's Entrepreneurship Lab and the MIT Enterprise Forum of NYC hosted a groundbreaking forum to discuss the role of universities in the NYC entrepreneurship ecosystem. The Entrepreneurship NYC forum explored this unique role through a dynamic panel discussion followed by an interactive session with the audience.

### **Panel:**

Eric Gertler, Executive Vice President, New York City Economic Development Corporation  
Orin Herskowitz, VP of Intellectual Property and Tech Transfer, Columbia University  
Debera Johnson, Executive Director, Center for Sustainable Design Studies and Research  
Geoffrey W. Smith, Director, Center for Technology, Innovation, and Entrepreneurship



(From left) Eric Gertler, Executive Vice President, New York City Economic Development Corporation, Orin Herskowitz, VP of Intellectual Property and Tech Transfer, Columbia University and Debera Johnson, Executive Director, Center of Sustainable Design Studies and Research, Pratt Institute



## **A Fireside Chat with Miles Lasater (March 21, 2013)**

HigherOne COO and Co-Founder Miles Lasater participated in a 'fireside chat' with Pace University students where he shared his story of launching a firm as an undergraduate student. HigherOne now serves over 5.5 million students, including everyone at Pace. The discussion was moderated by Entrepreneurship Lab Director Bruce Bachenheimer. Students had the opportunity to ask questions, enjoy food and wine, and network with peers and Pace alumni. Mr. Lasater was the 2010 Ernst & Young Entrepreneur of the Year for New England and the recipient of the Elm-Ivy Award.



(From left) Miles Lasater, COO and Co-Founder, HigherOne and Professor Bruce Bachenheimer, Director, Entrepreneurship Lab

## **Commercial Real Estate Insights for NYC Startups (February 21, 2013)**

A panel of executives from Cushman & Wakefield, one of the world's largest real estate firms, spoke to Pace University students and guests on the topic of 'Commercial Real Estate Insights for NYC Startups'. Additionally, guest speakers from WeWork provided insights on shared working spaces available for startups in New York City and the role of the General Assembly. Among the discussion topics were the basics of corporate real estate, contracts and negotiations, the real estate life cycle, and government regulations. Students had the opportunity to ask the panel questions, enjoy food and wine, and network with peers and other event guests.

### **Panel:**

Mitchell J. Barnett, Vice Chairman, Cushman & Wakefield  
Ashling T. Ganes, Project Manager, Cushman & Wakefield  
William R. Lee III, Associate Director, Cushman & Wakefield  
Jonathan Serko, Vice Chairman, Cushman & Wakefield  
John Lewis, Finance Manager, WeWork  
Stella Templo, Executive Officer, WeWork

## **Entrepreneurial Strategy by Sam Hamadeh (September 19, 2012)**

Sam Hamadeh (below) presented on the topic of entrepreneurial strategy to a large audience of Pace students and guests in the Multipurpose Room. Sam Hamadeh is a veteran media entrepreneur, corporate attorney, and financial expert based in New York. He is the CEO and Founder of Privco and the Co-founder of Vault.com. His presentation covered many of the aspects involved in starting a business, from raising venture capital to selling a company. Mr. Hamadeh provided some great insights from his personal experiences as a successful entrepreneur and took questions from the audience following his presentation.



## Workshops

### Our Hour - Informal Student Roundtable Discussions (February 25 - April 15, 2019)

Students gained valuable skills and insights on developing an entrepreneurial mindset, custom discovery, business models, starting lean, how to pitch like a pro and pitch clinic.



Bruce Bachenheimer goes over entrepreneurship and startups with students.



## **Sales (December 05, 2017)**

Stefan Doering talked to Entrepreneurial Implementation students about sales and marketing and why it is an important factor for an entrepreneur to market their product or service effectively.

Stefan is the creator of BEST Coaches' groundbreaking 90-day "UnReasonable" program which brings to the table his almost 30 years of hard-earned business savvy and 4-plus decades of pure heart. He and his coaching team have worked with thousands of entrepreneurs of all types worldwide since 2003, and his passion is working with environmental and sustainable businesses. He has been a true innovator for decades, demonstrating his sustainable business acumen. Stefan started his first company at the age of 17. His later companies included the leaders of major companies and institutions as well as multi-millionaires and billionaires as investors, board members and mentors, and had household names among their clients. In 2005 Stefan started teaching two courses at Columbia University's Center for Environmental Research and Conservation: Environmental Entrepreneurism and Environmental Intrapreneurism. Stefan has been featured in media outlets including The New York Times, The Wall Street Journal, Bloomberg TV, The CBS Evening News, Good Morning America, The Daily News, The New York Post, The New York Times Magazine, NPR, Business Of Success Radio and WBAI, among others.



## **Social Entrepreneurship: A Detailed Presentation by Archana Shah, Associate Director, Wilson Center for Social Entrepreneurship (July 27, 2015)**

Archana Shah, Associate Director, Wilson Center for Social Entrepreneurship giving a detailed presentation on "Social Entrepreneurship" to the participants of the African Women Entrepreneurship Program organized by the US Department of State.





## **Modern Marketing Pyramid & Brand Mapping Process (December 3, 2013)**

President of Sterling Marketing Group, Karen Leland, gave two intriguing and informative presentations regarding marketing and brand development for college students. Both of Karen's presentations, entitled 'Modern Marketing Pyramid' and 'Brand Mapping Process', teach students essential tools necessary to build a personal brand and attain success in the business world.



Karen Leland, President, Sterling Marketing Group

## **Building a Sales Force for Startups (October 8, 2013)**

Lenny Kharitonov, an Entrepreneur and graduate of Pace University, discussed how to create powerful and winning sales for from the ground up in his presentation 'Building a Sales Force for Startups'.

Lenny Kharitonov has always been involved in various entrepreneurial ventures and did a brief stint in banking at Lehman Brothers, now Barclays. He is the President of Unlimited Furniture Group. Unlimited Furniture Group Inc. is an 8 year old parent company to various furniture related entities covering retail, ecommerce, and international distribution. Lenny received his BBA from Pace University in 2002 and Global Executive MBA from Columbia Business School, London Business School in 2012.



Lenny Kharitonov, President, Unlimited Furniture Group

## **FreshBiz Entrepreneurial Thinking Workshop (October 1, 2013)**

The FreshBiz Entrepreneurial Thinking Workshop was aimed at developing entrepreneurial thinking skills. It featured a game simulation where participants could observe themselves acting in a business environment while gaining insight into their relationship and money management skills.

### **Facilitators:**

Ronen Gafni, the Creator and Founder, FreshBiz



Simcha Gluck, Founding Partner, FreshBiz interacting with students at the workshop

## **Search Engine Marketing on a Bootstrap Budget (April 29, 2013)**

Sara Shikhman, President, BedroomFurnitureDiscounts.com taught students the basics of Search Engine Marketing (SEM) using Google AdWords and Google Analytics. Sara stressed the importance of Search Engine Marketing as an effective and inexpensive tool to promote a business and increase sales.

Sara Shikhman is the President of Bedroom Furniture Discounts, a leading online retailer of home furnishings in New York. Under Sara's leadership, Bedroom Furniture Discounts was able to turn a \$20,000 investment into nearly \$10 million in revenue despite being 576th to market. Sara earned her B.B.A. in Finance from the Lubin School of Business at Pace University and her law degree from University of Pennsylvania Law School. Prior to Bedroom Furniture Discounts Sara taught Business Law at Pace University, was a portfolio manager at Deutsche Asset Management and practiced corporate law at a top law firm in New York. In her spare time, Sara enjoys traveling, tennis and writing. Sara is a board member of the University of Pennsylvania Law School alumni board and the Lubin School of Business Alumni Board.



Sara Shikhman, President, Bedroom Furniture Discounts



## **Workshop Series on Photoshop and Illustrator (February 6, 13 & 20, 2013)**

This Workshop Series focused on learning the tools within Adobe Photoshop and Illustrator, as well as a few design principles in the context of being able to create flyers, logos, and other useful marketing tools. Seidenberg student Julie Gauthier hosted these workshops in the Entrepreneurship Lab. Besides being a full-time student, Julie works for Seidenberg Creative Labs Research and Development as a web and mobile developer and designer, as well as teaches Lego robotics at the Chapin School. Julie has experience in HTML/CSS, PHP, Java, jQuery mobile, JavaScript, Ruby on Rails, Photoshop/Illustrator, and user experience and design.



Julie Gauthier, Seidenberg School of Computer Science & Information Systems

## **Finance Workshop Series (November 27, 2012) & (December 4, 2012)**

The Basic Financial Statements Workshop focused on the three main financial statements and the definition of each financial statement line item. The workshop was hosted by Nicholas Schiavo. Currently, Nicholas is the Accounting Director at AltResources where he creates accounting, financial, and operational solutions that help grow businesses. Nicholas is a CPA and received his BBA in Accounting from the Lubin School of Business at Pace University in 1984. He has a MBA in Finance/International Business from NYU Stern School of Business. Nicholas is a Board Member and Treasurer of the MIT Enterprise Forum of New York.



Nicholas Schiavo, Accounting Director, AltResources

## **Workshop on Branding for New Ventures (November 20, 2012)**

Mr. Alan Siege hosted a workshop on branding for startups at the Entrepreneurship Lab. Alan Siege is the principal of Small Business Management Consulting, a consulting firm that helps small businesses refine their market niche and non-profit organizations expand their sources of contributed income. Along with an MBA in Entrepreneurship from Pace University, he has a Master's degree in Performing Arts Management from Brooklyn College. He is a Certified Fundraising Executive (CFRE), an instructor of Business Basics for the New York City Department of Small Business Services, and has led workshops on marketing and business development through the Brooklyn Chamber of Commerce. He is also a professional storyteller, having performed at venues throughout the NYC metropolitan area.



Alan Siege, Principal, Small Business Management Consulting

## **Choosing a Business Structure and Protect Intellectual Property** **(November 13, 2012)**

Henry Park and Prudence Thiry, law professionals from the Law Office of Henry Park, P.C., presented to students on the legal aspects of starting a business. The guest speakers emphasized that selecting your business structure should be made with certain long term considerations concerning management, assets, growth and exit strategy. Prudence Thiry began the presentation focusing on the advantages and disadvantages of the different types of corporate structures. Henry Park then discussed different types of intellectual property and presented strategies to protect a startup's branding and information. Students gained valuable corporate insights and Mr. Park has since attended multiple events hosted by the Entrepreneurship Lab.



Prudence Thiry, Law Office of Henry Park



## **Workshop on Designing Mobile Apps (October 17 & 18, 2012)**

In anticipation of the Inaugural Pace Mobile App Design Contest, Nikhil Kalyankar, the Associate Director of the Entrepreneurship Lab, hosted a two-day workshop on designing mobile apps. The workshop covered the basics of different design tools and languages, such as JQuery, HTML5, Adobe Photoshop, and Microsoft Publisher. The mobile application industry is growing rapidly in New York City and students found these workshops to be very informative and helpful.



Nikhil Kalyankar, Associate Director, Entrepreneurship Lab

## **Workshop on Leveraging Social Media at New Ventures (October 16, 2012)**

Wendy Felton is the social media manager at the Lubin School of Business. Ms. Felton presented on the topic of 'Social Media for Startups' to a number of Pace students in the Entrepreneurship Lab. With a decade of experience in communications, Wendy has represented numerous companies and brands in person, print, online, and on camera. Students learned of the many advantages of social media for new businesses. Wendy gave valuable insights as to how social media can be an inexpensive and effective tool for startups to gain exposure and seek funding.



Wendy Felton, Social Media Manager, Lubin School of Business

# Grant Activities

## Israel Entrepreneurship Initiative

The Entrepreneurship Lab partners with Israeli startups and hires students to support the startups.

### Partner Companies

2018-2019



## FirstPoint

FirstPoint's patented-pending network-based approach to cybersecurity creates total cellular device anonymity, allowing users to work and travel with peace of mind.

Our mission is simple: to offer complete cellular protection to individuals and corporations, and to ensure full adoption of our security measures by making them 100% invisible to the end user, requiring no effort on their part whatsoever. And we won't quit until the cybercriminals give up first.

<https://www.firstpoint-mg.com/>



Water is scarce and needs to be used with more care. Water can also cause damage when it gets into the wrong places.

At WINT , we're passionate about helping the world conserve one of its most precious resources, and we want to help people prevent the hazard and the hassle of water leaks. A group of technologists who love solving complex real-world problems, the people at WINT have developed advanced technology to solve these two problems efficiently and intelligently.

WINT is part of the greening of your business and your adherence to environmental regulations. It works out where you're using more water than you should, how your use changes over time, and how you can address problems before they cause damage.

WINT gives you the intelligence and early-warning system that can save you from disaster. And it's day job is to help you dramatically reduce water consumption. More efficient use of water, saving you up to 25% on your water bills. Preventing disasters, and saving your business from water damage.

<https://wint.ai/>

2017-2018



**Hargol FoodTech** is world's first commercial grasshopper farmer. Hargol uses technology to grow large quantities of grasshoppers in captivity to provide the most efficient protein source nature can provide. Hargol FoodTech's optimized methods and technology enable growing several species of grasshoppers quickly and under sanitary conditions for a reliable, sustainable, and quality protein source. The line of

products will include grasshopper protein powder, food additives and pet food.

The Hargol FoodTech difference includes; Year-round production – as opposed to limited seasons in the wild – for an ongoing, large supply to meet growing demand, superior nutrient content – over 72% protein, all essential amino acids, lipids, Iron, zinc, chitin, Zero waste – all materials converted into products, efficient growth & production methods – saves resources, creates high margins and neutral in taste and flavor & minimal processing – high quality ingredient.

<https://hargol.com/>



**Qazoom** is a stealth mode startup, the world's first digital marketplace for Quality Inspection Services. With fifteen years' experience, they have built up a global quality-control and compliance service, offering their partners – retailers and importers around the world – the optimal solution to secure,

manage, and optimize their production chain.

Through the web-based platform, customers will be able to work remotely, in Asia and around the world, in an environment of transparency and trust. They will also have direct access to a large pool of quality and highly-motivated workers in Asia. Qazoom is the world's only marketplace for Asian supply-chain sourcing, product inspection, and engineering. They provide an easy online booking, account management, scheduling, along with highly competitive all-inclusive pricing.

Qazoom is already active with more than 30 companies in the U.S., and expected to release Beta product by December 2017.

<https://www.qazoom.com/#/>



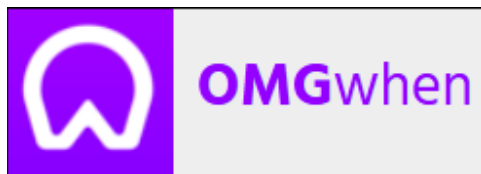
2016 - 2017



**IPgallery** is a software development and integration company focusing on building Resilient, Smarter and Safer Cities. With leading global partners, IPgallery delivers holistic innovative IoT-based and Cloud-based end-to-end solutions to Cities, Governments and CSPs. IPgallery's CityApp provides various Citizen Centric applications and services including: Smart Traffic; Transportation; Parking; Air, Water and Noise Quality; Public Safety and Home Land Security; Social Communications; bi-directional Citizen Engagement, and more. The company's solutions address the city's challenges with planning tools,

CityApp, and services allowing to handle any planned, unexpected and emergency event (e.g. natural and weather disasters, terror and gun shots etc.) effectively and bring city back to normality efficiently via centralized control room dashboard, Big Data analytics and AI mechanisms, digital signage, smart street lights and devices, as well as via bi-directional citizen engagement app and communication with city stakeholders and other agencies.

<http://www.ipgallery.com/>



**OMGwhen** is a web & mobile platform where users can find, quickly and easily, any available activity they're looking for, anywhere in the world, anytime. Vendors can locate highly-targeted potential clients. We offer a far greater number of choices that match the user taste more accurately, easy discovery, customization options, ticket purchasing facilities and

much more. OMGwhen has developed a unique AI (Artificial Intelligence) platform that continuously aggregates all the leisure activities and events available online into one place, accessible on the web and using its mobile applications. The platform collates the activities from numerous sources, in various languages, from all over the world. OMGwhen's proprietary Machine Learning algorithms tag the aggregated activities with multiple tags for quick and easy discovery.

<https://omgwhen.com/>

2015 – 2016



**Eco-Fusion** is at the forefront of a new class of medicine called digital therapeutics, which is poised to have a dramatic effect on health care at the scale of chemical drugs. Digital Therapeutics consist of drugs in digital form whose active ingredients are behavior change modifications related to specific health domains. Quoting a recent Forbes article: "In ten years, we have no doubt that your doctor will recommend a digital program for

your depression, diabetes and hypertension either instead of, or in addition to, a pill". The company's first award winning product, Mentally™, measures & treats stress, and it will be followed by NewMe™, a platform to prevent & treat diabetes, obesity & cardio-vascular diseases. Our vision is to transform healthcare by bringing cutting-edge medicine to every smartphone.

<http://www.eco-fusion.com/>



The mission of **Voiceitt**, an Israeli based startup, is to create innovative solutions that helps aid the lives of people with disabilities by fostering their independence and social inclusion and ultimately improving their quality of life.

Talkitt is our first application: A software application that will enable those with speech impairments due to various motor, speech and cognitive disabilities (i.e. Cerebral Palsy, Parkinson's, ALS, Autism, Brain Trauma, Stroke) to speak and be understood using the most natural means there is: their voice. Speech is a basic need, however for 0.8% of the world's population, communicating on a daily basis is not an option.

Currently, people with these conditions are largely excluded from social and professional interactions. Talkitt aims to foster inclusion and allow the disabled to be independent and improve their quality of life. Talkitt will allow for those with motor, speech or cognitive disabilities to communicate with caregivers, family members, health care professionals and society as a whole. This short video captures how millions of lives will be improved

<http://www.talkitt.com/>

**2014 – 2015**



<http://biogencell.net/>

**BioGenCell** is an Israeli Stem Cell Startup company working with Laniado Hospital Sanz Medical Center in the City of Netanya that is developing a groundbreaking technology platform for automated production of patient-specific stem-cell-based therapies that enable physicians to successfully treat patients the day after diagnosis.



FreshBiz is the game for the development of entrepreneurial & multi-dimensional thinking. The game was created by Ronen Gafni over a 6 year period (from 2004-2010), is meant for 3-4 players at a board, and is suitable for all ages.

FreshBiz is a game that fundamentally changes the way people play business and life, by simulating and then practicing new, creative methods of entrepreneurial thinking and problem solving to achieve their most vital goals. Learning the new lingo, language, and distinctions enrich the prism through which people conduct themselves.

<http://www.freshbizgame.com/>

## Ted & Pat Levine Proof of Concept Entrepreneurship Initiative

Paige Cecchi (SheerStock), Juliette Nieves (ReactionDance) and Christa Gray Page (50Roots.com) won the 2014-2015 round of grants from the Ted & Pat Levine Proof of Concept Entrepreneurship Initiative. The winners (or grantees) will perform Proof of Concept work.

Two major events Bringing an Idea to Life (September 30, 2014) and Pace Women Entrepreneurs Roundtable (February 26, 2015) were held in association with this initiative.



## **Veterans Entrepreneurship Boot Camp**

The Veterans Entrepreneurship Boot Camp (VEBC) program was organized by the Entrepreneurship Lab (eLab) at Pace University and made possible by a generous grant from the Blackstone Charitable Foundation. Six separate Boot Camps were held; two in each the Fall 2014, Spring 2015 and Summer 2015 semesters. The program helped 74 former and active military personnel learn entrepreneurship and technical skills essential to launch a new venture. The Boot Camps offered participants the opportunity to work in a high tech facility, to learn by collaborating with fellow participants and to engage with investors and industry experts. Three high profile events featuring participant presentations, feedback from distinguished panelists and networking receptions were held on the final day of each set of the Boot Camps. A formal Certificate of Completion was awarded to participants who completed all requirements of the program, including a final presentation. The post program participant surveys indicated a high satisfaction rate, with higher ratings for latter Boot Camps. The VEBC was featured twice on national television programs, SciTech Now on PBS and Hiring America on ABC. Some participants received job offers as a direct result of the program and two participants won the third place in the Eleventh Annual Pace Pitch Contest. We are currently in the process of identifying funding sources in order to continue offering this program in the future and will continue to support and advise all former participants with existing resources.

### **Boot Camp Final Presentations and Networking Receptions**

#### **Sessions and Attendance**

Six Boot Camp Sessions Were Held at Pace, which were attended by nearly 100 Veterans

- Fall Sessions 1 & 2 (November 20, 2014)
- Spring Sessions 3 & 4 (April 23, 2015)
- Summer Sessions 5 & 6 (June 25, 2015)

#### **Entrepreneurship Instruction**

The activities of the Boot Camp will be structured to help veterans connect their military experience to business concepts. The role of the Entrepreneurship instructor will be to arm the participants with the ability to identify and analyze opportunity, conduct research, and create detailed plans to cover three important aspects of business which are operations, marketing, and financial. The facilitator will help the veterans set achievable goals and regularly **ASSESS** their progress.

#### **Technology Instruction**

The program will provide academic and lab-based instruction on the most important web development tools and languages. Being on the web is critical for most businesses as it shows seriousness and commitment to all stakeholders. The goal of the program is to train the participants to be able to independently create or oversee the creation and maintenance of a website. Mastering any technology will require substantial time commitment and dedicated practice. The participants will have access to the computers available in the University's Entrepreneurship Lab.

#### **Networking & Presentation**

The veterans will also be given an opportunity to network and collaborate throughout the course. A networking event will be held at the beginning of the courses to allow the participants the chance to connect about their business ideas and make connections. At the end of the courses, a Demonstration Day will be held to allow the participants to present their business concepts to industry experts, investors, and venture capitalists.





Participants pose with Prof. Bachenheimer, Executive Director, and Nikhil Kalyankar, Assoc. Director



Participants of the Veterans Entrepreneurship Boot Camp listening to a presentation

## ***Co-curricular Events***

**Students from Dr. Catherine Dwyer's class visiting the eLab**



**Entrepreneurship students attending special class at the eLab**





**Students from MGT 320 class playing the FreshBiz game to learn to think entrepreneurially**



**'Introduction to Computing' class visiting the eLab**



**'Information System Principles' class being held in eLab**





**‘University 101’ students visiting the eLab**



**3D Printer showcase**





# Entrepreneurial Implementation Practicum Course

The Entrepreneurship Implementation practicum course is a unique experience for students who want to actively engage in the entrepreneurial start-up business process. This course is designed to offer students direct experience with entrepreneurship and exposure to the entrepreneurial mindset in a supportive environment. Class meetings are held in the Entrepreneurship Lab and focus on understanding and evaluating the steps necessary in order to launch a new business venture. In addition to lectures, presentations and other interactions with the professor, students work with entrepreneurs and practicing professionals in the field of entrepreneurship.

The Entrepreneurial Implementation course includes a mixture of formal lectures on key subjects, covering both theory and practice; a variety of guest speakers; focused workshops; individual hands-on mentoring; collaborative work on projects in the Entrepreneurship Lab; group discussions and peer review; as well as field trips to relevant sites and/or activities.

Students gain a real understanding of what is required to actually launch a new venture and an appreciation of the genuine challenges faced in such an undertaking. The course takes a holistic approach by providing a comprehensive, multi-disciplinary, integrated, and experiential program where students have the opportunity to acquire critical knowledge, skills, and abilities. Ultimately, it will provide an environment where students can safely experiment with their venture concept, allowing for both successes and failures without the consequences they would otherwise face in real world scenarios. By developing analytical skills and risk-management behaviors, students will be better equipped to successfully pursue sound entrepreneurial opportunities. This course is designed to enhance these critical competencies:

- Entrepreneurial opportunity identification and analysis
- Pro forma financial statement preparation
- Project management procedures
- The lean startup methodology
- Market validation techniques
- Structuring a new business entity
- Deal negotiations and contract specifications
- Guerilla marketing practices
- Selling and sales management

Students taking the Entrepreneurial Implementation course formally present their business ventures to an external panel of seasoned entrepreneurs, industry experts and professional investments. Students are required to actually launch some aspect of a new business over the course of the semester and pitch their concepts and present an implementation plan and market validation report.

Bruce Bachenheimer, Director of the Entrepreneurship Lab and Clinical Professor of Management at Pace's Lubin School of Business, determines a grade for the assignment in consultation with the panel. A majority of the Panel must rate the student's presentation 'satisfactory' in order to pass. All presentations are approximately 10 – 15 minutes and panel members are asked to provide students with open feedback and to privately provide the instructor with an overall assessment.

## ***Student Presentations to the Panel of Experts***

**December 20, 2016**

The judging panel consisted of Andrew Flamm, Director, Pace University Small Business Development Center (Pace SBDC), Kumesh Aroomoogan, Co-Founder and CEO, Accern Corporation and Jeff Loehr, principal and Strategy Practice Lead, Stratist Group.

Among the student's ideas were:

**Great South Salt**

**EatCard**

**Boozy Bears**



## **December 15, 2015**

The judging panel consisted of Abraham Carmeli, CEO, Eco-Fusion; and David Siegel, Investopedia.

Among the student's ideas were:

**Foodie Out Loud** – online guide and food blog to highly recommended restaurants in New York City.

**Shop & Drop** – App based service that assists clients by picking up shopping bags and dropping them off at their residence.

**Ondori Anime** – business consolidates anime merchandise and sells them online and through 'pop up' stores during anime conventions around the world.



## **December 16, 2014**

The panel consisted of Mike Gochman, Partner/Northeast Region, Transwestern; Asher Levine, Fashion Designer, AsherLevine.com; Ted M. Levine, Founder and Chairman, Development Counsellors International (DCI); and David Sederholt, EVP and Chief Operating Officer, Strategic Funding Source, Inc.

Among the student's ideas were:

**B2B Live** – an add-on for DJ software programs designed to give DJs the opportunity to mix tracks with one another in an online world.

**Omicon Entertainment, Inc.** – event production company based in New York that takes a special interest in providing affordable and eventful projects for the millennial age group.

**Reaction Dance**- Offers customized and ethnically diverse dance performances parties, weddings, corporate events, and private instruction.



(from left) Panelists: David Sederholt, EVP and Chief Operating Officer, Strategic Funding Source, Inc; Ted M. Levine, Founder and Chairman, Development Counsellors International (DCI); Asher Levine, Fashion Designer, AsherLevine.com; Mike Gochman, Partner/Northeast Region, Transwestern



## **December 17, 2013**

Student presentations were judged by Alan Brody, CEO, Convean.

Among the student ideas were:

**Kustomyze.com**- a business customizes everything from t-shirts to iPhone cases.

**STRIP**- the product allows you to test for the presence of MSG, a commonly used flavor enhancer, with just a swipe on or through your food.

**UrbanNYCProperty.com** - an exclusive real estate firm that focuses on new developments in the Downtown Brooklyn area.



Jon Hand presenting his idea Kustomyze.com

## **December 18, 2012**

The judging panel consisted of Somak Chattopadhyay (Partner, Tribeca Venture Partners), Robert Fuhrer (Nextoy, LLC), and Charles F. Ryan (Senior VP, HSBC).

Among the student ideas were:

**DoGood**- a business that generates widespread awareness for socially responsible businesses

**SlipKuik Wax**- a product that is made for skiers and snowboarders to allow them to wax their equipment quickly and easily

**Torny Trade**- a website that gives novice investors a chance to practice investing in stocks

**Wapsi 67 Brewing Company**- a craft beer brewery located along the Wapsi River in Iowa



Entrepreneurship Students ready to present to a panel of experts

## Other eLab Activities

Students using the conference room for discussions at the eLab



## Audio Visual Studio at the eLab





## eLab hosting a booth at Pace's Spring 2017 Pace Bound



**eLab hosting a booth at Pace's Fall 2016 Student Activities Fair**



**IBM Filming students and faculty using their new personality assesment platform built on IBM Watson**





**Korean Broadcasting System recording a program about NYC's entrepreneurial ecosystem in the eLab**

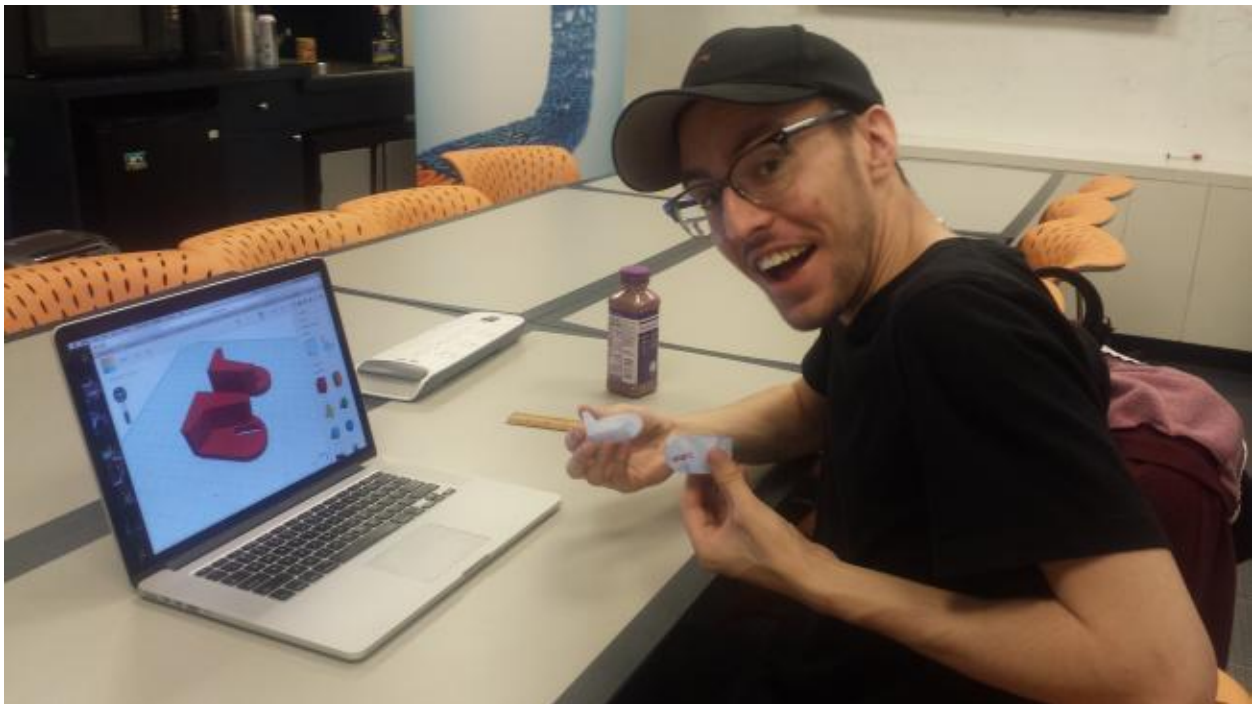




### Video shoot at the eLab



### Student Mark Miscavage (Seidenberg) with his 3D designed and printed model



### ScitechNow Films a Segment About the Veteran's Entrepreneurship Boot Camp

PBS Channel show ScitechNow filming a segment in the Entrepreneurship Lab on the Veterans Entrepreneurship Boot Camp funded by the Blackstone Charitable Foundation



Students interested in student managed businesses had the opportunity to share their ideas and learn how to start a student managed business at Pace University. Students were given guides that outlined what is required to run a student business at Pace University and listed examples of successful student businesses, such as the Pace Perk Café at the Briarcliff campus. Students learned about business plans and specific programs offered at Pace University and the Entrepreneurship Lab to help start a student business.





**Alumni Entrepreneur Sara Shikhman '03 visiting eLab with her management team**



**eLab hosting prospective students on tour with the Pace Welcome Center**





**eLab Student Associate conducting focus groups**



**Student taking professional quality pictures with a light box**



**Dean Neil Braun speaking to students at the Global Recruitment meeting**



**Students recording video for a class project**



## Distinguished Pace alumni David Sederholt '73 & James Duffy '75 visiting eLab



## Informal networking activities





## Photo shoot at the eLab



**LUBIN SCHOOL  
OF BUSINESS**  
Graduate Degree Programs 2014  
New York City • Westchester

**Lubin**  
School of Business

**PACE**  
UNIVERSITY  
Work toward greatness.

### A formal board meeting of a private company





## ***Visitors from External Organizations***

**Archana Shah, Associate Director, Wilson Center for Social Entrepreneurship giving a detailed presentation on "Social Entrepreneurship" to the participants of the African Women Entrepreneurship Program organized by the US Department of State**



**Asher Levine, BBA '10 founder of Asher Levine Studio visiting the Entrepreneurship Lab**



**Pace Alumni Ajay Bhumitra '88, President, Saberpoint with his team visiting the eLab**



**Professor Bruce Bachenheimer speaking to students from Envision**





**The eLab welcomed Dylan Ratigan**



**ROI Community members at the eLab**



**Students from HR College in Mumbai, India visit the eLab**



**NYC high school students as a part of STEM Camp 2013 had a lecture on entrepreneurship at the eLab**





**Noelle Marcus, Project Manager at NYCEDC, speaking to students at the eLab**



**Enstitute Fellows visiting the eLab**



A photograph of three people standing in an office. On the left is a man with dark hair wearing a light pink button-down shirt. In the center is a woman with short grey hair and glasses, wearing a light blue shirt and a green vest with blue diamond patterns; she has a lanyard with a badge around her neck. On the right is a man with grey hair wearing a dark suit, white shirt, and a patterned tie. They are all smiling. The background shows a whiteboard with diagrams, a framed photo of a group of people, and computer monitors.



## ***Activities Outside of the eLab***

### **Site Visit to Brooklyn Army Terminal**



**Pace Students, Olga Bogomolova and Julie Gauthier won the \$10,000 Award for Women in Technology at “Dream It Code It Win It”**



**eLab students at the HealthTech 2014 event**





**Asher Levine Studio Visit**



**eLab students attending the 'Dream It Code It Win It' event at Cooper Union**





**eLab students participating in SIFE (now Enactus) Regional Competition**



**Students attending FreshBiz Entrepreneurial Thinking workshop at Hive at 55**



**eLab students attending an MIT Enterprise Forum of NYC event**



**eLab hosting a booth at Pace's Spring 2013 Student Activities Fair**





## 4. Resources

### ***Website: [www.pace.edu/elab](http://www.pace.edu/elab)***

The informational webpage of the Entrepreneurship Lab is [www.pace.edu/elab](http://www.pace.edu/elab). Updated regularly, the website features information on upcoming events and activities, faculty and guests of honor, and useful resources for student entrepreneurs. It also serves as a platform for students to register for events, and apply to become a Student Associate.

#### Entrepreneurship Lab



**163 William Street Room 344  
New York NY 10038**

The Entrepreneurship Lab (eLab) offers students a unique space and environment to collaborate and innovate. All Pace students full-time and part-time, undergraduate and graduate are welcome to register to access the lab.

The Entrepreneurship Lab aims to foster an entrepreneurial mindset that results in innovation, initiative, and commitment. An entrepreneurial mindset consists of self-determination, a belief in one's self and one's ideas, and the ability to visualize these ideas coming to life. Teaching students to develop this type of mindset is invaluable because it is what will ultimately help transform them into successful entrepreneurs. With the help of the entrepreneurship program, students will achieve a sense of self that will instill the confidence and skills necessary to embark on a new business venture. Perhaps even more importantly, this entrepreneurial mindset will teach students how to identify, analyze, and seize opportunities to also help them succeed in life.



#### Entrepreneurship @ Lubin

##### Entrepreneurship Lab

[Registration for eLab](#)

[The Program](#)

[Degree Programs](#)

[Competitions](#)

[Technology Resources](#)

[Upcoming Events](#)

[Past Events](#)

[Photo Gallery for Events](#)

[External Events](#)

[Scholarships](#)

[Sponsorships and Grants](#)

[Activities at the Lab](#)

[Pictures of the Lab](#)

[Student Businesses](#)

[Student Associates](#)

[Faculty Fellows](#)



**Website:** [www.elab.nyc](http://www.elab.nyc)

[www.elab.nyc](http://www.elab.nyc) is the official website of the Entrepreneurship lab hosted on an independent server. The website is updated regularly and features information on upcoming events and activities, faculty and guests of honor; and provides useful resources for student entrepreneurs. It also serves as a platform for students to register for events, and apply to become a Student Associate.

**PACE UNIVERSITY**

Lubin School of Business



ENTREPRENEURSHIP LAB

SEARCH

## Entrepreneurship Lab

### Upcoming Events



#### The Twelfth Annual Pace Pitch Contest

Come watch 7 Finalists pitch their social ventures and new business concepts.

[Click here to RSVP](#)

Contest Date: **April 14<sup>th</sup>, 2016**

Time: **5.30 p.m. to 8.30 p.m.**

For more information: [Click here](#)



### Entrepreneurship Lab

- [Registration for eLab](#)
- [The Program](#)
- [Degree Programs](#)
- [Annual Events & Competitions](#)
- [Technology Resources](#)
- [Upcoming Events](#)
- [Past Events](#)
- [Photo Gallery for Events](#)
- [External Events](#)
- [Scholarships](#)
- [Sponsorships and Grants](#)
- [Activities at the Lab](#)
- [Pictures of the Lab](#)

# Online Forum

The eLab provides all Pace students and the public (interested in collaborating with Pace students) a platform to post entrepreneurial experience opportunities, business prospects, ideas, questions, suggestions and invitations. Additionally, businesses and professionals post job positions for Pace students. Students access the forum by visiting the eLab website under the 'Forum' tab.

## Forum

[NEW TOPIC](#) [Refresh](#) [Mark all as read](#) [Actions](#) [Filters](#) [Help](#)

[Search](#)

**Pace eLab** [Shared publicly](#) [Membership and email settings](#)









18 of 18 topics (15 unread) [8+1](#)

**Pace Entrepreneurship Lab (eLab) Forum** offers all Pace students and public (interested in collaborating with Pace students) a platform to post entrepreneurial experience opportunities, business opportunities, ideas, questions, suggestions and invitations.

See the topics [How to Join](#) and [Forum Rules](#) for more details.

All topics and post are moderated.

[Edit welcome message](#) [Clear welcome message](#)

<input type="checkbox"/>		<b>How to Join</b> By Co-ordinator - 1 post - 22 views 	10/8/12
<input type="checkbox"/>		<b>Forum Rules</b> By Co-ordinator - 1 post - 11 views 	10/2/12
<input type="checkbox"/>		<b>Internet Marketing Manager and Strategist position for NewlyWish. ...</b> By Co-ordinator - 1 post - 0 views	12/6/13
<input type="checkbox"/>		<b>Online Sales and Merchandising Manager position for NewlyWish (1)</b> By Co-ordinator - 1 post - 0 views	12/6/13
<input type="checkbox"/>		<b>Marketing Intern at Infusive. (1)</b> By Co-ordinator - 1 post - 1 view	12/2/13
<input type="checkbox"/>		<b>Technical support position for Divide.com (1)</b> By Co-ordinator - 1 post - 3 views	12/2/13

# Database of Resources for Entrepreneurs

The Entrepreneurship Lab has created a comprehensive database of resources essential for entrepreneurs. The resources range from accounting services to web designing services and business card printers to web hosting service providers. There are a total of 109 categories with total of 829 listings. This database is presented in a single page for easy to search A-Z format. It is regularly updated as more categories are identified.

## Resources for Entrepreneurs

For additions or corrections please email [entrepreneurship@pace.edu](mailto:entrepreneurship@pace.edu)



ACCEPTING PAYMENT  
ACCOUNTING  
ACCOUNTING SOFTWARE  
ADVERTISING AND MARKETING  
ALERTS SERVICE  
ANGEL INVESTING

- ◊ Angel Investor Forum
- ◊ Arc Angel Fund
- ◊ Buffalo Angel Network
- ◊ Dutchess County Angel Network (DCAN)
- ◊ Esther Dyson
- ◊ Golden Seeds
- ◊ Long Island Angel Network
- ◊ NY ANGELS
- ◊ Southern Tier Opportunity Coalition
- ◊ Tech Valley Angels
- ◊ Tevel Angel Club
- ◊ The Angel Fund
- ◊ Tristate Private Investors Network

# ***Technology Resources***

- Computers
  - o iMac Computers (6)
  - o Dell Desktops (6)
  - o Alienware High Performance Computers (3)
  - o Merel Technologies Surface Computer
- Laptops and Tablets
  - o Asus Touch Screen Ultrabook
  - o Dell Laptops (2)
  - o MacBook Pro Laptop
  - o Apple iPads (2)
  - o Samsung Galaxy Note 2 10.1 (2)
  - o Microsoft Surface Pro
- Flat Screen TVs (3)
- Canon Digital SLR Camera
- Epson Projector
- Microsoft Xbox 360 with Kinect
- ClearOne Conference Speaker Phone
- Printers
  - o Dell Color Laser Printers (2)
  - o Dell Mono Laser Printer
  - o MakerBot 3D Printer
  - o HP Color Laser Jet Poster-sized Printer
- Video Studio Equipment
  - o Sony NXCAM Professional Camcorder
  - o Sony Video Cameras (3)
  - o Audio Technica Microphones (3)
  - o Rode Boom Microphone
  - o LED Lighting Studio Lighting
  - o Port Stand and special background papers (TechGreen, Black and White)
- Software: Business Plan Pro, Microsoft Office, Adobe Design Premium Suite, Microsoft Publisher, Autodesk Product Design Suite 2013, ThemeForest, Intuit Quickbooks Pro, Final Cut Pro, Microsoft Visio, Adobe Premier Pro and Adobe eLearning Suite
- Oculus Rift Developer Kit 2
- Arduino Uno Ultimate Starter Kit





Sony NXCAM Professional Camcorder and Alienware Computer for Video Editing, CAD Solid Modeling and Game Development

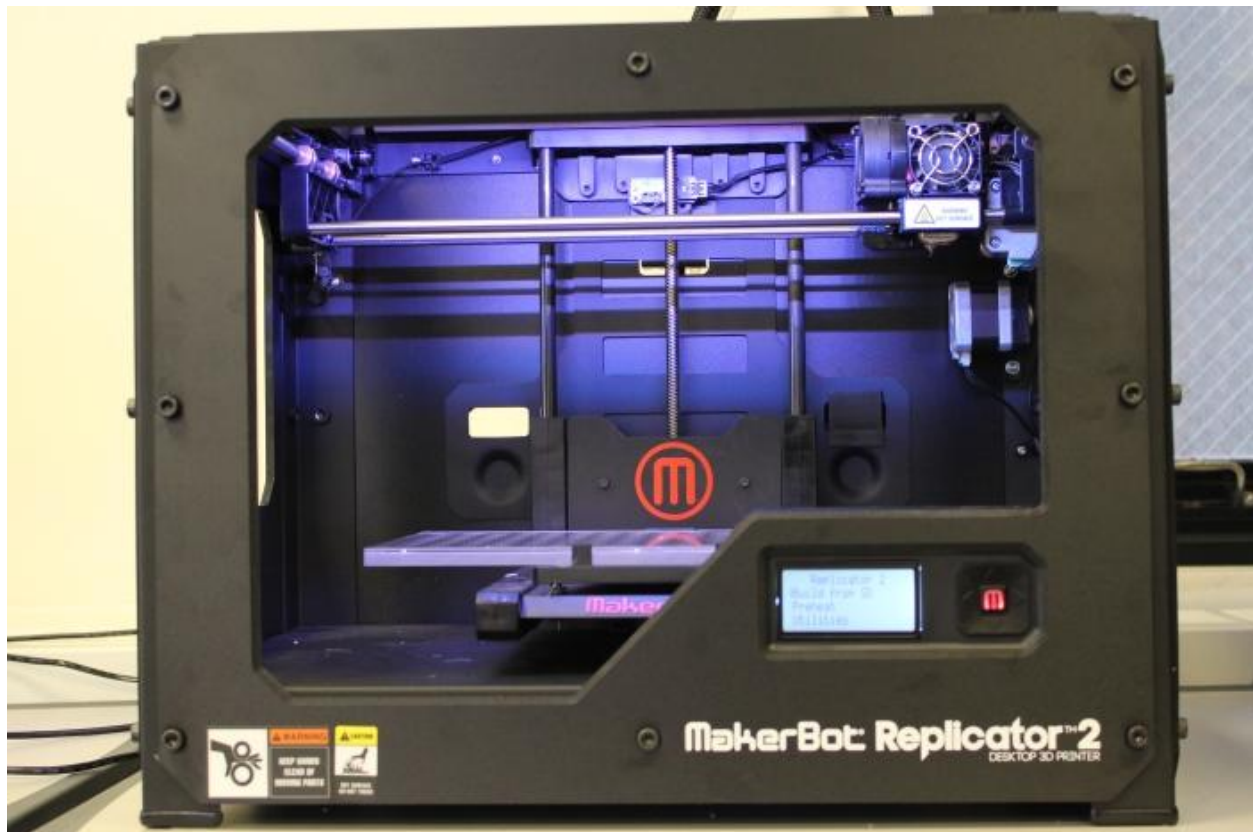


Surface Computer

## MakerBot 3D Printer

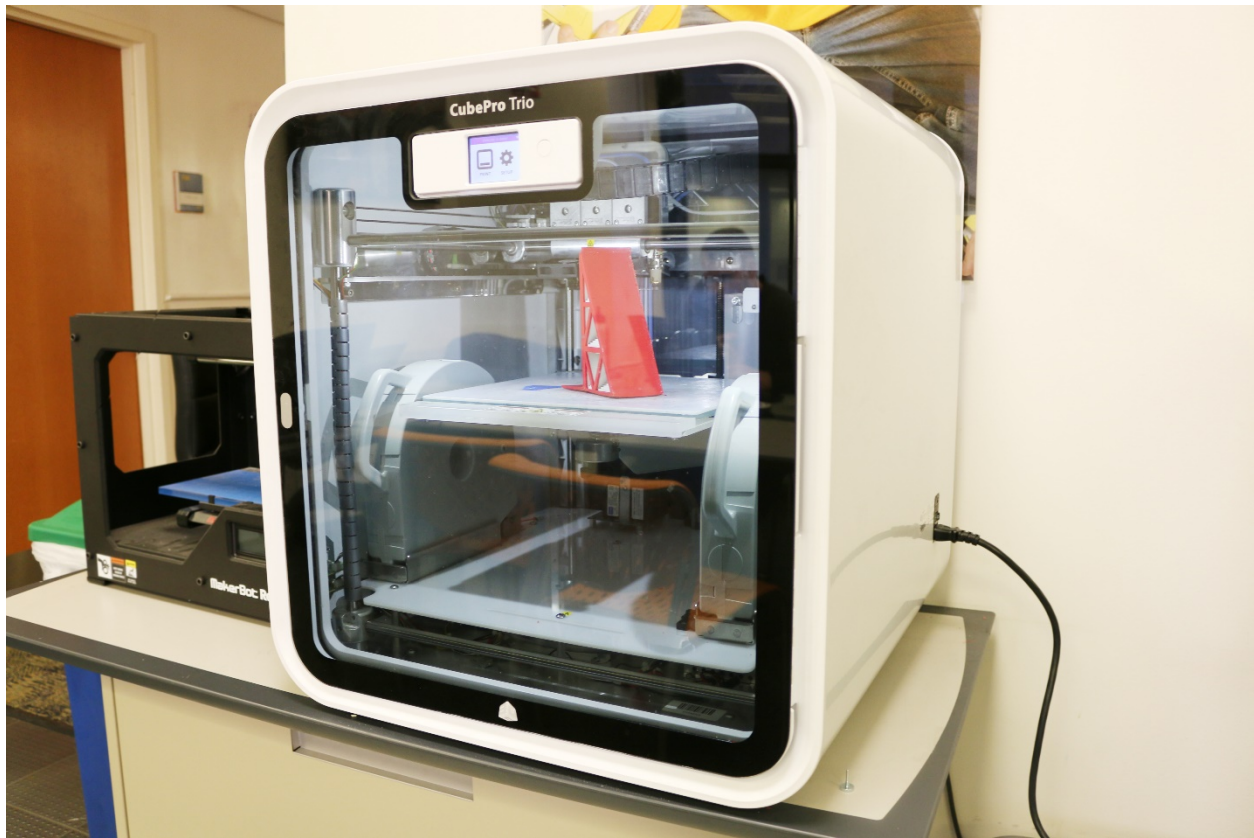
In March 2013, the Entrepreneurship Lab became the home of Pace University's first 3D printer. 3D printing technology has become very popular among young entrepreneurs for its ability to create product prototypes at a low cost. Students can design products on a computer using AutoDesk Ultimate Product Suite, which is a modeling software available at the Entrepreneurship Lab, and use the printer to create the physical product.

The MakerBot Replicator 2 has been put to use since its installation at the eLab, creating a number of sample products such as iPhone cases, nuts & bolts, and more. Pace students use the technology to create prototypes as well. For example, Jewel High is designing a shoe model for her business, while Javier Dutan is working on a unique type of business card. Additionally, eLab staff members are working on creating a replica of One Pace Plaza as well as other Pace mementos to use as gifts for guest speakers and panelists. This technology will encourage students to create prototypes for new products right here at Pace University. A Grant from the Verizon Thinkfinity Foundation funded the MakerBot 3D printer.



## CubePro 3D Printer

In addition, the lab has been upgraded to include the CubePro 3D printer. This is a multi-filament printer capable of producing larger objects using multiple resins.





# eLab's YouTube Channel


<https://www.youtube.com/user/paceelab>

The eLab's YouTube Channel was launched on September 26<sup>th</sup> 2012. The library of videos are built with original content featuring its guest speakers and events. The channel has over 400 videos with 70,000 views watched for over 417,000 minutes!

375 subscribers

67,838 views

Video Manager



Pace Entrepreneurship Lab

View as: Yourself

375

Home

Videos

Playlists

Channels


Discussion

About


For returning subscribers

For new visitors


What to watch next




2017 Thirteenth Annual Pace Pitch Contest-Atmosphere VR-Artion Mirakaj and George  
by Pace Entrepreneurship Lab 3 views  
1 day ago



2017 Thirteenth Annual Pace Pitch Contest-GuideU-Andrew Morales and Nikita Ptchelka (...  
by Pace Entrepreneurship Lab  
6 views 1 day ago




2017 Thirteenth Annual Pace Pitch Contest-VR Discover-Ricky Harris (10 of 11)  
by Pace Entrepreneurship Lab  
2 views 1 day ago




2017 Thirteenth Annual Pace Pitch Contest-VAICAM Pi-Andrew Ku and Rohana Sosa (9 of ...  
by Pace Entrepreneurship Lab  
4 views 1 day ago

Top Videos



Entrepreneurial Strategy by Sam Hamadeh  
Pace Entrepreneurship Lab  
4 years ago • 657 views  
Pace University, Pace Entrepreneurship Lab  
<http://www.pace.edu/elab...>



4th Annual Entrepreneurship Networking Event  
Pace Entrepreneurship Lab  
6 months ago • 58 views  
Fall 2016 Networking Event is a good opportunity to network with fellow students who are excited about...

Channel tips

- 6 tools for your comments
- Pre-production priorities

View all »

Lubin School of Business


Pace University

Subscribed


Lubin School of Bus...

Subscribed

Popular channels

 Dr. Sandra Lee (aka ...

Subscribe

 Kurzgesagt - In a N...

Subscribe

CrashCourse





Pace Entrepreneurship Lab

Created: Sep 26, 2012 • Videos: 584

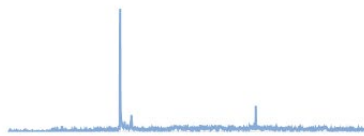
CHANNEL

Lifetime (Sep 26, 2012 – May 3, 2017)

#### Watch time

Minutes

417,733



#### Average view duration

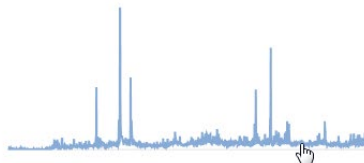
Minutes

5:57



#### Views

70,184



#### Likes \*

254



#### Dislikes \*

11



#### Comments \*

90



#### Shares \*

354



#### Videos in playlists \*

1,210



#### Subscribers \*

375



#### Top geographies

Watch time

United States (44%)  
Tanzania (8.1%)  
India (7.5%)  
United Kingdom (6.9%)  
Canada (5.6%)



#### Gender

Views

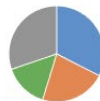
Male (78%)  
Female (22%)



#### Traffic sources

Watch time

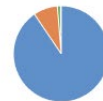
YouTube search (33%)  
Suggested videos (22%)  
Direct or unknown (15%)  
Other (30%)



#### Playback locations

Watch time

YouTube watch page (90%)  
Embedded in external websites and apps (8.2%)  
Mobile devices (1.1%)  
Other (0.3%)



YouTube Analytics for the eLab's YouTube page

## 5. Press

### *Featured Articles*



#### **Bright Ideas: B-Schools Spark Entrepreneurial Thinking across G Campus**

*Biz Ed*, November/December 2013

##### **Building Excitement**

Embracing an interdisciplinary purpose brings a sense of excitement to a business school and its entrepreneurial center, says Bruce Bachenheimer, who directs the Entrepreneurship Lab (eLab) at Pace University's Lubin School of Business. Opened in February 2012 in a building near New York City Hall, eLab's purpose is not only to augment the school's entrepreneurship curriculum with events and services, but also to bring together the schools of business, arts and sciences, health professions, education, and computer science and information systems in cross disciplinary problem solving.

"I recently met with education students who want to develop new educational technologies to teach STEM subjects to New York City high school students—they call themselves 'edupreneurs,'" says Bachenheimer. "We're working with nursing students to help them collaborate with computer science students to develop mobile apps for the field of gerontology. Bringing together students from different colleges has been exciting."

##### **WHAT MAKES A GREAT CENTER?**

Listen to users. "There's an old saying, 'Why give customers what they want when we know what they need?'" jokes Bruce Bachenheimer of Pace University. But he emphasizes that entrepreneurship centers must let users help direct their design. Pace's eLab is equipped with the latest computer equipment, but it turns out most students "just need big tables, power outlets, fast Wi-Fi, and a refrigerator."





Students work in the Fordham Foundry, the new incubator at Fordham University.

## WHAT MAKES A GREAT CENTER?

Building a successful academic entrepreneurship center takes time, energy, and a lot of creativity. Several center directors offer this advice to those who want to take their centers to the next level:

**Think like entrepreneurs.** Get minimal product out there, gather feedback, and rapidly update the prototypes of your programs, says Elana Fine of the University of Maryland. "It's about how quickly you can seize opportunities, try new things, and get rid of programs that don't work."

**Start small.** "Expand only when you know that a program has enough energy and momentum behind it to sustain it," says Il Luscri of Villanova.

**Listen to users.** "There's an old saying, 'Why give customers what they want when we know what they need?'" jokes Bruce Bachenheimer of Pace University. But he emphasizes that entrepreneurship centers must let users help direct their design. Pace's eLab is equipped with the latest computer equipment, but it turns out most students "just need big tables, power outlets, fast wi-fi, and a refrigerator."

**Talk to colleagues across the university.** Centers should discover what entrepreneurship means to each discipline, so they can tailor their services to each department.

**Build on existing opportunities.** Centers don't always have to reinvent the wheel. Find courses and programs across the campus that already exist and "dump some gas on them, fan the flames, and make them bigger," says Luscri.

**Don't expect to make money.** Entrepreneurial centers are not profit centers, says Donald F. Kuratko of Indiana University. "If you think yours will be, you will fail," he adds. "You'll need donors and sponsors to sustain you."

**Celebrate!** Celebration is a part of establishing an entrepreneurial culture, says Fine. "We hold big celebrations on campus; we celebrate over social media," she says. "We celebrate not just when a new company is founded, but when it gets its first customer, launches a Kickstarter crowdfunding campaign, makes a new hire. We want to show entrepreneurs how impressed we are that they're taking such risks."

**Join like-minded groups.** Two organizations are especially valuable, say these directors. The Global Consortium of Entrepreneurship Centers sponsors regular gatherings of center directors as well as an annual conference each October. The 1,900-member National Business Incubation Association trains faculty and staff to effectively assist early stage companies. For information, visit [www.globalentrepreneurshipconsortium.org](http://www.globalentrepreneurshipconsortium.org) and [www.nbia.org](http://www.nbia.org).

### Building Excitement

Embracing an interdisciplinary purpose brings a sense of excitement to a business school and its entrepreneurial center, says Bruce Bachenheimer, who directs the Entrepreneurship Lab (eLab) at Pace University's Lubin School of Business. Opened in February 2012 in a building near New York City Hall, eLab's purpose is not only to augment the school's entrepreneurship curriculum with events and services, but also to bring together the schools of business, arts and sciences, health professions, education, and computer science and information systems in cross-disciplinary problem solving.

"I recently met with education students who want to develop new educational technologies to teach STEM subjects to New York City high school students—they call themselves 'edupreneurs,'" says Bachenheimer. "We're working with nursing students to help them collaborate with computer science students to develop mobile apps for the field of gerontology. Bringing together students from different colleges has been exciting."

The Center for Entrepreneurship at Fordham University's Gabelli School of Business opened earlier this year in partnership with New York City mayor Michael Bloomberg. Fordham's center includes the 30,000-square-foot Fordham Foundry, the school's new incubator created in collaboration with the city's Department of Small Business Services. The Foundry shares space with New York City Business Solutions, a nonprofit that provides resources, funding, and training to small business owners. The school admitted four entrepreneurs to the

## Television, Radio, & Web Broadcast



### **Super Cities with Bruce Bachenheimer (Pace University)**

March 15, 2019

On this episode of super cities, we do a deep dive with Bruce Bachenheimer, Director of Entrepreneurship at Pace University in New York City.

We cover the growth of NYC's startup ecosystem, trends in education, and the role universities play in innovation.

This is a fun conversation. Let's hear from Bruce.



### **The Small Business 10K Challenge**

Streamed live on Dec 11, 2018

Bruce Bachenheimer Clinical Professor, Management & Executive Director, Entrepreneurship Lab, Pace University served as a Judge for the 1010 WINS Small Business Grant Challenge, which was streamed live from the Radio.com Theatre in Manhattan.

<https://eventsplus.cbsradio.com/newyork/wins/e/small-business-grant-challenge-2>



### **The Bottom Line For Small Business**

November 11, 2016

In a Veterans Day feature, CBS New York radio 1010WINS mentioned the Pace University Veterans Entrepreneurship Boot Camp and professor Bruce Bachenheimer on 'The Bottom Line For Small Business' (0:21 – 0:34):

"At Pace University, Professor Bruce Bachenheimer is doing his part with the Veterans Entrepreneurship Boot Camp. It's a seven-week program that provides practical skills and tools for veterans launching their own startup businesses." <https://embed.radio.com/clip/61197413>



### **Global Talk Show Cosmopolitan**

January 23, 2016

Pace University Professor Bruce Bachenheimer was interviewed on Global Talk Show Cosmopolitan, which aired on Korean Broadcasting System Channel 1 January 23, 2016. The program examined New York

City's Silicon Alley. A video clip of the program is available at: <http://bit.ly/KBS-BB>



### **SciTech Now**

April 29, 2015

Pace University Professor Bruce Bachenheimer appeared on SciTech Now, which premiered on WLIW Channel 21 April 29, 2015 from 7:00 – 7:30 PM. The program also aired on WNET Thirteen and other PBS

stations nationally. A video clip of this segment is available at: [http://bit.ly/SciTech\\_Now](http://bit.ly/SciTech_Now)





### **Hiring America**

*April 25, 2015*

Pace University Professor Bruce Bachenheimer appeared on Hiring America, which aired on WABC-TV Channel 7 April 25, 2015 from 1:30 – 2:00 PM. The program was also broadcast nationally in over 80 markets as well as on the Armed Forces Network. A video clip of this segment is available at: [http://bit.ly/HA\\_48](http://bit.ly/HA_48)

## **VOICE OF ISRAEL**

### **Innovation Nation**

*January 11, 2015*

Pace University Professor Bruce Bachenheimer appeared on the premier episode of Innovation Nation, which aired live on Voice of Israel January 11, 2015 from 2:30 – 3:00 PM, in a segment titled Bridging the Israeli and New York City Startup Scenes.



### **Working Woman Report**

*September 1, 2014*

Pace University Professor Bruce Bachenheimer appeared on the Working Woman Report, which aired on NYC TV Channel 25 on September 1, 2014 from 8:30 – 9:00 PM. A video clip of this segment is available at: [http://bit.ly/WWR\\_NYCTV](http://bit.ly/WWR_NYCTV)



### **Inside Enstitute**

*April 17, 2013*

Pace University Professor Bruce Bachenheimer was included in a video feature titled Inside Enstitute on Forbes <http://bit.ly/enstitute>. The video is also available on YouTube at: <http://youtu.be/CP893YkqNL4>

## ***Print and Internet***



### **Entrepreneurship During the Time of COVID-19**

*April 8, 2020*

In these unprecedented times, everyone should bear in mind that entrepreneurship is much broader than the creation of a new business venture. At its core, it is a mindset — a way of thinking and acting.

By Bruce Bachenheimer  
Director of the Entrepreneurship Lab, Pace University

Entrepreneurship is often associated with some form of disruption, the creation of a significant change in the market. There is perhaps no time more 'ripe for disruption' than during a crisis. Airbnb and Uber were founded amid the 2008 financial crisis, and probably would not have succeeded if either was launched a few years earlier or later. Why? Ordinary people would not have been willing to turn their home into a hotel or their car into a taxi absent the financial distress they were facing. Same for customers, who were suddenly willing to sleep in a stranger's bed and pay for a ride in a regular car. Once these concepts proved successful, they were able to become a new normal.

What innovative business concepts will be born out of the COVID-19 crisis? We'll have to wait and see. But what's important to remember is that it's not about coming up with an interesting idea; it's about the passion, persistence, and perseverance to actually make it happen.

In these unprecedented times, everyone should bear in mind that entrepreneurship is much broader than the creation of a new business venture. At its core, it is a mindset — a way of thinking and acting. It is about imagining new ways to solve problems and create value. Fundamentally, entrepreneurship is about opportunity; the ability to recognize a new opportunity, to methodically analyze the opportunity, and ultimately, to capture the value of that opportunity. Such skills are important for those seeking to establish new ventures, and critical for a variety of professional careers given today's hyper-competitive marketplace where rapid technological innovation and globalization has changed the very nature of work.

Today, every institution is facing enormous uncertainty and unique challenges. How are you helping to solve problems and provide benefits for your organization?



### **New Yorkers Step Up to Help Mom-and-Pop Businesses**

*April 7, 2020 (in print on April 8th, Page A12B)*

Like many New Yorkers, Ms. Struss fears that many mom-and-pop shops won't survive the shutdown, and she's determined to help them stay afloat.

Such concerns aren't unfounded. Even a well-run small business typically has less than two months of operating capital in reserve, says Bruce Bachenheimer, a management professor at Pace University's Lubin School of Business.

The businesses best positioned to survive, meanwhile, are the most creative and flexible outfits, says Mr. Bachenheimer, the Pace professor, citing the example of a pottery studio that recently started assembling

and delivering DIY pottery kits to people stuck at home. “Darwin didn’t say it’s the strongest species that survive,” he says. “It’s those that are able to adapt.”

Still, the Chappaqua, N.Y., resident wants to see local stores stay afloat. To that end, he suggests customers buy gift cards from neighborhood shops and restaurants to use when they reopen, and ask for a credit rather than a refund on services not delivered, such as a canceled catering event.

It can be for a selfish reason. “If all these stores go out of business, what happens to your neighborhood life and property values?” he asks.



### **Why We Don’t Send Gifts To Clients During The Holidays**

*December 15, 2019*

It can send the wrong message to clients and employees.

“In the 1980s, you couldn’t spend enough money,” Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University in New York, told The Street. “But today clients are saying, ‘Forget the hunting trip, forget the lavish treatment — just give me a better price.’”

Bachenheimer added, “If you’re rolling out the red carpet for a customer, they’re going to assume you have incredibly high margins to do all that spending. They’re going to think, ‘Oh, he’s overcharging everyone — including me — in order to afford all this.’”

Besides sending the wrong message to clients, it could also anger employees. If you’re going all-in on lavish presents for clients, while your teammates haven’t received a bonus, they’ll question why. Remember, your team can make or break your business. You need to keep your teammates happy and ensure they feel appreciated.



### **Cash-Strapped Small Businesses Turn to GoFundMe**

*November 9, 2019*

Bruce Bachenheimer, a professor at the Lubin School of Business at Pace University, said even more important than cash is the validation business owners receive from GoFundMe campaigns. Two-thousand customers contributing \$20 or \$40 each might not be enough to keep a business open, but it can give owners reassurance.

After a successful GoFundMe campaign, owners might say to themselves, “I should hang on, I should keep going,” Mr. Bachenheimer said.



### **Uber's Response to California Worker Bill Is 'Legal Ploy' That Denies Drivers Fair Deal, Experts Say**

*September 13, 2019*

While labor advocates have cheered the law, others have raised concerns that it could be damaging to the flexible schedules of contractor work and thereby limit worker freedom. The legislation will likely have wide-ranging impacts, affecting companies far beyond Lyft and Uber, leading some experts to raise questions about how to improve regulation without being overbearing.

"Is clamping down on this hurting progress and the evolution of the market?" Bruce Bachenheimer, a clinical professor of Management at Pace University said to Newsweek.



### **Long Beach mattress company's founders regroup - more than once**

*June 9, 2019*

According to Bruce Bachenheimer, a clinical management professor and the executive director of the Entrepreneurship Lab at Pace University, enlisting doctors to drive online sales is not a unique marketing approach. Getroman.com, for instance, connects consumers with its online network's doctors so that they can purchase pharmaceuticals including Viagra.

"For price and convenience, more things are going online," Bachenheimer said.



### **Is an MBA Worth It? How to Decide**

*May 17, 2019*

Bruce Bachenheimer, a clinical professor of management at Pace University's Lubin School of Business in New York City, says that project-based learning activities in MBA courses allow students to practice solving real business problems. Ultimately, this can help students become more creative thinkers, and he says this type of education tends to have a lasting impact.

Bachenheimer adds that an MBA can offer a formative experience that helps a student shape his or her professional identity. "An MBA can be much more than the knowledge and skills acquired through coursework; it can truly expand you and your world," he wrote in an email.

### **Want to Diversify? Start Here**



*September 2018*

"It's important for you to think of yourself as CEO of [Your Name Here]," says Bruce Bachenheimer, professor of management at Pace University in Manhattan. No matter what your field, you can put an entrepreneurial mindset to your advantage. Here's what to do:

#### **> THINK LIKE A DISRUPTER.**

This attitude is essential, no matter where you work. Think about your industry and how you can help your employer respond to change. Bring those solutions to your bosses and peers.

#### **> ADOPT A SIDE HUSTLE.**

Driving for Uber or selling on Etsy are legitimate ways to earn extra cash. (Just don't forget to report that income to the IRS.) You'll want to make sure that your side gig doesn't infringe on your main gig, Bachenheimer says.

#### **> MAKE IT OFFICIAL.**

If you have an outside gig that takes off, you'll want to start treating it more like a business and less like a hobby, Bachenheimer says. Also, think about opening a dedicated bank account and setting up the ability to accept credit card payments. If you take your business seriously, your customers and clients will too.





## Jowell helps track down minority talent

April 30, 2018

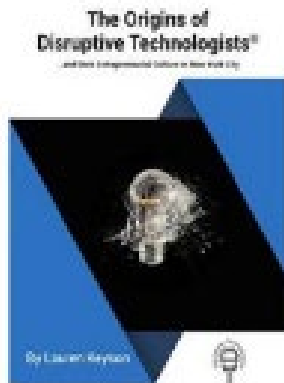
Bruce Bachenheimer, executive director of the Entrepreneurship Lab at Pace University in New York, said companies are paying increasing attention to hiring minorities with good reason.

“There is a growing body of research demonstrating that diversity leads to better decisions, performance and profitability,” Bachenheimer said.

Hiring a diverse staff helps companies boost revenue because it helps companies better reach multicultural consumers, he added.

Bachenheimer suggested that Jopwell can likely carve out a niche in diversity hiring.

“Companies have to look for talented employees from a variety of sources — not just traditional listings and referrals,” he said.



## The Origins of Disruptive Technologists®....and their Entrepreneurial Culture in New York City (book)

Copyright April 26, 2018

Bruce Bachenheimer, the accidental entrepreneur, is a clinical professor of management and the director of Pace University's Entrepreneurship Lab. He tells his students that passion is a must for entrepreneurs and that if they don't yet know what that passion is, they should keep looking. Sometimes it can happen when it's least expected –and he is a great example of this.

“Passion is very important. When I found a passion for something, whether it was an entrepreneurial venture or something else, it was very important that I pursue it. Where is that passion going to come from? It can come from almost anywhere and at any time. Early on I discovered a passion for

Japanese. I found an exchange program and went to college there for a semester. Later, inspired by Thoreau's Walden, I decided to leave a career on Wall Street and go sailing. And just as Thoreau decided to leave the woods after his path from the cabin to the pond became too worn in, it was time for me to find something else.

“Just over a decade ago I found a passion for teaching and I did whatever it took to get a teaching position without a typical academic background. Examples of my entrepreneurial passion include having started an online financial services company in Australia and a woodworking business in Maryland. With passion it's very easy to focus all your time and energy and accomplish something.

“When I talk to my students and they don't know what their passion is, I tell them it's fine –wait and keep looking, don't just settle. I lost the desire for my job as a Wall Street trader and was basically just going through the motions. It was exciting and paid a lot of money, but I knew I wanted to do something else, I just didn't know what at the time. When you don't have passion, you can't force it on yourself. I think it's a mistake. But keep that radar open and try a lot of different things because you never know where your passion will come from. Sometimes that passion can last a lifetime. For me, some things run their course after a couple of years.”



## Entrepreneurship Defined: What It Means to Be an Entrepreneur

February 19, 2018

"At its core, [entrepreneurship] is a mindset – a way of thinking and acting. It is about imagining new ways to solve problems and create value. Fundamentally, entrepreneurship is about ... the ability to recognize [and] methodically analyze [an] opportunity, and ultimately, to capture [its] value."

– Bruce Bachenheimer, clinical professor of management and executive director of the Entrepreneurship Lab at Pace University.



## Inside Pymetrics' New York office: Can it make hiring more objective?

January 23, 2018

The importance of the right hire

Bruce Bachenheimer, the executive director of the Entrepreneurship Lab at Pace University in New York, underscores the critical role that hiring the right staff plays in a company's success. "In this highly-competitive globalized economy, with rapid technological innovation, firms can no longer view HR as 'finding square pegs for square holes' based on a standardized job description and qualifications document," he says.

Moreover, Bachenheimer notes that many companies make quick judgments about resumes, often overlooking appealing candidates who may have graduated from community colleges or lack Ivy League credentials.

"A holistic assessment based on a broad range of cognitive and emotional traits could offer a much more reliable indicator, but would be very difficult, if not impossible, to administer without AI," he notes. Nonetheless, Bachenheimer notes that even hiring by AI has its limitations. "AI is not magic," he says. "It's computer programming based on algorithms and training sets input by people. Companies creating and using AI must rigorously test results for accuracy and reliability."



## 6 Things to Know About a Strategy MBA

January 5, 2018

Attending a school with accomplished classmates is valuable. Experts say it's especially helpful if your classmates have leadership experience in diverse industries.

"While the school's reputation, ranking and accreditation are obviously extremely important, applicants frequently do not consider just about how vital their peers will be in preparing them for a career in corporate strategy," Bruce Bachenheimer, a clinical professor of management at Pace University's Lubin School of Business, where he teaches both undergraduate and MBA strategy courses, said via email.

Bachenheimer says discussing business strategy case studies with classmates who have a significant amount of work experience can yield insights beyond those given by a strategy professor in a lecture, so strategy MBA applicants should target schools with a seasoned student body, where the average student has several years of work experience.



## **The Army/Navy Store in Greenwich Village: Still surviving**

*November 28, 2017*

Bruce Bachenheimer, executive director of the Entrepreneurship Lab at Pace University in New York,

says several factors contributed to the demise of Army and Navy stores. "The U.S. simply hasn't been creating the amount of surplus it once did," he says.

While 10 million soldiers fought in the Vietnam War and 16 million in World War II, only 2.5 million served in Afghanistan. And the United States runs online public auctions, which cuts into Army and Navy store sales.

"The 1950s and 1960s were the heydays of these stores, when they were largely seen as a great place to buy inexpensive camping and hunting gear," Bachenheimer notes.

Uncle Sam's has survived for several reasons, Bachenheimer says, including doing a better job of sourcing supplies, becoming a local institution with a loyal following, and via economies of scale with its multiple stores.



## **Expanding the Conversation**

© 2017

At a basic level, entrepreneurship comes down to ventures that turn an idea into a profit. But even that feels like it's missing something. Entrepreneurship is an umbrella word; it covers so much at one time. In my opinion, Bruce Bachenheimer, a clinical professor of management and executive director of the Entrepreneurship Lab at Pace University, defines it best. He said, "Entrepreneurship is much broader than the creation of a new business venture. At its core, it's a mindset, a way of thinking and acting."



## **Shoptiques: Can the websites for independent boutiques keep growing?**

*May 30, 2017*

Thinking like a partner

Once a boutique joins the network, Vedisheva expects it to operate and think like a "partner." While boutiques are permitted to maintain their own site, most don't.

Bruce Bachenheimer, executive director of the Entrepreneurship Lab at Pace University in New York, said Shoptiques' rapid growth suggests that it "must be offering the boutiques it serves a real value proposition." Moreover, exclusivity with Shoptiques provides an "ability to participate in the network, which should provide additional revenue," he noted.

However, its growth has its pitfalls. If shoppers sense that by entering Shoptiques it's "just being directed through a conglomerated chain of stores rather than discovering a special boutique," it could lose its charm and pizzazz.

Hence Bachenheimer concluded, "If they can successfully consolidate this fragmented market segment, they will likely build a profitable and scalable business." But in order to sustain their dominant position, Shoptiques must "develop a distinct and trusted brand that is widely recognized by boutiques and shoppers," he said.



top quality of a leader is the ability to attract top-quality followers."

## **Do you have what it takes to be a successful leader?**

*March 27, 2017*

Being a good leader will have a lot to do with your success. But how do you measure it?

As Bruce Bachenheimer of Pace University says, "A definition of a leader is someone with followers. The



## **This Indian restaurateur owns 5 eateries, including 3 in Curry Hill**

*February 13, 2017*

Expansion challenges

Many independent retail stores including Chinese restaurants, barber shops and nail salons haven't "effectively developed a business model to consolidate these fragmented industries," explained Bruce Bachenheimer, executive director of the Entrepreneurial Lab at Pace University in New York. "The most common reason behind consolidation is economies of scale," he said.

Moreover, he noted the restaurant business is challenging for individual entrepreneurs to expand. "The restaurant business is extremely competitive and subject to numerous trends and fads. It's hard enough to manage one, much more complex to keep five thriving," pointed out Bachenheimer.

Sustaining a loyal staff is another hurdle. "Aside from external factors such as competition and changing trends, high employee turnover is a challenge, attracting, retaining and motivating staff is difficult," he asserted.

Having several eateries in one location is a way to attract, not discourage, more patrons. "Think about Chinatown or Little Italy," Bachenheimer pointed out. "Larger numbers of people are interested in going there than would otherwise go to multiple diverse locations," he said.



## **Obamacare repeal could hurt the gig economy**

*January 18, 2017*

Older workers, said Bruce Bachenheimer, a professor of management and executive director of the Entrepreneurship Lab at Pace University, need health insurance. These are workers with the industry experience, contacts and ability to start a business. But access to health insurance, especially if they or a family member could be turned down because of a pre-existing condition, can play a major role in whether or not to start a business.



## **What Amazon's Echo Snag Can Teach Entrepreneurs**

*December 20, 2016*

There's a lesson here for businesses much smaller than Amazon: You need to be diligent about your supply chain, particularly during the holidays.

"This is why it is so important for small-business owners to stay close to their customers, maintain strong relationships with suppliers, follow market trends, and really know their industry," says Bruce Bachenheimer, a clinical professor of management at Pace University in New York. "They cannot simply rely on the recommendations of a sales rep and act as stock keepers or inventory managers."



# FORTUNE

## What It Will Take for This Fast-Growing Chain to Become the Next Chipotle

September 30, 2016

But expanding any restaurant beyond its home turf comes with challenges. For one, the U.S. is an enormous market, and what has worked well in Texas may not succeed as well in other regions.

"They will need really qualified people who know logistics and strategy and how to run a restaurant in the New York region," says Bruce Bachenheimer, clinical professor of management and director of the Entrepreneurship Lab at Pace University.



## Steps to Starting a Successful Business

September 13, 2016

Plan, Plan, Plan – "Planning carefully before launching a new business is not limited to preparing a business plan", says Bruce Bachenheimer, clinical professor of management and director of the Entrepreneurship Lab at Pace University in New York City.

While writing a business plan is certainly helpful, the real value is not in having the finished product in hand, but rather in the process of researching and thinking about your business in a systematic way.



## How this entrepreneur took a two-wheeled problem and created a fashion business

September 2, 2016

Targeting a niche audience is one way for start-ups to make a dent in the marketplace, explains Bruce

Bachenheimer, the executive director of the Entrepreneurship Lab at Pace University in New York. "Understanding who your customer is, what their unmet needs are, and whether your products actually meet those needs requires a great deal of customer contact, testing and product iteration," he says.

Bachenheimer says Tandem NY could employ several strategies to grow but best bets are "increasing their online sales, which likely provides the best margins, and expanding the number and size of retailers."



## Stand Out with an Entrepreneurial Mindset

August 5, 2016

What Is an Entrepreneur, Anyway?

Is it the Silicon Valley tech genius? The Wall Street hotshot? That neighbor who owns the gift shop down the block?

Being an entrepreneur is about much more than starting a business,

or even whether you're "the boss." Bruce Bachenheimer, who leads the Entrepreneurship Lab at Pace University, defines entrepreneurship as a mindset. It's about imagining new ways to solve problems and create value.



## On Your Own 'Entrepreneur'

July 28, 2016

The word 'Entrepreneur' is derived from the French word 'Entreprendre' which means 'the one who undertakes' i.e. the individuals who take the risk of starting a new enterprise/startup/business.

Bruce Bachenheimer, a clinical professor of management and executive director of the Entrepreneurship Lab at Pace University explains, — "Entrepreneurship is much broader than the creation of a new business venture. At its core, it is a mind-set — a way of thinking and acting. It is about imagining new ways to solve problems and create value."

May 27, 2016

After spending billions on acquisitions that stoked its downstream business of making parts for the aerospace, automotive and other markets, Alcoa will spin the unit off into a new company, Arconic, later this year. The thinking: investors are not putting a high enough price tag on Arconic's fast-growing downstream operations because they perceive Alcoa to be a commodity aluminum producer plagued by global overcapacity and depressed metals prices.

"It's hard for investors to get excited about that, particularly when commodities prices are falling," said Bruce Bachenheimer, executive director of Pace University's Entrepreneurship Lab.

Those challenges notwithstanding, Mr. Bachenheimer believes corporate divorces are generally more productive than marriages. He said that too often companies pursue a merger or acquisition for the wrong reason: to grow just for the sake of growing.

"Spinoffs are generally done for the right reason and do work," he said.

# Inc.

## **Why Some Companies--No Matter How Successful--Should Stay Private**

May 9, 2016

Freed from the demands of public market investors who tend to focus on short-term returns, some companies may find renewed life that harks back to when they were small and privately held, business experts say. They can strengthen their brands, double down in the communities in which they operate, and get back to their roots as innovators.

"[Krispy Kreme] could take an approach to the business that is more family-friendly and more small-business friendly when you don't have the pressure of quarterly returns," says Bruce Bachenheimer, a clinical professor of management at Pace University in New York.

It's not inconceivable that Krispy Kreme would go public again, Bachenheimer says, as time off the public market can increase the company's cachet and value.

"For the employees and for the primary stakeholders, the distributors and retailers they are associated with, it could be taking a smaller business, longer-term approach" that could help increase the brand's value, Bachenheimer says.

# Inc.

## **What You Can Learn From Olive Garden's Breadstick Battle**

Inc., April 6, 2016

While Olive Garden is a giant chain, its lessons could be instructive to small business owners. Namely, you should indeed sweat the small stuff, because even minor details akin to a free bread policy can make a big difference to your bottom line. "When you talk about a company or an industry with very thin margins, tiny changes can have an enormous impact," says Bruce Bachenheimer, a clinical professor of management at Pace University.

The history of business is filled with second chances stemming from minor changes. Many years ago, the company that produces Angostura bitters doubled its sales by widening the size of its bottle opening, which caused consumers to pour more into their drinks. Bachenheimer says. Similarly, some gyms have gotten a revenue boost in recent years simply by adding kettlebells, which tend to appeal to a wider spectrum of gym-goers than traditional dumbbells.

Test changes to products and price points with a limited set of customers, for example, and for a limited amount of time to see how it goes, experts say.

"Call it A/B testing," Bachenheimer says. "It's a nice way to try things on an experimental basis and to measure the results, but not suffer huge consequences if it's not successful."



## What is Entrepreneurship?

*Business News Daily, March 21, 2016*

"Entrepreneurship is much broader than the creation of a new business venture," added Bruce Bachenheimer, a clinical professor of management and executive director of the Entrepreneurship Lab at Pace University. "At its core, it is a mind-set — a way of thinking and acting. It is about

imagining new ways to solve problems and create value."

Be passionate. Successful entrepreneurs are driven primarily by a need for achievement and the desire to make a meaningful difference, Bachenheimer said. "The most important traits are passion and persistence, but these must not be confused with arrogance and stubbornness," he said.



## 4 Moves You Must Make to Create a Billion-Dollar Company

*Inc., March 7, 2016*

Still, some of the findings may be cause for skepticism. Bruce Bachenheimer, a clinical professor of management at Pace University, disagrees with the point about shorter, non-local names, calling it a red herring. One example of a company that grew from startup phase to gargantuan proportions is Sun Microsystems, whose name, he points out, originally stood for Stanford University Network. And, he says, filing for a patent early on could work against a company because it can be expensive to file for one, or costly to defend against infringement claims. Bachenheimer agrees with the researchers that the economic environment has changed dramatically for entrepreneurs, making it much more difficult for young companies to form and grow. One key reason is the decimation of savings and home ownership rates, which both provided much-needed financing to startups in prior decades.

"[The declining rate of entrepreneurship] has to do with the financial crisis, wage stagnation, and housing price declines since 2008, and it has to do with the erosion of the middle class," Bachenheimer says.



## Age-old Profession of Accounting Changing with the Economy

*March 4, 2016*

The perception of desirability and loyalty to the old-guard of corporations is waning and being replaced with the innovative spirit of the entrepreneur, said Bruce

Bachenheimer, clinical professor of management at Pace University and executive director of the school's entrepreneurship lab.

"A very large percentage of students say they are interested in starting their own company or working at a startup as opposed to the previous generation before, where the goal was to get a job with a big name company," he said. "Partially that is because of all the changes we have seen in the economy, but also these students have seen their parents laid-off and unemployed and looking for other work, so I think there has been a shift in the mentality."

In the world of entrepreneurs, the role of accounting has moved beyond bookkeeping to one of critical importance as a strategic role in a company's positioning for future growth, he said.

Startups looking to raise outside funds from angel and venture investors or who have their eyes on going public or being acquired must manage their books in a tactical way from the get-go, he said.

"The last thing you want to do when you are looking to raise angel money, venture capital money and then ultimately to be acquired or to do an IPO is to have backwards books where you really didn't know what you were doing and kept a bunch of receipts in a shoebox," he said.



## Here's How Health Care Could Get Cheaper in 2016

February 5, 2016

Small companies currently have access to a federal exchange, called SHOP, that leverages their combined purchasing heft to buy plans. But the large company model could percolate down to create an additional

option for entrepreneurs.

"What's interesting for small businesses is that similar pools could come from trade unions and trade guilds and business associations," says Bruce Bachenheimer, a professor of clinical management at Pace University. In addition to small companies banding together, Bachenheimer adds that other types of pools also could form, for example within the growing ranks of the self-employed in the so-called gig economy, represented by Uber and TaskRabbit. Even startups that bring together entrepreneurs, such as WeWork, could also present large pooling opportunities.

There are concerns about the sensitivity of data that companies exchange and how they use it, Bachenheimer says, as well as whether these pools will really provide cost savings, as the WSJ suggests. Further, regional nonprofit co-ops that have relied on more limited networks of health care providers have struggled to remain solvent over the years, in large part because they have attracted a preponderance of older workers who need more care.

Yet cooperative networks that service startups would tend to have younger workers, and could have a better chance.

"It will never make economic sense until younger, healthier employees join in," says Bachenheimer. "These plans could be catered to young, tech workers."



### Interview: Bruce Bachenheimer

January 28, 2016

Professor Bruce Bachenheimer was interviewed in the

February 2016 issue of Creativeroom4talk, an international magazine for communications & creativity.

An excerpt of the interview:

*A recommendation for those who think about starting and running a creative business?*

Determine what is really important to you. Not what others would define as important or something that would make you successful, but what you are truly passionate about.

*What is the most important thing in a workplace/studio for you?*

Independence. I will work towards institutional goals and within organizational boundaries, but want the freedom and flexibility to pursue a creative path autonomously.

*What is the nicest compliment you've received for your creative work, and from whom?*

A former professor of mine wrote: "In Hindu tradition, the greatest guru (teacher) is one whose shishya (student) surpasses the guru. By that criterion, I am the greatest guru, and very proud of you!"

*Who is your professional role model/inspiration?*

Professors that come to mind include Randy Pausch (Carnegie Mellon University) and Walter Lewin (MIT).

*How would you describe your work style (academic field or fashion style, or both, or something entirely different)?*

I like to teach by revealing a path to discovery. I try to be empathetic and engaging, but have little patience for apathetic dolts.

*What inspires you?*

That continuous learning is a job requirement and inspiring others to learn is the most important aspect of my job.





## Walmart to Vendors: Give Us a Discount

September 28, 2015

"To do business with a company like Walmart, vendors are really pushed to the maximum of what they can do," says Bruce Bachenheimer, a clinical professor of management at Pace University in New York.

### 1. Consider a currency hedging strategy.

It makes sense, if you're manufacturing overseas and paying for things using local money, to get a handle on costs by protecting against currency swings. One way to do that is by purchasing a currency contract, known as a hedge, that allows you to exchange dollars into the local currency, but at a fixed price and at a predetermined time in the future.

You benefit if the value of the local currency goes up, but not necessarily when it drops in value. With the strong greenback in recent months, you're likely to feel some pain. But here's an additional thing to be wary of, Bachenheimer says: If the currency you've hedged decreases in value, and the retailer you supply also asks for a price concession, you'll take a double hit to your bottom line.

### 2. Create more flexibility in your overseas production.

While that's not as easy as it sounds, you could explore adding in other countries that peg their currency to the dollar. That includes many Caribbean nations, such as Barbados, Antigua, and Belize, Bachenheimer says.

ARMONK



## Pace University Entrepreneur Lab looks to add new Fellows

Armonk Daily Voice, September 16, 2015

For Pace students looking to gain experience founding their own company, the road has become a little easier, thanks to a grant

to the university's Entrepreneur Lab, courtesy of alumni Michael Dezer. The grant allows six current Pace students to partner with several Israeli start-up companies for the 2015-16 academic year, and gain insight into the world of entrepreneurship. The program also includes a \$5000 travel scholarship, allowing students to travel to Israel and experience the environment first-hand.



## Experts: Opportunity lies in Chinese stock collapse

Westchester County Business Journal, September 3, 2015

Bruce Bachenheimer, a clinical professor of management at Pace University and the executive director of Entrepreneurship Lab — a Lubin School of Business networking and development program — said now

is as good a time as ever for local companies to explore opportunities for partnerships and strategic alliances with Chinese companies.



## What you can learn from Carly Fiorina's smackdown of Trump

Inc., August 15, 2015

With those things in mind, Fiorina's strategy then, as now, is closest to something called agency theory, says Bruce Bachenheimer, a clinical

professor of management at Pace University in New York.

Loosely defined, it describes the way public shareholders hire agents--such as chief executives--to make decisions for their companies. Sometimes these agents don't work in the best interests of the company, Bachenheimer says, which could include having a greater appetite for risk than the owners have, because it's not really their money at stake. And that appetite for risk sometimes increases as a company underperforms, because the agent's skin in the game--such as stock options--are worth less. So it can cause an agent to aim for the bleachers, in an all or nothing strategy.



## **The worst thing about tech bubbles isn't what you think**

*ComputerWorld, July 27, 2015*

"It's often difficult to recognize a bubble while you're in it, as unreasonable optimism and speculative greed lead to the belief that a 'new paradigm' will validate wildly aggressive projections," said Bruce Bachenheimer, clinical professor of management at Pace University and executive director of its Entrepreneurship Lab. "It certainly appears that certain sectors of the market are due for a major correction," he said.



## **Pommes Frites tries to rebuild with a little help from Uber-competitor Gett**

*New York Business Journal, July 10, 2015*

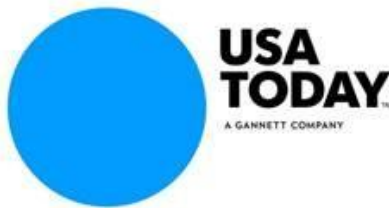
Bruce Bachenheimer, executive director of the Entrepreneurship Lab at Pace University, says the rise of the Internet is fostering these co-marketing ventures. "When your only options to promote such partnerships were expensive television, radio or newspaper ads, it wasn't really a viable proposition," he says.



## **How to Raise an Entrepreneurial Child**

*Staples, July 5, 2015*

Talk about value creation. Sounds like a lofty topic, but even the youngest kids can understand value. "Entrepreneurship is really about opportunity and value creation - the ability to recognize, analyze and capture opportunity in order to create value by solving problems or providing benefits," says Bruce Bachenheimer, clinical professor of management and executive director of the Entrepreneurship Lab at Pace University in New York. "This is important for kids to learn because jobs, and more importantly meaningful careers, are much less about 'Tell me what to do and I will do my best to accomplish it' and more about 'What can you do for me?' - i.e., how can you create value by capturing opportunity in this position. Focus on recognizing opportunities, discussing how to analyze them, and seeing if there is some way to test how to capture them by trying some aspect of the idea in the real world."



## **Taiwan becomes first Asian nation with Silicon Valley launch pad**

*USA Today, June 19, 2015*

"Everyone looks to Silicon Valley as a mecca of innovation and entrepreneurship," said Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University in New York City. "They have to be here."



## **How to Survive Being an Overnight Success**

*The Wall Street Journal, May 26, 2015*

As a company grows, it's "very difficult for them to maintain that culture," warns Bruce Bachenheimer, a management professor and executive director of the Entrepreneurship Lab at Pace University.



## **US must support new entrepreneurial ventures to create jobs and remain competitive**

*The Hill, May 15, 2015*

Small businesses are often founded as an alternative to traditional employment, sustaining a level of income for its founders. An independent contractor, solo-professional, mom-and-pop shop, and family business are examples. Some of these certainly grow to become very large firms that create a significant number of jobs, but those are the exception.

Entrepreneurship is the ability to recognize, analyze and capture opportunity in order to create value by solving problems or creating a bundle of benefits.

The three key elements that distinguish an entrepreneurial venture from a small business are a truly new business innovation, a basis of sustainable competitive advantage, and an inherently scalable business model.



## **SciTech Now**

*PBS, April 29, 2015*

Pace University Professor Bruce Bachenheimer appeared on SciTech Now, which premiered on WLIW Channel 21 April 29, 2015 from 7:00 –7:30 PM. The program also aired on WNET Thirteen and other PBS stations nationally.



## **Hiring America**

*ABC, April 25, 2015*

Pace University Professor Bruce Bachenheimer appeared on Hiring America, which aired on WABC-TV Channel 7 April 25, 2015 from 1:30 –2:00 PM. The program was also broadcast nationally in over 80 markets as well as on the Armed Forces Network.



## **Pace University's eLab Provides Crucial Entrepreneurial Education to Veterans**

*American Entrepreneurship Today, April 10, 2015*

With hundreds of military veterans enrolled, Pace University places considerable importance on being responsive to veteran needs. The Entrepreneurship Lab or eLab run by Bruce Bachenheimer is a case in point. Thanks to a \$50,000 grant they received from the Blackstone Charitable Foundation for veteran entrepreneurial initiatives, the eLab runs boot camps to provide veterans with the critical skills they need to pursue entrepreneurship. Pace was one of only six organizations nationwide to receive such a grant out of 200 plus applicants. Needless to say, they feel quite honored by their selection and have a special commitment to the programs they are running for veterans. "Blackstone is obviously a very prestigious name and they're doing some important work," Director of the Pace University Entrepreneurial Lab Bruce Bachenheimer said in an interview. "It's great to have been selected by them in a competitive process."



## **After The Sharing Economy -- Companies That Connect People In Real Life**

*Forbes.com, April 8, 2015*

Bruce Bachenheimer, the executive director of Pace University's Entrepreneurship Lab, says that he's seeing more and more startup businesses that are incorporating a face-to-face element. "We are social animals by nature," says Bachenheimer. In the past, entrepreneurs (outside of dating companies) were hesitant to include a real-life element in startups. Putting people together offline can be messy, and potentially dangerous. It's hard to give 100% assurance that a driver isn't going to rob his customer or that a temporary guest isn't going to smash the place up. But that has been the case for taxis and hotels for decades.



## **The Girl Scout troop teaching girls to be CEOs**

*Mashable, November 9, 2014*

"These kids can seem more energetic and willing to take a risk than college students," says troop parent Bruce Bachenheimer, who teaches entrepreneurship at Pace University. He was surprised by their capacity for reflection, as well as their ability to iterate when they hit roadblocks.



## **The Right Stuff**

*The New York Post, November 7, 2014*

At Pace University, through a grant from the Blackstone Charitable Foundation, the school recently launched a Veterans Entrepreneurship Boot Camp. The intensive seven-week program meets regularly at Pace's Entrepreneurship Lab, a newly launched facility.

The series covers business and entrepreneurship instruction, technical skills and hands-on lab work, says Bruce Bachenheimer, executive director of the Entrepreneurship Lab. Held at Pace's Manhattan campus, the boot camps are offered to Pace student vets and vets throughout the Tri-State area.



## **The Online MBA in Entrepreneurship Explained**

*MBA Programs.org, October 1, 2014*

Even though some people argue that entrepreneurship cannot be taught, business schools are giving it their best shot with programs aimed at helping students launch startups. Actually, while most of the coursework is targeting those who want to be their own boss, some programs are also offering general management training and introduction to an entrepreneurial mindset, which can be applied to traditional jobs. "These skills are important not only for those seeking to establish a new venture, but are increasingly critical in a wide variety of professional careers given today's hyper-competitive marketplace, where rapid technological innovation and globalization has led to corporate downsizing and a dramatic change in the very nature of work," says Bruce Bachenheimer, clinical professor of management and director of the Entrepreneurship Lab at Pace University.



## **Working Woman Report**

*NYC TV Life, September 1, 2014*

Pace University Professor Bruce Bachenheimer appeared on the Working Woman Report, which aired on NYC TV Channel 25 on September 1, 2014 from 8:30 – 9:00 PM.



## **Owners get squeezed**

*Crain's New York Business, June 9, 2014*

The middle-class income squeeze is definitely hurting small businesses," said Bruce Bachenheimer, clinical professor of management and director of the Entrepreneurship Lab at Pace University. The situation is particularly acute in New York. "Because of the high cost of living in general in New York, you see these pressures on the middle class even more," said Mr. Bachenheimer.





## **The Woman's Playbook – Leaning Out**

*Talking Alternative, June 5, 2014*

Professor Bruce Bachenheimer directs the Entrepreneurship Lab at Pace University. He was interviewed about 'Leaning Out: Women are weary of corporate ladders to nowhere and launching businesses of their own to find success and satisfaction' on the weekly Internet radio show The Woman's Playbook, which aired on Talking Alternative Broadcasting from 12:00 pm – 1:00 pm on June 5, 2014



## **Blackstone Awards Pace Grant Money**

*MetroMBA, June 4, 2014*

The Blackstone Charitable Foundation today announced that it has awarded grants totaling \$300,000 to six organizations that support veterans' employment and business development. Pace University and the Lubin School of Business received \$50,000 in grant money. That funding will support an intensive seven-week Entrepreneurship Boot Camp at Pace University's Entrepreneurship Lab that will offer focused training for up to 96 veterans in the Tri-State area.



## **Could Entrepreneurship Be the Great Equalizer?**

*Entrepreneur, May 30<sup>th</sup> 2014*

On a recent visit to the Entrepreneurship Lab at Pace University in New York City, my friend Jim Duffy and I watched a presentation by a student describing the business he was seeking to launch. The budding entrepreneur figured out how to produce small quantities of high-quality printed promotional products for small businesses and organizations and make money to boot. From both a business and tech proposition, this was a smart kid. The real brilliance emerged when he started his pitch by introducing himself and the Pace Entrepreneurship Lab. "This is not a place where they teach you the skills to get a job," he said. "We are learning how to create jobs." I turned to my buddy Jim and said, "I love this kid." Both Jim and I are serial entrepreneurs and alumni of Pace, so we felt a real sense of pride in watching this young small-business owner deliver a well-conceived pitch in order to raise some seed capital. In hearing his remarks, I realized that these students were working to combat one of the most pressing social and economic issues of their generation: income inequality



## **Institute Co-Founder Kane Sarhan to Keynote Tenth Annual Pace Pitch Contest**

*MetroMBA, April 21<sup>st</sup> 2014*

Pace University's Lubin School of Business will hold its tenth annual Pitch Contest on Thursday, April 17 at the University's lower Manhattan campus. The event is presented by Lubin's state-of-the-art Entrepreneurship Lab



## **Biz-school courses focus on giving back**

*Crain's New York Business, March 17<sup>th</sup> 2014*

Today's M.B.A.s are well aware that big corporations now expect executives to be conversant in matters related to a company's broader impact, such as its carbon footprint and practices in vetting its supply chain for human-rights violations—and expect to have access to courses that help them learn this area of business. "This is coming from the bottom up," said Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University



## White House urges 'geeks' to get healthcare coverage, launch startups

*ComputerWorld, March 12<sup>th</sup> 2014*

Bruce Bachenheimer, a professor of management at Pace University and director of its Entrepreneurship Lab, said the White House effort "is a not so thinly veiled attempt to get younger and healthier Americans to register for Obamacare." Bachenheimer said this latest effort is in the same vein as President Obama's recent appearance on *Between Two Ferns*, a Web-based video show with Zach Galifianakis, on the FunnyOrDie website. Bachenheimer said the term geeks "may still be perceived with a somewhat negative connotation and not broadly associated with entrepreneurs in general. Meaning an entrepreneur would be the business leader that makes the decision to get coverage, while the geek may be the employee that expects to have coverage at the start-up he or she works for"



## Ace Grad School, Decades after Your BA

*AARP, March 6<sup>th</sup> 2014*

Motivated by a desire to get ahead in their careers or pivot into new ones, they bring tremendous drive to their studies, say professors who work with them. "People of typical college age might be going through the motions. Adult students are determined," says Bruce Bachenheimer, 53, who runs the Entrepreneurship Lab at Pace University in New York (and went back to school for an MBA just before he turned 40)



## January 27<sup>th</sup>, 2014 Disruptive Technologists in NYC

*OfficeLeaseCenter.com, January 27<sup>th</sup> 2014*

Bruce Bachenheimer, Professor and Director of Entrepreneurship Lab at Pace University, discussed social media uses and growing trends on topics of anonymity and authenticity on the internet. Questions raised by the audience include the role privacy plays to which Bachenheimer emphasized the "importance in developing a means for authentic anonymity" to thrive online. To learn about the Pace University Entrepreneurship Lab, visit their website



## The Perils of Starting a Business on Your Own

*Inc., January 16<sup>th</sup> 2014*

"Myopia is another hazard. Without constant reality checks from a co-founder, it's easy to fall in love with your own plans and waste resources on bad ideas. Setting up an active advisory board of startup veterans can help you avoid that trap", says Bruce Bachenheimer, a management professor who runs the Entrepreneurship Lab at Pace University. He's talking about the kind of people who will ask in-your-face questions that you--and, later, your employees--might be afraid to pose, such as: "Why are you putting all your time into this?" "How come we're not going after a different client?" "Shouldn't we be raising our prices and investing in infrastructure?"



## Pace's eLab helps make entrepreneurial dreams a reality

*Pace Magazine, Fall 2013*

"The Entrepreneurship Lab is a collaborative workspace designed to bring together students from Pace's six schools and colleges in order to promote cross disciplinary problem solving, experiential learning, and the development of an entrepreneurial mindset," says Bruce Bachenheimer (above), clinical professor of Management and director of the Entrepreneurship Lab



### **Tips for making the perfect pitch**

*CNBC, January 4<sup>th</sup> 2014*

"You must effectively communicate genuine passion and real expertise," said Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University. "Investors know that even truly great business

ideas are incredibly hard to successfully execute, so you better convince them you are committed and know what you're doing if you want their money."



### **Crowdfunding for Investors**

*Newsday, December 1<sup>st</sup> 2013*

"These start-ups represent a new asset class for individual investors, allowing them to diversify and participate in a potentially lucrative sector of the market, says Bruce Bachenheimer, director of the Entrepreneurship Lab and professor at Pace University in New York



### **Young American Entrepreneurs Abroad**

*MyInternationalAdventure, November 25<sup>th</sup> 2013*

To provide perspectives on entrepreneurial opportunities abroad, we spoke with Bruce Bachenheimer, clinical professor of management and director of the entrepreneurship laboratory at Pace University in New York, and Katie Davies, senior director of consulting services for High Street Partners, which provides consulting services for international business expansion and operations. Bachenheimer set the stage for our discussion with a parable: "Most who visit an emerging country with high poverty rates only see people with no shoes. Entrepreneurs see an opportunity to sell shoes".



### **Panel Convenes to Spotlight Universities' Role in NYC's Entrepreneurial Ecosystem**

*NYCMediaLab, November 8<sup>th</sup> 2013*

On Thursday, November 7, Pace University's Entrepreneurship Lab and the MIT Enterprise Forum of NYC hosted a forum to discuss the significance of universities in today's rapidly changing ecosystem. Bruce Bachenheimer, Clinical Professor of Management and Director of the Entrepreneurship Lab at Pace University, moderated a panel stacked with those who can speak best to the potential of university collaborations: panelists included NYC Media Lab Oversight Board members Eric Gertler, Executive Vice President for the New York City Economic Development Corporation and Managing Director for the Center for Economic Transformation and Orin Herskowitz, VP of Intellectual Property and Tech Transfer at Columbia University; as well as Debera Johnson, Executive Director, Center for Sustainable Design Studies and Research at Pratt and Geoffrey W. Smith, Director, Center for Technology, Innovation, and Entrepreneurship at the Icahn School of Medicine at Mount Sinai Hospital.



### **MBA Entrepreneurship Centers Reaching Out To More Students**

*MetroMBA, November 5<sup>th</sup> 2013*

The Entrepreneurship Lab (eLab) at Pace University's Lubin School of Business in New York City also has been pursuing interdisciplinary relationships. The center was opened in 2012, and it intends to support the school's entrepreneurship classes by offering services and events, and to bring together Pace's schools of arts and sciences, education computer science, business, and health. When speaking to BizEd, the director of the eLab, Bruce Bachenheimer, observed that the eLab has worked with students who wanted to develop new educational technologies to teach STEM subjects to high school students, and nursing students who want to develop mobile apps

## The Street

### Entertaining Clients? Save Your Money

*The Street, October 9<sup>th</sup> 2013*

"In the 1980s, you couldn't spend enough money," says Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University in New York. "But today clients are saying, 'Forget the hunting trip, forget the lavish treatment -- just give me a better price.'"

## BRIARCLIFF



### Pace Professor Discusses Obamacare's Impact on Tech Startups

*Briarcliff Daily Voice, October 4<sup>th</sup> 2013*

The director of Pace University's Entrepreneurship Lab in Pleasantville recently discussed the positive impact that Obamacare could have on tech startups with computerworld.com. Bruce Bachenheimer stated in the article that people often take jobs that they don't want just to obtain health insurance. If the Affordable Healthcare Act lowers insurance premiums, it would make health insurance more accessible and therefore make a tech start up less of a financial risk, according to Bachenheimer.



### Pace Featured in Articles about Campus Resources for Entrepreneurs

*MetroMBA, October 3<sup>rd</sup> 2013*

Business schools can benefit student entrepreneurs by providing them with free or reduced cost technology. To illustrate this point, Entrepreneur talked to Bruce Bachenheimer, the director of Pace's entrepreneurship program, about the Entrepreneurship Lab. The lab is intended to be a space for students to produce innovative ideas and work with others. The lab provides students with an array of technological devices, including a wide selection of computers (desktop, laptop, and tablet), a 3D printer, advanced software programs, a professional-level video studio, and a surface computer.



### Residents overwhelmed with 'Obamacare'

*News12, October 2<sup>nd</sup> 2013*

To illustrate this point, Entrepreneur talked to Bruce Bachenheimer, the director of Pace's entrepreneurship program, about the Entrepreneurship Lab. The lab is intended to be a space for students to produce innovative ideas and work with others. The lab provides students with an array of technological devices, including a wide selection of computers (desktop, laptop, and tablet), a 3D printer, advanced software programs, a professional-level video studio, and a surface computer.



### You Have a Great Idea. Now What Do You Do?

*Wall Street Journal, September 30<sup>th</sup> 2013*

"Most of the caveats about outright sales apply here, too, and there's something else to bear in mind: Some companies include a "best efforts" clause in their licensing agreements, noting that they'll try to sell as many products as possible. But some companies may interpret that very loosely—if not ignore it altogether. Bruce Bachenheimer, a clinical professor of management and director of the Entrepreneurship Lab at Pace University, gives an example from the gem industry. A conglomerate, he says, may seem keen to license a device that can transform carbon into diamonds—and agree to pay \$1,000 for every carat produced. Yet they may take the agreement, "file that in a drawer and never produce a single carat," he says. "They want to control supply."



### Top Campus-Based Resources for Aspiring College Entrepreneurs

*Entrepreneur, September 30, 2013*

The Entrepreneurship Lab has assembled an impressive collection of technology resources, including high-performance computers, sophisticated software, a professional video studio, a surface computer, and a 3D printer; as well as a wide variety of desktop, laptop and tablet computers.





## Obamacare Could Help Fuel a Tech Startup Boom

*Computerworld, September 30<sup>th</sup> 2013*

"...."A relatively short stay in a hospital can bankrupt someone," said Bruce Bachenheimer, a professor of management at Pace University and director of its Entrepreneurship Lab. He said that, anecdotally, he's seen many people who will take a job they don't even care about just to get health coverage. "It's become such an important factor," he said..."



## The Accidental Entrepreneur

*Disruptive Technologists, June 21<sup>st</sup> 2013*

Bruce Bachenheimer, the accidental entrepreneur, is a clinical professor of management and the director of Pace University's Entrepreneurship Lab. He tells his students that passion is a must for entrepreneurs and that if they don't yet know what that passion is, they should keep looking. Sometimes it can happen when it's least expected – and he is a great example of this



## "The Apprentices: Learn-By-Doing Entrepreneurship at Enstitute"

*Forbes, April 17<sup>th</sup> 2013*

Twice a week the housemates cook dinner for a guest speaker. Among them: fashion designer Marc Ecko and Scott Belsky of Behance. Tonight they're hosting Bruce Bachenheimer, head of Pace University's entrepreneurship lab. Turns out he quit as a Wall Street trader to sail for several years, then started a teak lumber import company, taught himself boatbuilding, then latched on to high-tech forensics, got an M.B.A., launched a financial website and learned Japanese. A good entrepreneurial lesson in his story: If you can, exploit every unexpected twist in life.



## "Delivering the Perfect Pitch"

*Crain's, April 14<sup>th</sup> 2013*

"In this era of the lean startup, when entrepreneurs must continuously refine their business models in a fast-moving marketplace, these competitions are like rocket fuel," said Professor Bruce Bachenheimer, director of entrepreneurship at Pace University's Lubin School of Business, which hosts its own business-plan competition.



## "6 'Shark Tank' Lessons for Entrepreneurs"

*Open Forum, April 8<sup>th</sup> 2013*

Shift your focus to attracting other owners: Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University, says too many entrepreneurs pitch their business with the mindset of getting investors to help them. But investors want to know what's in it for them, not what's in it for you. Your focus should be on attracting other owners by demonstrating real value creation and an acceptable level of risk and return.

## **The Transformational CIO** “Professor of Innovation”

*The Transformational CIO, January 3<sup>rd</sup> 2013*

I was recently introduced to Bruce Bachenheimer, Clinical Professor of Management at Pace University's Lubin School of Business and Director of the University's Entrepreneurship Lab. I think it's fair to say that Bruce lives and breathes innovation and entrepreneurship. A serial entrepreneur himself, Bruce is an expert on the important role that innovation plays in business growth. In a lengthy interview, Bruce outlined some of the reasons he's passionate about innovation and entrepreneurship. Here's a brief summary of what he said in the interview: “As Thomas Friedman says, the world is flat. Countries compete on a much more equal basis than in the past. On a national level, the only sustainable competitive advantages come from innovation.”



### **“Digital: New York built its Valley”**

*L'usine Nouvelle, September 20<sup>th</sup> 2012*

Surprisingly, the 2008 financial crisis has been a catalyst for the technological scene in New York. “Many programmers, engineers and analysts have landed in Silicon Alley after losing or leaving their jobs on Wall Street,” says Bruce Bachenheimer, director of the Entrepreneurship Laboratory at Pace University in New York. “And it has become sexier to say that you work in a start-up rather than on Wall

Street. It is a situation that the mayor understood.”



### **“6 Steps to a Successful Start”**

*Startups, Summer 2012*

“GO BEYOND THE BUSINESS PLAN: Planning carefully before launching a new business is not limited to preparing a business plan”, says Bruce Bachenheimer, clinical professor of management and director of the Entrepreneurship Lab at Pace University in New York City. “While preparing a business plan is generally a valuable exercise, there are other ways to plan carefully,” he says. Bachenheimer recommends three planning methods.



### **“This month's top Campus Entrepreneurship pick is Pace University”**

*AGAWA Entrepreneurship Development Corporation, June 2012*

Pace's Entrepreneurship Lab (ELab) works to not only incubate companies or create start-ups, but to foster entrepreneurial thinking and the resulting innovation. The ELab provides all Pace students with a supportive, state-of-the-art environment, including access to workshops, guest speakers, roundtable discussions, and networking events.



### **“Pace University”**

*BizEd, May-June 2012*

Designed to nurture the entrepreneurial spirit on campus as well as in the surrounding urban areas, both E-Labs will provide mentoring for entrepreneurs and seed capital for new ventures



### **“Colleges Become Startup Factories”**

*Crain's, April 22<sup>nd</sup> 2012*

One of the latest manifestations of the trend: the February launch, by Pace University's Lubin School of Business, of an entrepreneurship lab that aims to facilitate collaborations between students in schools as diverse as nursing and business. “The idea is that it will involve all Pace students and faculty from all the schools,” said Bruce Bachenheimer, director of the lab and of Lubin's entrepreneurship program. “We're stressing an interdisciplinary, hands-on experience to find new ways to solve difficult problems.”



### **"Executive Moves"**

*Crain's, April 1<sup>st</sup> 2012*

Pace University: Bruce Bachenheimer, 50, was promoted to director of the university's entrepreneurship lab. He will continue as clinical professor of management. He was previously program director of entrepreneurship at the Lubin School of Business



### **"Pace to Encourage Entrepreneurship "**

*Military Advanced Education, April 2012*

'The Entrepreneurship Lab aims to foster an entrepreneurial mindset—a way of thinking and acting that focuses on developing new ways to solve problems and create value," said Bachenheimer, who drafted the initial proposal of the E-Lab. "These skills are important not only for those seeking to establish a new venture, but are increasingly critical in a wide variety of professional careers given today's hyper-competitive marketplace, where rapid technological innovation and globalization has led to corporate downsizing and a dramatic change in the very nature of work.'



### **"Bachenheimer now runs E-Lab"**

*Westchester County Business Journal, February 24<sup>th</sup> 2012*

....Pace University's new Entrepreneurship Lab, known as the E-Lab, now has a CEO – its professor Bruce Bachenheimer of Chappaqua. A clinical professor of management at Pace, Bachenheimer is now also the director of the E-Lab. It is available to all Pace students, in New York City and in Pleasantville....



### **Pace University's Entrepreneurship Lab Will Train People to Think Differently"**

*In the Empire, February 17<sup>th</sup> 2012*

.....Pace University officially opened the doors to its Entrepreneurship Lab (aka, E-Lab) last night, and there to cut the ribbon was Professor Bruce Bachenheimer, who was named the lab's first director. "It takes innovation and entrepreneurship to develop things that are meaningful," Bachenheimer tells us over the phone....



### **"New York Gets New Startup Lab"**

*Inc.wire, February 17<sup>th</sup> 2012*

...The lab's director, Bruce Bachenheimer, who also organizes the Pace Business Plan Competition and Pitch Contest, said he'd gotten a call from a nursing students asking if she could apply for the lab, hopefully to find a collaborator for a piece of health-care software or an app....



### **"Pace University launches Entrepreneurship Lab"**

*Crain's, February 15<sup>th</sup> 2012*

...The lab will include space for students to conference with investors, a studio for them to work and a large meeting room for speakers. Bruce Bachenheimer, the director of the lab and a professor at Lubin, says he plans to reach out to some of the thousand-plus Pace-area alums who self-identify as entrepreneurs to be potential guests....