Showcasing University and Statewide Resources for Student Innovators & Entrepreneurs

Wednesday, October 30, 2019
College Avenue Student Center

Rutgers Entrepreneurship Coalition
Innovation & Entrepreneurship at Rutgers

Rutgers has a thriving innovation ecosystem with many students and faculty eagerly involved in research, education and other innovative endeavors. The university is a 250-year-old land-grant institution and member of the BigTen, with over $710 M in research funding. In FY18, Rutgers was issued 172 patents and currently has 82 active start-ups. **In fact, Rutgers was recognized by Reuters as one of the 100 most innovative universities in the world.** Our students also embrace innovation. Over 50 entered the RU Innovators Pitch Competition – these students, from a variety of Rutgers schools and many different major, have extremely diverse business ideas.

The **Rutgers Office of Economic Development and Innovation, (OEDI),** a unit of the New Jersey Agricultural Experiment Station and organizer of this event, initiates and/or manages many high-impact programs that benefit the university and the state. These include overseeing the university’s incubator programs and establishing statewide collaborations, such as the New Jersey Big Data Alliance.

OEDI also integrates economic development activities across schools and departments at Rutgers University by organizing inter-school events and resources that facilitate interactions. One initiative, the **Entrepreneurship Coalition,** is a multi-disciplinary group of staff, faculty and students working for the common mission of strengthening and promoting entrepreneurship and innovation at Rutgers. The team also maintains a comprehensive website of resources: ([oedi.rutgers.edu/content/entrepreneurship-resources](http://oedi.rutgers.edu/content/entrepreneurship-resources)).

**On behalf of the Rutgers Entrepreneurship Coalition, we welcome you to our second Student Innovation and Entrepreneurship Expo!**

Please enjoy the evening!
5:00 – 6:15 PM  Resource Fair: Network, Explore

6:15 - 6:25 PM  Opening Remarks - Lori Dars, Assoc. Director and Peggy Brennan-Tonetta, Executive Director, Office of Economic Development and Innovation, NJAES

6:30 - 6:40 PM  Welcome to the Expo - Prabhas V. Moghe, Provost and Executive Vice Chancellor for Research & Academic Affairs, Distinguished Professor

6:45 - 7:25 PM  Keynote Speaker - Steve Barsh Managing Partner, Dreamit Ventures

7:30 – 8:15 PM  Resource Fair: Network, Explore

8:25 – 9:00 PM  Pitch Competition - Top Four Finalists Pitch for Cash and Prizes

9:05 – 9:20 PM  Audience Votes for Favorite Student Exhibit
Start-up Stories – Lighting Talks from Student Founders: Sarah Pomeranz, COO, Sulis; and Vallab Nayak, CEO, Aersys, Inc
Judges Deliberation

9:20 – 9:40 PM  Prize for Favorite Student Exhibit
Pitch Competition Winners Announced
Closing Remarks/ Photos

Rutgers Entrepreneurship Coalition
Thank you to our sponsors!

Prize/Event Sponsors:
- RutgersEcoComplex/EcoIgnite
- Infragistics
- Rutgers Food Innovation Center
- Rutgers Professional Science Masters Program (MBS)
- Mechanical and Aerospace Engineering Dept
- Rutgers Career Exploration and Success

In-Kind Sponsors:
- Day Pitney, LLP
- Office of Economic Development and Innovation, NJAES
- Rutgers School of Communication and Information
- Division of Continuing Studies/Rutgers Makerspace
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- Rutgers Cinema
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Rutgers Entrepreneurship Coalition
Keynote Speaker:
Steve Barsh
Managing Partner,
Dreamit Ventures

Steve Barsh is a Managing Partner at Dreamit Ventures. Steve has over 30 years of experience starting, leading, launching, and building multinational companies as well as early-stage venture work. He has helped launch over 100 companies that have generated over $1B in enterprise value. He has extensive experience working with entrepreneurs, engineers, scientists and physicians on rapid identification and de-risking of critical make-or-break assumptions as well as shaping their companies along with guiding their early-stage venture rounds.

Steve started his first company while he was graduating from college and sold that company seven years later to MCI where he went on to lead the combined division. He is a special advisor to NASA for its annual NASA Cross Industry Innovation Summit. Steve taught in the Wharton MBA program at the University of Pennsylvania and has a BS in Computer Science from the University of Michigan. He lives in Philadelphia with his wife and two children.

Keynote: 7 Deadly Mistakes Most Startups Make and Exactly How to Fix Them
Event Sponsors

**Day Pitney, LLP** is a full-service law firm with approx. 300 attorneys in 11 offices along the East Coast (from Boston to Boca Raton). Day Pitney created a program to help entrepreneurs manage legal fees at the earliest stages of launching a company. Under the program, for a flat fee plus filing fees, a firm member will meet with the entrepreneur to discuss needs and strategy and prepare certain legal forms. Entrepreneurs can also meet with one of the Intellectual Property attorneys, who will provide preliminary patent, copyright, trademark, and trade secret consultation, including an overview of filing costs and strategy. Website: [https://www.daypitney.com/](https://www.daypitney.com/)

**Infragistics** - Innovation. Commitment. Respect. At Infragistics our core values shape everything we do, from acquiring talent to creating experiences that matter. We are a worldwide leader in providing solutions to accelerate design, development, and collaboration. Website: [https://www.infragistics.com/](https://www.infragistics.com/)

**Mechanical and Aerospace Engineering** - The Department of Mechanical and Aerospace Engineering at Rutgers was founded in 1908 with a focus on driving the country’s industrial growth. Today, with more than 30 full-time faculty members, the Department educates more than 700 undergraduate and 180 graduate students. Excellence in both teaching, research, and service is the top priority for our faculty. Website: [https://mae.rutgers.edu/](https://mae.rutgers.edu/)
New Jersey Agricultural Experiment Station (NJAES) offers innovative and entrepreneurial opportunities, as well as incubation facilities and services, in agriculture, aquaculture, renewable energy, and food. There are also courses, internships, and other educational opportunities for students interested in learning more about NJ agriculture and food systems. **Website:** njaes.rutgers.edu

PNC Bank - As one of the nation’s largest diversified financial services organizations, PNC has a long-time reputation as a respected leader in providing services to students and small businesses. **Website:** https://www.pnc.com/

Redds Biergarten - Willkommen! Redds is a traditional German Beer Garden which has a distinctive urban flare and provides our patrons with a gathering place featuring multiple bars, flat screen televisions, and long communal tables that encourage socializing, meeting new people and stimulating conversations over authentic German & American food, wine and of course BEER! **Website:** https://www.reddsnewbrunswick.com/menus/

Rutgers Career Exploration and Success (CES) is committed to assisting students with making connections between their academic experience and career paths. We provide career-related advising, resources, and programs to help individuals discover their interests, values, and skills, explore careers and majors, develop skills through internships and experiential opportunities, and pursue their post-graduate goals. We build relationships with alumni, employers, and graduate schools to optimize internship, job, and career opportunities while also creating strategic partnerships with campus departments to assist students in developing and articulating co-curricular experiences to ensure they are competitive in their future pursuits. **Website:** https://careers.rutgers.edu/
Rutgers EcoComplex, is the state’s clean energy and environmental research, outreach and business incubation center. It serves as a university-based resource hub and offers applied research capabilities, unique facilities, business and technical expertise, and incubation services. The newest program is EcoIgnite, a clean tech accelerator. Website: http://ecocomplex.rutgers.edu/

Rutgers Food Innovation Center (FIC) The FIC and its network of resources throughout the state, provides unique food industry business incubation, mentoring, training, and manufacturing services and capabilities. The center supports start-up and existing domestic companies, and international companies seeking to establish a presence in the USA. Website: http://foodinnovation.rutgers.edu

Rutgers Professional Science Master’s Program offers the Master of Business and Science (MBS) degree. The program combines graduate level science or technology courses with business courses. It prepares students to become the next generation of innovative leaders. Website: mbs.rutgers.edu

Vista Hermosa - Rutgers Food Innovation Center will be providing samples of tortillas and salsa from FIC client, Vista Hermosa, https://www.vistahermosaproducts.com/totopos Vista Hermosa crafts the traditional Mexican way, from scratch, a full line of corn & flour tortilla products, fresh & bottled salsas and condiments that preserve and share the flavors of Mexico.
Exhibitors

Aersys, Inc. - is an early-stage tech startup that is developing a network of automated micro-fulfillment centers to enable commercial-scale automated delivery with drones, rovers and other vehicles. Website: [https://www.aersys.io/](https://www.aersys.io/)

America Entrepreneurship - a national and regional website and newsletter providing advice, news and resources focusing on innovation and entrepreneurship. Website: [http://americanentrepreneurship.com/](http://americanentrepreneurship.com/)

Biomedical Entrepreneurship Network (BEN) provides programming for Rutgers Robert Wood Johnson Medical School students and the greater Rutgers community that is centered on biomedical and health care innovation and entrepreneurship. The BEN network connects like-minded individuals from across Rutgers schools, from disciplines including medicine, research, business, and pharmacy, as well as the greater New Jersey community. Our programs are centered around three pillars: educate, collaborate, and accelerate with the goal of empowering the next generation of healthcare disruptors. Website: [https://www.benrwj.com](https://www.benrwj.com)

Game Research and Immersive Design (GRID) works with students, faculty, and entrepreneurs to incorporate augmented reality and virtual reality technology into projects and products. This includes everything from 3D printing in real life to machine learning used in virtual spaces. Website: [https://tlt.rutgers.edu/](https://tlt.rutgers.edu/)

Hult Prize @ Rutgers is a social innovation platform that gives students a chance to win $1 Million in seed capital for their social venture concept. Website: [www.hultprizeat.com/rutgers](http://www.hultprizeat.com/rutgers)
I-Corps@Rutgers - Do you want to explore how your idea/innovation could be used in the real world? Do you think it has commercial applications? Are you willing to “get out of the building” to find out? If you answered “YES,” then the I-Corps@Rutgers program may be for you! Students, faculty, staff and alumni from ALL Rutgers campuses who have STEM-based Innovations are invited to apply to this eye-opening 4-session program funded by the National Science Foundation. The next cohort begins in February 2020. Our application process is rolling so apply today! (Teams must have at least 2 members to apply)

Website: http://oedi.rutgers.edu/content/rutgers-i-corps-site.html

Incentive Gourmet - Are you considering infusing your products and/or ingredients into an edible delivery system? Let Incentive Gourmet’s food scientists and chefs create a unique edible commercially viable product for your company in our state-of-the-art turn-key manufacturing facility. Our team of food scientists and chefs create fun and delicious food, beverage, and chocolate products infused with ingredients such as ashwagandha, collagen, CoQ10, pillow mints, sun butter, wasabi, plus, we have access to organic cocoa butter and over 1000 natural flavorings. Incentive Gourmet has developed infused products for companies including Bacardi, Diageo, Christian Dior, and The Wine Group. Some of our delicious carriers include: Chocolate: Belgian / Premium American; Milk / Dark; Organic, Sugar-Free, Vegan Friendly, Natural Flavoring; Baked Goods: Cookies, Cakes, etc.; Drink Pods: Coffees, Teas, Hot Cocoas

Website: https://www.chocolatetext.com/

The Innovation Lab at the Honors College creates an experiential, collaborative, multi- and interdisciplinary ecosystem for impact through social innovation. Students build teams and get seed funding to transform their ideas into social enterprises.

Website: https://honorscollege.rutgers.edu/
Institute for Women’s Leadership is a consortium of teaching, research, and public service units of Rutgers. The institute and its members are dedicated to examining leadership issues and advancing women’s leadership in all arenas of public life – locally, nationally and globally. The interaction among the member units of the consortium encourages scholarly and practical explorations of how institutions are structured by gender, race and ethnicity, socioeconomic status and promotes new understanding of women's leadership for social change. Website: http://iwl.rutgers.edu/

NJ Small Business Development Center at Rutgers New Brunswick is part of a statewide resource for training, counseling and supporting small entrepreneurs and start ups. We offer seminars and webinars in Business Planning, Lean Start Up, Franchising, QuickBooks, and Access to Capital. Website: www.business.rutgers.edu/njsbdcnb

Road to Silicon V/Alley is a new program at Rutgers focused on developing pathways for Rutgers students to begin successful innovation careers as entrepreneurs or intrapreneurs. Throughout the program, students attend site visits to successful start-ups, technology firms and cutting-edge corporate innovators. Successful Rutgers alumni and friends in the innovation fields lead workshops that supplement students’ understanding of applied technology. Students form mentor relationships with these alumni and friends, who support their progress through the program. Students will learn multiple different sects of business and what leads to successful intrapreneurship and entrepreneurship. Apply here Questions? Email Sarah Pomeranz: sarah.pomeranz@rutgers.edu
Rutgers Enactus - Project Duckweed
Project Duckweed aims to serve the New Brunswick community by using the protein packed, aquatic plant, duckweed and it’s water purifying properties to create a sustainable and environmentally conscious aquaponic business which will provide jobs and food sources to enrich the economic condition of its residents.
Website: [https://www.rutgersenactus.com/](https://www.rutgersenactus.com/)

Rutgers Enactus - Project Prison Reform
Our developing program, New Beginnings, is being created to help formerly incarcerated individuals successfully assimilate back into society. We are providing essential knowledge through our 3 branches; how to deal with mental health, professional development workshops, all while pairing our members with mentors. The end goal is for all our members to achieve a job in the workforce, supplementing our vision of reducing recidivism rates.
Website: [https://www.rutgersenactus.com/](https://www.rutgersenactus.com/)

Rutgers Entrepreneurial Society is an inclusive community of creatives, founders, innovators and passionate students who see the potential that Rutgers has in becoming one of the great start-up schools in the country.
Social Media: [https://www.facebook.com/RUEntrepreneur/](https://www.facebook.com/RUEntrepreneur/)

Rutgers Entrepreneurship Minor is focused on educating students to better understand how to ideate, execute and grow companies.
Website: [http://www.business.rutgers.edu/cueed/students/undergraduate](http://www.business.rutgers.edu/cueed/students/undergraduate)
Rutgers Makers is a student-run organization, operating alongside the Rutgers Makerspace on Livingston Campus. We host weekly events to teach students how to use the Makerspace equipment. Some of the Makerspace’s equipment includes 3D printers, a laser-cutting machine, electronics, and wood-working equipment. Our meetings are a great opportunity for you to meet like-minded, passionate people with different skill-sets and backgrounds. By providing resources to creative, dedicated people, we hope to further Rutgers’ competitive stance in events nationwide. Website: http://rumakers.rutgers.edu/ Facebook: https://www.facebook.com/groups/rutgersmakerspace/

Rutgers Makerspace is a collaborative workspace designed for students, faculty, and staff from all academic disciplines who love to learn, design, and create. Website: makerspace.rutgers.edu

Rutgers Solar Car Team is a multidisciplinary group of students working towards building and racing a solar-powered vehicle from Missouri to Idaho in the American Solar Challenge. By competing against alongside various schools, both domestic and international, we will be able to demonstrate the power of solar energy and encourage students to pursue higher education and careers in STEAM. Website: https://www.rusolarcar.com/
Students for Environmental and Energy Development (S.E.E.D's) focus is to explore, learn, and apply sustainable scientific and technological solutions to the environmental problems that society faces today. We plan to not only recognize these environmental issues but also to learn about and develop practical solutions in a team setting. These solutions will always take into account practicality and recognize all parties that will be affected. We hope to have a positive influence on our members, Rutgers, and whomever else we might affect. Through competitions as well as local projects SEED looks to improve the communication, critical thinking, and problem-solving skills of each member. Website: https://rutgers.campuslabs.com/engage/organization/seed

U.S. FIRST E. B. Robotics Club is a 501(c)(3) New Jersey Non-profit founded by students for students. In partnership with East Brunswick High School, we give students the opportunity to tackle real life STEAM skills. Students tackle challenging problems that span a vast array of industries from engineering to programming, business and more through the FIRST Robotics Competition. The organization provides an opportunity for its members to not only gain a deeper understanding of STEAM fundamentals but the core values of FIRST such as Gracious Professionalism and Cooperation. Website: https://www.ebfirst.org/
Thank you to the Expo Planning Committee!

**Peggy Brennan-Tonetta** - Office of Economic Development and Innovation, NJAES

**Lori Dars** - Office of Economic Development and Innovation, NJAES

**Connie Pascal** – School of Communication and Information

**Anna Molinski** - New Jersey Agricultural Experiment Station

**Sharon Stroeger** – School of Communication and Information

**Alfred Blake** - Rutgers Business School

For information on the Rutgers Entrepreneurship Coalition email innovate@njaes.rutgers.edu
"Two roads diverged in a wood, and I, I took the one less traveled by, and that has made all the difference." - Robert Frost –

"I never dreamed about success. I worked for it."
- Estée Lauder –

“An entrepreneur is someone who has a vision for something and a want to create.”
– David Karp, founder and CEO Tumblr –

"A person who never made a mistake never tried anything new." - Albert Einstein -