



CELEBRATE INNOVATION AT SYRACUSE UNIVERSITY AS PART OF THE WORLD'S BIGGEST ENTREPRENEURSHIP FESTIVAL:

<http://launchpad.syr.edu/gew/>

Monday, November 14	Tuesday, November 15	Wednesday, November 16	Thursday, November 17	Friday, November 18
<p>12:30 p.m. to 2 p.m., Grand opening kick-off with Carl Schramm, "The History of Innovation"</p> <p>Start Global Entrepreneurship Week with its founder, Carl Schramm.</p> <p>University Professor at Syracuse University, Schramm is former president of the Ewing Marion Kauffman Foundation, the world's largest philanthropy dedicated to promoting entrepreneurship, with a \$2 billion endowment. Schramm is recognized globally as a leading authority on innovation, entrepreneurship and economic growth. The Economist has referred to Schramm as the "evangelist of entrepreneurship." In 2007 Schramm, and then British Prime Minister Gordon Brown, created Global Entrepreneurship Week, now observed in 160 countries. His inspiring opening remarks will address the importance of innovation as an act of intellectual creativity.</p>	<p>11 a.m. to noon, Featured Entrepreneur, Wiley Cerilli, Co-Founder, Good Uncle, followed by reception in the Learning Commons</p> <p>Cerilli founded SinglePlatform, and two years later sold it to email company Constant Contact for \$100 million. He then joined New York City venture capital firm First Round Capital as a venture partner, investing in startups like Spring and Binti. Recently, he brought key SinglePlatform team members together again to start Good Uncle, with Matt Doumar as Co-founder, launching in Syracuse this fall.</p> <p>Peter Graham Scholarly Commons, Bird Library, with reception in the Learning Commons</p>	<p>9 a.m. to 10 a.m. Commercializing Your Invention, the Path from Lab to Market</p> <p>Presented by the New York State Science and Law Technology Center with M. Jack Rudnick and students from Syracuse University's Law School, this informal workshop will explore what you need to know about starting your high tech company, and navigating the IP landscape to help refine path to market, competitive positioning, risk management, and partnership or licensing opportunities.</p> <p>Location: Falcone Center for Entrepreneurship / Couri Hatchery, Whitman School of Management</p>	<p>11 a.m. to noon, Rob Englert, Founder and CEO of RAMID.</p> <p>Former VPA – School of Design faculty member, Rob consults with companies such as Bose, Carrier, Kodak, Safety First, Ridgid, and Honeywell. His firm, RAM ID, is unique for the level of entrepreneurial work that takes place within the studio, from beautifully designed products like Orange Vessel, to the packaging for Chobani, and advanced immersive VR technologies. Rob will speak about his various entrepreneurial efforts from various design disciplines, sharing projects that are taking on risks through user-based feedback, trend forecasting, and design exploration, his work is a creative disruptive force in the design world.</p> <p>Location: Peter Graham Scholarly Commons, Bird Library</p>	<p>10 a.m. to 1 p.m. Blackstone LaunchPad Open House at Bird Library with campus and community partners</p> <p>Haven't stopped by yet to check out the "Glass Cube" in Bird Library? It's your first step in learning about <i>the rich entrepreneurial resources across the Syracuse University campus</i>, the regional innovation ecosystem, national resource providers, and experts across Blackstone LaunchPad global network.</p> <p>We're a resource center to connect you with top-ranked entrepreneurship academic programs at Syracuse University, as well as experiential and career resources, and student organizations that support entrepreneurship. Syracuse is a well-networked ecosystem, and the LaunchPad in Bird Library is a great place to start connecting resources.</p>

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<p>2 p.m. to 3 p.m. SXSW Student Startup Madness Workshop</p> <p>Applications are now open for Student Startup Madness, a nationwide tournament-style competition for college student digital media startups, culminating with national finals at South By Southwest (SXSW) Interactive in March. Are you interested? Come to a workshop to learn more about it, and how to apply. Get some technical assistance from the Blackstone LaunchPad and the SU entrepreneurial ecosystem.</p> <p>Location: Blackstone LaunchPad, Bird Library</p>	<p>Noon to 1 p.m., Moynihan Transnational NGO Initiative</p> <p>Location: Eggers Hall, Room 341</p>	<p>10 a.m. to 11 a.m. Social Impact Investing and Civic Entrepreneurship: Peter Dunn, President and CEO, Central New York Community Foundation; Dennis M. DeLeo, President and Director, Venture Jobs Foundation, and Co-founder, Trillium Group, LLC. a Rochester-based venture capital and private equity firm; Christine Woodcock Dettor, Bousquet Holstein PLLC, and Director and Legal Advisor, Venture Jobs Foundation</p> <p>Global and local change can often come from mission-related investments made into ventures and organizations to generate social impact and financial return. Learn how impact investing can help provide capital to address pressing social and civic challenges, and explore some core characteristics of impact investing. Speakers are Upstate NY thought leaders in the Impact Investing field.</p> <p>If you are an entrepreneur with a triple bottom line, come learn more about this emerging trend.</p> <p>Location: Bird Library</p>	<p>2 p.m. Business Research with Syracuse University's business, management, and entrepreneurship librarian, Stephanie McReynolds</p> <p>Market and industry research is essential to the success of a new venture. How can you find easy access to resources that can better help inform your launch?</p> <p>Location: Blackstone LaunchPad, Bird Library</p>	<p>1 p.m. Founder's Forum, Whitman, Couri Hatchery</p> <p>A weekly gathering of student venture founders to opportunities and obstacles on the pathway from ideation to implementation. The forum alternates location each week between the Couri Hatchery and the Blackstone LaunchPad. All student venture founders are welcome to attend this networking and team problem-solving session.</p>
<p>3:30 p.m. to 4:30 p.m. SBA Business Assistance Workshop with Daniel Rickman, US Small Business Administration</p> <p>Rickman has a passion for helping small businesses. He's owned his own business and worked with hundreds of businesses of all types and sizes over the years, applying what he's learned to helping entrepreneurs enhance their business skills and connecting them to the vast array of resources available to help increase their odds in a competitive environment.</p> <p>The U.S. Small Business Administration (SBA) was created in 1953 to counsel, assist and protect the interests of small businesses, preserve free competitive enterprise, and to maintain and strengthen the overall economy of our nation.</p> <p>Location: Blackstone LaunchPad, Bird Library</p>	<p>1 p.m. to 2 p.m., The Maker Movement. Meet the Makers: John Mangicaro, SU Makerspace; Dr. Mark Joseph Povinelli, Kenneth A. and Mary Ann Shaw Professor of Practice in Entrepreneurial Leadership in the College of Engineering and Computer Science; Michael Giannattasio, SALT MakerSpace; Brendan Rose, Echomakes.</p> <p>Learn how The Maker Movement is growing and Why it is Important to America's Future. Makers are inventors and designers who bring skills as computer hackers and artisans, tapping into open-source learning, design thinking and personal technology like 3-D printers. It's changing the way products are designed and made, as part of a new estimated \$6 billion industry. Meet creative makers and explore the technology that's unleashing a new generation of inventors and innovators.</p> <p>Location: SU MakerSpace at Kimmel Computer Lab</p>	<p>2:30 p.m. – 3:30 p.m., What Gen Z Wants, coordinated by Chris Cofer, Sean Branagan and Marcie Sonneborn, featuring Kate Beckham, Founder, Fresh U and other Gen Z entrepreneurs</p> <p>Generation Z, also known as Post-Millennials, the iGeneration, Founders, and the Homeland Generation, is the demographic cohort following the Millennials. Comfortable with technology and social media, Generation Z represents 25% of the U.S. population, making them a larger cohort than the Baby Boomers or Millennials. Gen Z are keen to be entrepreneurs and make the world a better, more connected place.</p> <p>Learn more about this generation, which will be driving enormous market, technological and global change over the next decade.</p> <p>Location: Newhouse. Note that time and room are still being finalized. Watch for updates.</p>	<p>3:30 p.m. to 5 p.m. Global Entrepreneurship Meetup</p> <p>Join other entrepreneurs for an exploration of startup culture around the world and what it means to build an international company.</p> <p>Networking and pitches will put you in front of some of the most active and inspiring entrepreneurs from around the SU campus.</p> <p>Location: iSchool, ICE Box</p>	<p>2 p.m. to 4 p.m. Movie Screening, "Something Ventured" and panel discussion on Intrapreneurship, "How Companies Innovate."</p> <p>Location: Blackstone LaunchPad, Bird Library</p>

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<p>4:30 p.m. to 6 p.m. Featured Event: Funder's Speed Dating and Speed Networking, Sponsored by the Whitman School of Management, EEE program, and the Falcone Center for Entrepreneurship</p> <p>Join 12 prominent investors and funders for speed dating and speed networking. Get your ideas out and test your business model with some of the best minds who can give you feedback. Start building relationships with potential investors and funders. Perfect your pitch with professionals who make investment decisions that help launch and grow ventures.</p> <p>Speed network to find team members and meet potential mentors. Apply to pitch: LaunchPad@syr.edu</p> <p>Location: Whitman School of Management, Flaum Grand Hall</p>	<p>3:30 p.m. to 5 p.m. From Idea to Market: Perspectives from Student, Faculty, and Industry Entrepreneurs, at the Syracuse CoE, followed by a light reception</p> <p>SyracuseCoE celebrates Global Entrepreneurship Week with a Research & Technology Forum that features three perspectives on commercializing innovations energy and environmental systems. Presenters are: a founder and CEO of a student-led venture, a faculty entrepreneur who participated in the National Science Foundation's I-Corps program, and a founder of a start-up company that brought game-changing LED lighting to sporting arenas across the country, including a stadium that hosted the Super Bowl! The presenters will offer personal insights on opportunities and challenges along the paths of entrepreneurship and innovation.</p> <p>Featuring Joe Casper, CTO, Ephesus, and Josh Aviv, Founder, SparkCharge, and Professor Yan-Yeung Luk, moderated by Tim LaBreche, SyracuseCoE Assoc. Director for Technology Commercialization.</p> <p>Location: The Syracuse Center of Excellence in Environmental and Energy Systems (SyracuseCoE)</p>	<p>4:30 p.m. – 6:00 p. m. Crowdfunding Your Creative Venture, Samuel Harlan Krall</p> <p>It's estimated that more than \$34 billion was raised through crowdfunding in 2015, and it is increasingly being used to fund a wide range of for-profit entrepreneurial ventures, creative projects, and community-oriented social entrepreneurship. Learn about types of crowdfunding and tips for successful campaigns, and how crowdfunding can be an effective tool for financing creative work. Explore benefits and risks, and see how you can put it to work for your project.</p> <p>Location: Setnor School of Music, Crouse College, Room 308</p>	<p>5 p.m. to 6:30 p.m. Sean Keeley, Hindsight Talk SB Nation's "Nuns Magician" blogger Sean Keeley '00 will deliver a reflection talk as part of the Hindsight's Alumni Speaker series at the iSchool.</p> <p>Sean is an author, screenwriter and professional blogger, and recently released the zombie e-book "This One's For All The Sausage," about a zombie outbreak during a college football bowl game at the Carrier Dome in Syracuse, NY.</p> <p>Location: iSchool, Katzer Room</p>	
<p>6:30 p.m. to 7:30 p.m. An International Perspective on Entrepreneurship: Join students from six different regions of the world for a social, economic and cultural perspective on what entrepreneurship means in their region. What are the market and demographic forces shaping global opportunity?</p> <p>With Ricardo Del Castillo Hamacher (Mexico), Jose Javier Simeon Garcia Rovira (The Caribbean and Latin America), Lawrence (YongZhang) Lin (Asia), Quentin Rosso (Europe), Amos (Near East/Middle East), Jay Patel and Pritesh Desai (India)</p> <p>Location: Peter Graham Scholarly Commons, Bird Library</p>	<p>5:30 p.m. to 6:30 p.m., Julien De Smedt, featured speaker at the Steve & Sherry Einhorn Lecture, followed by a reception.</p> <p>Founder and director of JDS Architects based in Brussels, Copenhagen, Stockholm and Shanghai, De Smedt is an internationally recognized designer and architect whose work explores new architectural models and programs, and is re-energizing the contemporary architecture discussion.</p> <p>Location: Slocum Auditorium</p>	<p>6:30 to 7:30 p.m. Chris Mumford, EVP, Martin Agency, Presented by Eric Mower Advertising Forum.</p> <p>Matt Williams really knows how to command a room. A recognized strategist who leads 500 employees from 23 countries who are creatives, UX planners and number crunchers, he manages U.S. and global development for GEICO, Discover Financial Services, UPS, Saab, Credit Suisse and Bank One, Walmart, among other industry giants. He is an innovation powerhouse.</p> <p>Location: Newhouse 3, Joyce Hergenhan Auditorium,</p>	<p>6:30 p.m. to 7:30 p.m. Jacqueline Saturn, President, Harvest Records, presented by the Bandier Program.</p> <p>A 20-year veteran of Epic Records, she recently took on the executive role at Harvest Records, which has a long history as a progressive label. Harvest is a major record label belonging to Capitol Music Group. Among the albums bearing its logo are Pink Floyd's Dark Side of the Moon, ELO's break-out debut and other projects that were creative disruptors. The Harvest label manages a select roster of original, cutting-edge artists and emerging buzz acts, and is considered one of the pioneering innovative forces in the music industry.</p> <p>Location: Whitman 007</p>	
<p>7 p.m. to 8 p.m. Ed Mitzen, Founder and CEO of Fingerpaint Marketing, sponsored by the College of Arts and Sciences.</p>	<p>7 p.m. to 9 p.m. Movie Night, "Joy" and discussion</p>	<p>7 p.m. to 8 p.m., Student Panel Discussion: Student Ventures, Both Sides of the Table, with AJ Damiano, PowerSpike Founder, and James</p>		

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<p>Mitzen created an award-winning advertising and marketing agency, and was also one of the drivers behind the renaissance of Saratoga, redeveloping the former Barnes and Noble on Broadway. Learn how creativity sparked both business innovation and community revitalization by one of the fastest growing companies in Upstate New York.</p> <p>Location: Hall of Languages</p>	<p>The David O. Russell comedy-drama starring Jennifer Lawrence as Joy Mangano, an entrepreneurial who follows the rocky road of entrepreneurship with determination and resilience to become a self-made millionaire. Followed by a discussion: "What Makes An Entrepreneur?"</p> <p>Location: Newhouse 3 – Screening Room 141</p>	<p>Ransom, Walnut Street Partners Founder, and Senior Analyst, Orange Value Fund.</p> <p>Location: Blackstone LaunchPad, Bird Library</p>		
<p>7 p.m. to 8 p.m. VISION Workshop and Student Roundtable Discussion, "How to Get Engaged in Student Entrepreneurship"</p> <p>VISION is a cross campus entrepreneurial network of innovative students who enjoy pushing the envelope and making ideas a reality. To learn more: Vision for Entrepreneurs</p> <p>Location: Blackstone LaunchPad, Bird Library</p> <p>8 p.m. to 9 p.m. Entrepreneurship Club</p> <p>Entrepreneurship Club (E Club) is a dynamic group that brings students, faculty, and local businesses together to spread entrepreneurship. E Club members team up with local entrepreneurs and businesses for projects, and host guest speakers throughout the semester.</p> <p>Location: Whitman 004</p>				