



BadgeBook



Introduction

To become investment ready is not an easy task. At the Blackstone LaunchPad, we guide you along a path of success for your business idea, providing resources like Tool kits and templates. Every step closer you take to being ready for your first investment is a step to celebrate.

With the LaunchPad badge system, you will earn a badge for every accomplishment you celebrate as an entrepreneur. Once you've received Linda's "Investment Ready" badge, you reached the highest rank, Linda Approved.

Badge Descriptions



Idea

Come up with an idea worth sharing. If you share an idea you plan to pursue, you've earned the badge.



One-Pager

Write up a one-pager for your idea and share it with Linda or a mentor. You can find the template in our resource section.



Incorporate

Incorporate your business after consulting a lawyer and deciding on what legal entity you'd like the company to be.

 - Badge is required for the "Investment Ready" badge



Stronger Together

Join or build a team beyond yourself. Once you've found or joined a team as a co-founder, you've earned the badge.



Logo

Create a brand for your idea. Make a logo and decide on a color scheme for your business.



Website

Build a landing page or whatever style of website is relevant to your idea. If a website is the product, create a landing page.



Social Media

Open social media accounts for your business and post frequently. Become a thought leader in your industry.



Advisory Board

Build an advisory board with industry experts and mentors that will help you throughout your entrepreneurial process.



'Cause Competition Competitor

Participate in one of the many SU competitions. See the website for all upcoming opportunities.



Prototype / MVP

Develop a functional MVP for your idea. If the solution is an app, build a web-app. If it's a product, 3D-print or render it.



I.P.

Protect your idea and brand. Once all relevant aspects of your business are protected, you've earned this badge.



First Sale

Complete your first sale of your product or receive a letter of intent from a potential customer.



Investment Ready

Receive this badge once all badges marked with a  are earned.



First Investment

Receive an injection of capital, structured as debt or equity, from an organization or other third party.



Fireside Chat

Build on your library of knowledge by attending a fireside chat at the LaunchPad.



Mentor

Become an innovation mentor in the LaunchPad, helping other students develop their ideas.



'Cuse Competition Winner

Win money or a prize in a SU business competition. See the website for upcoming opportunities.



Regional Competition

Compete in a Regional business competition with your business idea. It's okay if you don't win...we still love you.



Regional Competition Winner

Win money or a prize in a Regional business competition with your idea.



Accelerator

Get accepted into a startup accelerator to receive this badge.



"Cereal" Entrepreneur

Start and succeed with multiple businesses to receive this badge.



Sale of the Company

Sell your company in any type of exit (IPO, acquisition, merger, sell your stake, etc.)



Globalized

take your business outside of your country of origin. Once you begin selling outside of the country, you've earned the badge.



LinkedInInfluencer

Break 500 connections or followers on LinkedIn to become a LinkedInInfluencer.

Have Badge Ideas?

The badge system is new to the LaunchPad, which means the badges we have now may not fully encapsulate all accomplishments entrepreneurs achieve when starting a business.

If you have an idea for a badge, email Nick Barba at ntbarba@syr.edu and we'll turn your accomplishment into a badge, so that members of the LaunchPad family can celebrate with you every step of the way.

In the meantime, track your badge progress with the checklist on the next page!

Check List

- _____ Idea
- _____ One-Pager
- _____ Incorporate
- _____ Stronger Together
- _____ Logo
- _____ Website
- _____ Social Media
- _____ Advisory Board
- _____ 'Cuse Competition Competitor
- _____ Prototype / MVP
- _____ I.P.
- _____ First Sale
- _____ **Investment Ready**
- _____ First Investment
- _____ Fireside Chat
- _____ Mentor
- _____ 'Cuse Competition Winner
- _____ Regional Competition Competitor
- _____ Regional Competition Winner
- _____ "Cereal" Entrepreneur Accelerator
- _____ Sale of the Company
- _____
- _____
- _____