

Johnson @ Cornell

Entrepreneurship Resource Book

Presented by



eClub

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AT CORNELL**



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ENTREPRENEURSHIP AT CORNELL

eship.cornell.edu

- Campus-wide **e-ship program** governed by the deans of 12 Cornell schools and colleges
- Reference for finding entrepreneurship related offerings as Cornell including spaces, students, faculty, mentors, businesses, job opportunities, etc

contact:

general inquiry

email: eship@cornell.edu

phone: 607.255.1576

first steps:

sign up for emails

eship.cornell.edu/contact-us/



cornellehub.com

- Flexible and collaborative **workspace** for the Cornell Entrepreneurship community
- Two Locations
 - eHub Kennedy Hall: 113 Kennedy Hall
 - eHub Collegetown: 409 College Avenue

contact:

general inquiry

email: wdl26@cornell.edu

first steps:

join (needed for keycard access)

eship.cornell.edu/ehub-signup/

book a room

cornellehub.com/reserve-rooms

eLab

elabstartup.com

- **Curricular program** designed to accelerate Cornell University student-led startups
- Teams apply with startup ideas/pitches. After enrollment students participate in Bootcamp sessions, take startup-specific courses, manage their startup, and perform pitches and demonstrations of their projects for potential investors

contact:

general inquiry:

website: scroll down for inquiry form

events:

demo day: student startup pitches

website: elabstartup.com/demoday

first steps:

check out the prerequisites

elabstartup.com/program/#pre-eLab

apply to the program

elabstartup.com/apply/

Blackstone LaunchPad

blackstonelaunchpad.org

- Campus-based **mentorship program** designed to support and mentor students staff and alumni.
- Have an idea? Already formed a company? Just Curious? Regardless where you are on your journey LaunchPad gets you in touch with someone who knows what they're talking about.

contact:

general inquiry:

email: blp@cornell.edu

first steps:

find a mentor:

blackstonelaunchpad.org/schedule-a-meeting

StartupTree cornell.startuptree.co/mentorship/discover

- **Communication tool** to unite students with potential co-founders/mentors/team members
- Discover startups, projects, people, mentors, organizations, and other opportunities to accelerate your journey in entrepreneurship

first steps:

create a login

cornell.startuptree.co/user/signup



guides.library.cornell.edu/businessplans

- **Road Map for Research** resources for developing business plans
- Research tools like Bloomberg, Capital IQ, the Wall Street Journal, Mintel, Factiva, of course: books, and much more. Customized Consultations available.

contact:

general inquiry

email: mgtref@cornell.edu

first steps:

schedule a consultation

johnson.library.cornell.edu/help

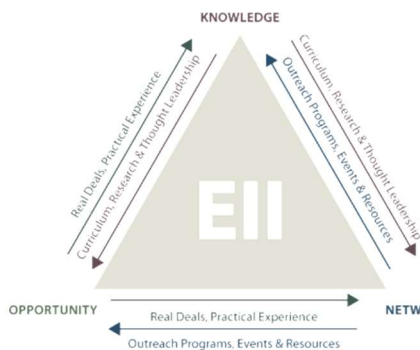


ctl.cornell.edu

- Resource available to students for guidance through licensing process
- Hosts Cornelboration—**professional networking websites** for Cornelians in BioPharma, NanoMaterial, and Angel Investment

contact:
general inquiry
email: ctl-connect@cornell.edu
phone: 607.254.4698

first steps:
network through cornellboration
cornellboration.com



Entrepreneurship and Innovation Institute

johnson.cornell.edu/entrepreneurship-and-innovation-institute

- **Fellowship Program** to foster critical components of e-ship and sponsor e-ship minded MBAs
- Three Critical Components:
 - Knowledge: thought leadership in research, curriculum, courses and experiences
 - Networking: outreach programs, events, resources
 - Opportunity: hands-on involvement with startups, businesses, and investments

contact:
general inquiry
email: contacteii@cornell.edu
phone: 607.255.0106

first steps:
apply to be a fellow
johnson.cornell.edu/Entrepreneurship-and-Innovation-Institute/Students/Fellows-Program



revithaca.com

- **Collaborative environment** tailored to promote e-shop in Ithaca
- Hosts Subject matter experts, a vibrant entrepreneurial local community, open-concept workspace, mentors, prototyping lab, etc

contact:
general inquiry
phone: 607.882.2400

first steps:
subscribe to mailing list
form at bottom of website
membership benefits and pricing
revithaca.com/join-rev/membership
apply to rev
revithaca.com/join-rev/apply-now



lifechanginglabs.com

- Ithaca based **not-for-profit organization** that supports Cornell entrepreneurs
- Hosts summer incubator programs, provides hands-on experience with startups, provides mentors and guidance from experienced entrepreneurs, investors, and professionals

contact:
general inquiry
email: contact@lifechanginglabs.com

first steps:
apply for summer incubator program
lifechanginglabs.com/join

Big Red Startup Suite

BR Venture Fund

[BR Venture Fund](#) is a seed-stage venture capital fund focused on providing funding to early-stage, high-growth businesses with a Cornell connection and consulting with portfolio companies. By providing the means for entrepreneurs to create companies out of ideas, the fund embodies the most interactive and valuable learning experience possible for Johnson students.

- Faculty Advisors: [David BenDaniel, Jason Hogg](#)

BR Consulting

[BR Consulting](#) was established to stimulate entrepreneurial activity within the Cornell community through the creation and growth of early stage businesses. We provide individualized services to our clients by matching the talents and skills of our pool of Johnson MBA candidates with the varied and diverse needs of our clients. Our goal is to provide quality real world projects for students and significant, valuable contributions to the start-up ventures.

- Faculty Advisor: [George Schneider](#)

BR Tech Strategy

[BR Tech Strategy](#) is a student-led, for-credit program in which MBA teams consult with Cornell inventors to analyze commercial opportunities for early-stage university-generated technology. The club is a collaboration with [Cornell's Center for Technology Licensing](#) to commercialize more Cornell technology, faster.

- Faculty Advisor: [Tom Schryver](#)

BR Microenterprise

[BR Microenterprise](#) is a student-run educational experience that spurs microenterprise development by assisting self-employed individuals reach their business goals. BRM partners with the [Center for Sustainable Global Enterprise](#) to support microbusiness owners. By offering coaching to entrepreneurs, our goal is to contribute to the local community, supporting inclusive wealth creation and economic development.

- Faculty Advisors: [Mark Milstein, Monica Touesnard](#)

Social Entrepreneurship

As a land grant institution, Cornell's focus on public engagement fosters a culture where students are empowered to become active citizens and to tackle critical challenges. By participating in hands-on, practical learning experiences, they work with community experts to help create positive social change locally, throughout the state, and around the world. In this environment social innovation and social entrepreneurship—the pursuit of innovative, transformative, and sustainable solutions to social problems—emanate from all fields of study.

Cornell is pleased to have been selected as one of Ashoka U's first Changemaker Campuses in 2008. Ashoka U offers this designation to leading institutions in social innovation education. These institutions share the vision for higher education to become the next global driver of social change by transforming the educational experience into a world-changing experience.

While social innovation and entrepreneurship are found throughout the university, the following represent hubs of activity, resources, and support:

- **Engaged Cornell**: a campus wide ethos fueling the advancement of the University's mission through community-engaged discovery and learning
- **Center for Sustainable Global Enterprise at Johnson**: pioneering new approaches to business model creation; cultivating business leaders who seek competitive advantage through sustainable global strategies.
- **Center for Transformative Action**: a nonprofit incubator for social entrepreneurs that also provides curricular and extra-curricular educational opportunities in social change and social entrepreneurship.
- **Sustainable Campus**: a hub for sustainability in operations, research, education, and engagement.
- **Avon Center for Women and Justice at Cornell Law School**: working to end violence against women and girls.
- **Societal Solutions Scholars Program**: promotes and facilitates student-driven innovation activities through a unique two-year program.

Additionally, there are a number of student-led organizations that focus on social enterprise:

- **Cornell Design Connect**
- **Design for America Cornell**
- **Cornell University Sustainable Design**
- **Social Business Consulting Group**
- **CU Sustainability Hub**
- **Sustainable Global Enterprise Club**
- **Big Red MicroEnterprise**

Clubs

Entrepreneurship is more than a career path, it is a lifestyle! Join one or more of these student clubs to connect with kindred spirits.

Asia Business Association

Disseminates information about the culture and people of Asia to the Johnson community and introduces students to career opportunities in Asia and the United States.

Black Graduate Business Association

Connects potential employers, alumni and other Black MBA candidates in order to advance the recruitment of qualified Black students and faculty to The Johnson School, and positively impact the greater community

Business Law Society

Brings together current Cornell Law School students with practicing professionals to provide networking opportunities and insight into areas of the law that touch upon business issues.

Cornell Business Alliance

An undergraduate organization providing support for lesbian, gay, bisexual, & transgender students with an interest in business, CBA works with prominent firms to further enhance their diversity recruitment efforts by connecting them with our talented student members.

Cornell Society of Women in Business

The Society for Women in Business (SWIB), affiliated with Cornell's Dyson School, is the largest undergraduate business organization for women at Cornell, connecting students of all majors with each other and with professional leaders in the business world. We aim to empower talented and intelligent women through education and experience. Through research projects, panels, speaker events, skill-building workshops, and networking events, our goal is to provide our members with the tools to help them advance both personally and professionally.

Cornell Venture Capital Club

Connects Cornell student entrepreneurs with the dynamic world of venture capital.

Ellevate Cornell

A global network of trailblazing, visionary women who aspire to use their talent and leadership savvy to affect professional, educational, economic, and cultural change for all women globally.

Energy Club

Focuses on educating members about energy technology, infrastructure, and deployment including political, economic, legal, and social aspects of energy.

Entrepreneurship Club

Provides the entrepreneurship community at Johnson with networking and educational opportunities/tools while promoting entrepreneurial spirit and awareness.

Family Business Club

Serves as a forum for students with an interest in privately held corporations.

High Tech Club at Johnson

Educates members on the latest industry trends as well as the demands of roles available to MBAs.

Hotelie Entrepreneurs

Helps students to seek developmental opportunities in the hospitality industry and to exercise their creativity to develop successful enterprises.

Israel Business Club

Increases awareness of Israel business practices and promotes professional opportunities for Johnson students with Israeli companies.

Social Business Consulting

This non-profit organization of undergraduate students provides pro bono consulting services to social entrepreneurs around the globe.

Software Entrepreneurship & Startup Engineering Club (SENSE)

Members maximize opportunities to interact with software entrepreneurs who have already made their first steps toward the ultimate goal

Sustainable Global Enterprise Club

Dedicated to integrating social and environmental sustainability into business and to advance the professional development of students as leaders in sustainability-related careers.

Technology Entrepreneurship at Cornell (TEC)

An organization of engineers, scientists, technologists, and like-minded individuals interested in fostering an understanding of the entrepreneurial process through interactive exposure to the industrial entrepreneurial culture, networking, and brainstorming business ideas.

Faculty and Staff

Entrepreneurship at Cornell broadly spans nine schools and colleges. The following list of faculty offer courses [add hyperlink to new course page] and support programming specific to the development of entrepreneurship skills.

Agriculture & Life Sciences

- [Krattiger, Anatole Francois](#) – Adjunct Faculty
- [Leiponen, Aija](#) – Associate Professor
- [Lesser, William](#) – Professor
- [Little, Jack](#) – Senior Lecturer
- [Perez, Pedro D.](#) – Senior Lecturer
- [Streeter, Deborah](#) – Professor

Engineering

- [Callister, John Richard](#) – Senior Lecturer
- [Murtagh, Martin J.](#) – Adjunct Professor
- [Hanrath, Tobias](#) – Associate Professor
- [Wayno, F.J.](#) – Senior Lecturer
- [Timmons, Michael Ben](#) – Professor

Hotel Administration

- [Fleming, Susan](#) – Senior Lecturer
- [Klausner, Adam A](#) – Senior Lecturer
- [Olsen, Mona Anita](#) – Associate Academic Director of The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship and Assistant Professor
- [Pezzotti, Guiseppi](#) – Senior Lecturer
- [Tarallo, Neil c.](#) – Senior Lecturer

Industrial & Labor Relations

- [Burton, Diane](#) – Associate Professor
- [Goncalo, Jack](#) – Assistant Professor
- [Hausknecht, John](#) – Associate Professor
- [Livingston, Beth](#) – Assistant Professor

Johnson

- [Arnold, Liz.](#) – Associate Director of Career Management in High Tech & Entrepreneurship
- [BenDaniel, David J.](#) – Professor
- [Gal, Steven](#) – Visiting Associate Professor
- [Goldman, Melvin H.](#) – Lecturer
- [Greenberg, Donald P.](#) – Adjunct Professor
- [Hogg, Jason](#) – Senior Lecturer
- [Keller, Fred](#) – Lecturer

- [Milstein, Mark B.](#) – Clinical Professor of Management
- [Nesheim, John L.](#) – Lecturer
- [Rother, Ken](#) – eLab Managing Director, Instructor; Experience: Senior Executive
- [Schneider, George T.](#) – Lecturer
- [Schryver, Tom](#) – Visiting Lecturer of Management; Experience: Entrepreneur and Startup Exec
- [Sine, Wesley David](#) – Professor of Management and Operations
- [Treat, Brad](#) – Instructor in Practical Entrepreneurship; Experience: Founder/CEO of Mezmeriz

Dyson

- [Streeter, Deborah](#) – Professor of Personal Enterprise; Fields: Entrepreneurship Education

Cornell Tech

- [Pass, Greg](#) – Chief Entrepreneur Officer

Law

- [Jacobs, Arnold S.](#) – Adjunct Professor
- [Junewicz, James](#) – Adjunct Professor
- [Whitehead, Charles](#) – Professor

Arts and Sciences

- [Ganem, Bruce](#) – Professor
- [Rooks, Noliwe](#) – Associate Professor

Human Ecology

- [Lewis, Tasha](#) – Assistant Professor

Johnson Applied Entrepreneurship Curriculum

Entrepreneurship is something you learn by doing it. It is also a team activity. Inherent in our design is that our courses inspire students to actively engage and *do* entrepreneurship, as a team.

We deploy as teachers and coaches those with a range of expertise across sales, marketing, finance, management, leadership, technology, and law. Our team has extensive experience both doing and teaching entrepreneurship.

Principal Courses

Principal courses impart the fundamentals of entrepreneurship and innovation and provide an opportunity to experience an entrepreneurial project. These courses serve as prerequisites for advanced classes, fellowships, and concentrations and minors.

- For Two-Year MBAs in Ithaca: Entrepreneurship and Business Ownership (NBA 5640)
- For [Cornell Executive MBA in Metro NY](#): Innovation and New Venture Creation/Design Thinking Immersion (NBA 6830/5880)
- For [Johnson Cornell Tech MBA](#): Entrepreneurial Journey (NBAY 6080), Sales and Business Development (NBAY 5640), Business Models (NBAY 6570), Business for Tech (NBAY 5500), Agility (NBA 6330)

Topical Courses

Through topical courses, students pursue more specialized knowledge and experience to guide their success in principle courses and eLab, and to support their particular entrepreneurial goals and interests.

- The Business Idea Factory (NBA 5380) | Also open to EMBA
- Entrepreneurship of Physical Devices (NBA 6910)
- Emerging Technology Markets (NBA 6170)
- Strategic Management of Technology and Innovation (NBA 6650)
- Cases in VC & PE (NBA 5570)
- BR Ventures | Also open to Tech MBA

eLab

The eLab classes are the academic component of the eLab Program. eLab is Cornell's business accelerator program for entrepreneurs looking to launch their businesses. It is an alliance between Entrepreneurship at Cornell and Student Agencies.

Students are advised to take principal courses first.

- Actualizing Your Startup (NBA 6230 and 6330) | Application only | Full year
- Entrepreneurial Speaker Series (NBA 6860) | Also open to non-eLab students