ENTREPRENEURSHIP SUMMIT NYC 2013

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Jaquette to Retire from Director’s Post at Entrepreneurship@Cornell

John P. Jaquette, Jr., director of Entrepreneurship@Cornell, will step down this summer after leading the organization for 15 years.

E@C is a university-wide initiative created in 1992 to promote entrepreneurship education, experiential learning opportunities, activities and events for the Cornell community. “It’s exciting for me to think about the growth of entrepreneurship across the campus,” Jaquette said. “And it is clearly a product of the tireless efforts of our Advisory Council members, the support of the deans of the nine participating schools and colleges, the engagement of an ever-growing number of faculty and the incredible talent and energy of Cornell students and alumni.”

During Jaquette’s time at E@C, the office has:

• Created in 2000 and ran until 2004 the Cornell Entrepreneur Network (CEN), supported by a $1 million dollar grant by Rob ’69 and Terry ’69 Ryan. CEN is now administered by Cornell Alumni Affairs and offers regular events to connect alumni in 10 cities across the U.S.;

• Received recognition from the Kauffman Foundation as a national leader in university-wide entrepreneurship education (2003);

• Grown the annual Entrepreneur of the Year event into the annual Entrepreneurship@Cornell Celebration, which now attracts more than 200 alumni to campus each year to join with students, faculty, staff and friends in a wide array of symposia, exhibitions, competitions and networking opportunities;

• With the financial support of the Moses and Loulu Seltzer Endowment and the J. Thomas Clark Professorship Endowment, created and continues to support three introductory entrepreneurship courses in the Dyson School. The total enrollment often reaches 1,000 students from all undergraduate schools and colleges (2002);

• Created and continues to maintain the web portal for “all things entrepreneurial at Cornell” (www.eship.cornell.edu) (2005);

• Created and continues to publish an annual report covering university-wide entrepreneurship at Cornell – eShip magazine (2006);

• Created and continues to administer the “Big Idea” Competition for undergraduates.

The competition concludes during the April Celebration event and is supported by endowments from Vijay ’75 and Sita Vashee and Donald ’83 and Alison Gulbrandsen ’84 (2007);

• In collaboration with Student Agencies, Inc. created the eLab in 2008, an accelerator for student start-ups and the POPSHOP in 2012, a co-working space for students with entrepreneurial ideas;

• Created the Cornell Connections Mobile App (2012);

• Created the Cornell Entrepreneurship Summit in New York City, which attracted 300 alumni, faculty, staff and students (2012);

• Grown the E@C summer internship program, which connects students with opportunities in entrepreneurial and start-up companies, from 15-20 students to 70-75 participants a year.

“It was clear from my first day on campus that Cornell students and alumni were very entrepreneurial,” Jaquette said. “Over the years both academic and experiential learning opportunities have begun to catch up with demand. But I think we will see a huge new spike in demand because of the publicity Cornell has received as an entrepreneurial university as a result of the Cornell NYC Tech.”

On the horizon, E@C is collaborating with the Student Agencies Foundation to build a student entrepreneurship center in Collegetown – called eHub – where students can “do” entrepreneurship. eHUB will be the organizational home to eLab, Student Agencies, Inc. and POPSHOP and provide office space for E@C and other organizations supporting student entrepreneurs.

Before Jaquette joined Cornell, he held senior executive positions with a number of entrepreneurial health care companies specializing in addiction treatment, mental health, rehabilitation and long-term care from 1984 to 1995. From 1970 to 1984, Jaquette helped found and develop North Carolina’s largest community-based, hospital-centered alcoholism treatment service system in Wake County (Raleigh). He was the CEO from 1980-84 and the Clinical Director from 1976-80. He has a B.A. from Ohio Wesleyan University, a Masters of Divinity and a Masters of Theology from Duke University Divinity School, and an MBA from Rensselaer Polytechnic Institute.

Welcome to the 2013 edition of Eship magazine, the magazine that covers everything entrepreneurial at Cornell.

As we wind up the academic year, there are many exciting developments on the horizon, especially the planning and developments of eHub, the place Cornell students DO entrepreneurial.

After years of a fruitful partnership between Entrepreneurship@Cornell and Student Agencies, we are taking an even bigger step and establishing a meaningful physical space in Collegetown we call eHub where students can meet, plan and create their businesses. Students, alumni, faculty and staff are all thrilled with the possibilities that eHub will open up for entrepreneurial pursuits at Cornell. Our cover story tells you more about the details of the center and the plans for its use.

This issue also includes news of our successful intern program; young alumni making their mark in design, technology, product development and finance; new minors and classes on campus spreading entrepreneurial knowledge to even more Cornell students; and the latest in student business successes.

eHub is the latest in a long line of successes that have marked the last 15 years for E@C, the time period during which I have been fortunate to serve as director. It’s a great time to be turning the reins of E@C over to another director, as I retire this summer. The search has begun for a new director, but in the meantime Zach Shulman ’87 JD ’90, Senior Lecturer and Associate Director of the Entrepreneurship and Innovation Institute at Johnson, will serve as Acting Director. Zach has been a key partner in E@C for the past 10 years so rest assured E@C is in good hands.

Best wishes for the rest of 2013! Keep in touch.

John P. Jaquette, Jr.
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or busy grad students, moms and anyone else who doesn’t have time to browse through grocery store aisles, Nick Nickitas MBA ’14 and his team at Rosie have a solution.

Rosie, whose name is inspired by the all-knowing robot on TV’s “Jetsons,” is a shopping app that saves customers time, money, and stress by predicting household items they need, before they run out, and ordering them from local grocers and online retailers.

“The lightning bolt hit for me when I started school for my MBA,” said Nickitas, the company CEO. “I was working 100 hours a week and had no time to get to the grocery store.”

A philosophy major as an undergrad, Nickitas landed a job after graduation with a small startup company that provides technology for securities trading. He thrived in the entrepreneurial atmosphere and decided to seek a school with a strong entrepreneurship program for his MBA.

Once at Cornell, the idea for Rosie blossomed, Nickitas recruited an initial team at Startup Weekend on campus last fall and they set up an aggressive schedule of competitions and events to build and grow their company.

“We feel like we are trying to right a great injustice in the world,” Nickitas said with a smile. “Standing in line in the grocery store is a terrible experience.”

Rosie participated in and was recognized in several Cornell and upstate NY entrepreneurship competitions in its first six months, among other accomplishments:

- The company was launched as a finalist of Startup Weekend Cornell (www.cornell.startupweekend.org), a 54-hour event where entrepreneurs come together to share ideas, form teams, build products and launch startups.
- Rosie was selected as a member of the Student Agencies/Entrepreneurship@Cornell eLab incubator (www.elabstartup.com). The eLab is Cornell’s prestigious and highly competitive incubator program whose mission is to accelerate the development of Cornell’s top entrepreneurs.
- Rosie took second place at the annual Cornell Elevator Pitch Competition sponsored by the Cornell Entrepreneur Organization. Over 50 applications were submitted and 15 presentations were delivered in the finals.
- Rosie was selected as a finalist at 3 Day Startup Cornell 2012 (www.cornell.3daystartup.org), an entrepreneurship education program designed for university students with an emphasis on learning by doing.
- On January 3rd, Rosie competed and was chosen as a finalist of Startup Labs Syracuse, the region’s largest business competition with $350,000 in cash and prizes awarded to five teams.
- More than 1,300 people have signed up to use the app even before its release.

Unlike existing online grocery sites, Rosie learns your shopping behavior and sends reminders when you are running out of something. The site is customized for each user, offering a curated grocery store that is rearranged so shoppers can find their most used items quickly and efficiently, rather than having to browse through massive item lists. Nickitas said the app can reduce a one-hour shopping trip to five minutes online. When you arrive at the store, your groceries are packaged, paid for and ready to go. Or you can arrange – through a partnership with TaskRabbit.com – to have the goods delivered right to your door. TaskRabbit is an online and mobile marketplace that allows users to outsource small jobs and tasks to others in their neighborhood.

Nickitas credits his team members, as well as Cornell resources and mentors, for the company’s success and momentum.

“We’ve had terrific mentors from eLab – Dan Cohen, Tom Schryver and Zach Shulman – have accelerated our rapid growth by providing the guidance, resources, and support to take our company from concept to reality,” Nickitas said.

“Rosie has a great product that we’re all thrilled about and one of the most dedicated teams I’ve ever seen” said Cohen, director of the eLab.

To find out more or sign up for Rosie, visit www.rosieapp.com. To learn more about eLab, visit elabstartup.com
CU Social Entrepreneurship Thrives Through Student Organizations, Classes

Cornell students, faculty and staff are joining forces with community members to support a growing social entrepreneurship movement on campus and in the Ithaca area.

Along with an ever-popular course on social entrepreneurship, Social Entrepreneurs, Innovators, and Problem Solvers, offered each fall, the Center for Transformative Action, which leads campus social entrepreneurship efforts, held the first Finger Lakes Social Entrepreneurship Institute in the fall of 2012, bringing community members, students and faculty together to support the creation of social enterprises.

“Our idea was how to create a local economy that works for everyone,” she said, adding that the group of 112 participants included people who already have social entrepreneurship enterprises and others who just have ideas.

Anke Wessels, director of the Center for Transformative Action also continues to speak across the country about her course on social entrepreneurship and Cornell’s model for supporting student ventures, working with the Ashoka Foundation on its Changemaker Campus Initiative.

Students continue to lead the way with entrepreneurial ideas to address issues ranging from technology’s infringement on relationships to international aid for victims of disaster.

Rudy Gerson ’15 led a three-day phone-free campaign on campus this spring, called CU (Dis)Connect.

“I know this will be very difficult,” said Gerson, who hasn’t tried a three-day break himself, but does enforce mini-breaks by deliberately leaving his phone home on certain days. “When I leave my phone at home, I hate to say this, but there’s an emptiness in me. We are addicted to these things because we use them so often.”

Gerson hopes the event will cause people to think twice before whipping out their phone to text during class or check their email during a conversation with a friend.

“I want to get the conversation started,” he said. “For people to think about truly interacting with each other, being present.”

Giselle Malina ’13, is embarking on various local and international projects, as a result of her work with three different organizations. Design for America’s Cornell Chapter connects students with interests in social entrepreneurship to work on local projects. The Smarter Education Initiative works with organizations in Kenya to help improve life for children and villagers. And Neurotherapy International is a new group started to help Haitian amputees recover from their injuries.

“I’ve always wanted to work on projects where I could have the most impact, where I could create something that could help people,” Malina said of her efforts.

Design for America, an organization with 14 chapters on campuses across the country, connects college students with local projects that need innovative solutions. The organization has launched at least two businesses – SwipeSense to help fight hospital-acquired infections and Jerry the Bear, which helps diabetic children care for themselves.

Cornell students in Design for America have worked on water conservation projects and efforts to make the 2012 election more accessible.

+ To learn more about social entrepreneurship at Cornell, visit centerfortransformativeaction.org/cta-and-cornell.html"
Alex van Breukelen knows firsthand the challenges of launching and running a successful business. He opened The Americana bar and restaurant in Baltimore 18 months ago while in the U.S. Marine Corps. He has been managing budgets, marketing plans, human resources and more ever since.

But there was still a lot he didn’t know, from pricing and costing to financial analysis and marketing concepts, he said. “There were so many different aspects of restaurant management and entrepreneurship that I just didn’t know I was missing,” said the 13-year military veteran.

Thanks to a new entrepreneurship training program offered through Cornell’s Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship (PIHE), van Breukelen gained the skills he needs to build a successful business. Van Breukelen was one of 11 veterans who participated in the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) at the School of Hotel Administration (SHA) Sept. 29-Oct. 6.

“If I had known two years ago what I have learned [at EBV], I would be leaps and bounds ahead of where I am right now,” said van Breukelen. He went on to win $5,000 and an award for the best venture impacting veterans at the EBV National Business Plan and Pitch Competition Oct. 19-21 in Denver. The annual EBV program begins with an online curriculum that participants complete before they arrive on campus for a weeklong residency program. After they leave campus, they have access to ongoing technical assistance from faculty experts and EBV partners.

“We know that we are not able to teach the students everything they need to know to start their hospitality or real estate businesses in one week,” said Neil Tarallo, SHA senior lecturer and PIHE academic director. “However, we do know that we can provide a strong foundation from which they can build. Perhaps most importantly, we can give them hope by working with them to create a path by which they can succeed.”

The EBV program began in 2007 at Syracuse University. Since then, seven other universities have joined the EBV consortium, offering experiential training in entrepreneurship and small business management to veterans who were disabled as a result of their service.

Cornell’s EBV was the first to offer a program on hospitality and real estate entrepreneurship. It covered topics including business plan development, accounting, marketing strategies, Excel and other software programs, and financing opportunities available to veterans. Sessions were led by more than a dozen SHA faculty members; speakers from the Culinary Institute of America, Syracuse University’s Institute for Veterans and Military Families, and the U.S. Small Business Administration; and finance, real estate and community banking professionals.

“I know from experience that entrepreneurship can empower people to change their lives in a way that few initiatives can, and it is especially exciting to open the world of hospitality entrepreneurship to our disabled veterans,” said Tarallo.

That empowerment comes with hard work. EBV is designed not only to build veterans’ skills and confidence but also to teach them to examine every part of their business concept with a critical eye.

“During EBV, I rethought my idea a million times. Sometimes my confidence had gone lower, but I think I need that. The next day I came in and my confidence was through the roof,” said participant Rick Yarosh. “It’s like the Army – we have to break it down before we build it back up. That’s what we did in basic training. EBV really is a boot camp.”

Author Ashlee McGandy is a staff writer at the School of Hotel Administration. This article first appeared in Cornell Chronicle Online on Nov. 27, 2012.

To learn more about activities at the Pillsbury Institute, visit hotelschool.cornell.edu/industry/centers/pihe/

“If I had known two years ago what I have learned [at EBV], I would be leaps and bounds ahead of where I am right now”

- Alex van Breukelen
Tom Schryver ’93, MBA ’02 has grand ideas for entrepreneurial students at Cornell. He sees opportunities for the campus to grow its reputation as a place for business creation and commercialization and he’s taking steps both big and small to make that happen.

Schryver, the 2012-13 Cornell Entrepreneur in Residence, has met with dozens of students, alumni, and faculty since the beginning of the year, helping them to refine and grow their businesses and ideas. “There is enough interest that we really need about 10 of me to keep up with demand,” Schryver said, not to mention insufficient physical space for actual business incubation for ideas coming from Cornell students, faculty, researchers and others in the region.

The EIR, sponsored by Entrepreneurship@Cornell, Johnson, and the Dyson School and the College of Engineering, actively works with entrepreneurially minded members of the Cornell community including graduate and undergraduate students, faculty, staff, and alumni.

The EIR advises these constituents on making their business ideas real: solidifying business strategy, identifying market position, securing intellectual property, and obtaining funding. The EIR also mentors and advises startups, particularly those in the early stages of development and those seeking to commercialize Cornell technology.

Schryver has spent the year speaking in classes and opening his office to students with business ideas. His process helps them boil down their thoughts so they focus on facts – have they identified a customer with a problem? Can they offer a value proposition to solve that problem? Do customers have the incentive to transact – do they have the money to buy, and do they care enough to do so? Is it possible to make the product or provide the service? What are the upfront costs? What regulations would they have to meet? What partners might they need? Do they have the rights and intellectual property to make it a reality?

“I enjoy being available to students so that I can follow up with them when I see them on campus and ask about their progress,” said Schryver, who is an Ithaca resident. “My greatest joy is in seeing them take an idea and make it real – it is so wonderful to see the satisfaction that comes when someone develops an idea themselves and has their first real sale.”

Schryver is also beginning a new role, as the interim general manager for Student Agencies, the oldest student-run company in the U.S., comprising six businesses fully run by undergraduates and employing more than 150 Cornell students each year.

“It’s hard to imagine a better experience than the one students get through Student Agencies,” Schryver said. “On one side of the gorge they get some of the best education in the world, based on theories developed and taught by some of the best researchers around. They then come to Collegetown to put those principles to work running real, live, profit-making businesses. These students have an unparalleled opportunity – with this base of experience, when they start their careers, they’re miles ahead of other students who only focused on case studies.”

In his role at Student Agencies, he is helping lead the development of eHub – a new, 5,500 square foot facility in the heart of Collegetown that will house the Student Agencies Foundation, the operating businesses of Student Agencies, and eLab, a partnership between Student Agencies and Entrepreneurship@Cornell, which is an accelerator for 10 student-founded businesses.

Schryver served as director of finance for the Triad Foundation in Ithaca, where he was responsible for overseeing all financial operations of the Foundation, including accounting, audit, and investing the Foundation’s $250mm portfolio. In that role he started hedge fund and private equity programs and led the Foundation to top-quartile investment returns. Prior to Triad, he worked with UBS Investment Bank in their technology group and with Banc of America Securities (Bank of America’s investment banking subsidiary) in leveraged finance. He has experience working with non-profits in multiple capacities from advisory roles to serving as Board President of a $2.5mm/year human services organization.

+ For more information on the Entrepreneur in Residence program, see eship.cornell.edu/about-us/cornell-entrepreneur-residence
THE Kevin M. McGovern Family Center for Venture Development in the Life Sciences recently announced three appointments:

- Edward H. Heslop—Executive in Residence
- Jonathan W. Greene—Executive in Residence
- William E. “Bill” Rhodes III—Senior Executive in Residence

These McGovern Center “EIRs” will help create and grow Cornell life sciences spin-off start-up companies by helping to identify new “venture capable” life science technologies, assist in new venture creation, facilitate the center’s application process, mentor center clients and develop and execute incubation programs to meet client needs.

“These are exquisitely talented individuals,” said Lou Walcer, McGovern Center director. “Each has been very successful as an entrepreneur, leader/executive and consultant in life science ventures. They have the training, experience, ability and willingness to contribute to the value of Cornell life science ventures through their service and mentorship.”

The McGovern Center assists early-stage life sciences companies. Established through the generous gift of Kevin McGovern, a former Cornell Entrepreneur of the Year, the center is located in Weill Hall on the Ithaca campus.

Center clients are selected from among entrepreneurial teams at Cornell’s Ithaca campus, Geneva Agricultural Experiment Station, NYC Tech campus and Weill Cornell Medical College.

Companies must apply for admittance to the center and its program and are screened for the strength of their respective technology target market, business plan and management team.

Advanced candidates are then reviewed by the center’s advisory council, whose members represent various life science constituencies on Cornell’s campuses. However, the bulk of the council consists of professional seed, early stage venture and industrial investors.

Once admitted, center staff and EIR’s work with clients to devise a customized incubation program that will build the client company’s management team and business plan and help the company reach a commercially relevant proof of principle demonstration with its technology and/or initial product.

The goal of this incubation program is to accelerate the point at which clients can “graduate” – via outside investment or sales revenue – to independent operation.

The center’s incubator facility offers wet labs, shared laboratory equipment, offices, conference rooms and convenient access to a wide variety of specialized University, College and Institute research and development resources that would otherwise be out of reach for young life science companies.

+ For details about the McGovern Center and its admission process, contact: lou.walcer@cornell.edu, 607-255-1421.

Entrepreneurship@Dyson Opens the World Of Entrepreneurship to Undergrads

FROM their freshman year, most business majors routinely hear about career opportunities on Wall Street or in the consulting industry, but fewer know about how the world of entrepreneurship works. More specifically, there is not general awareness that undergraduates can find challenging and productive career paths within the entrepreneurial ecosystem.

Entrepreneurship@Dyson (eship.dyson.cornell.edu/) was created to help highlight such opportunities for Dyson Students. Specifically, E@D is intended to help current and prospective students: 1) make connections with other entrepreneurially-minded Cornellians, 2) choose entrepreneurship courses that will help them in their careers, 3) hear entrepreneurial stories and points of view, 4) learn about internship and job opportunities in the entrepreneurial ecosystem.

Entrepreneurial careers are not simply about students starting a company after college. In fact, that path is pursued only by a few. But all students can benefit from seeking internships and jobs in entrepreneurial companies, where there are opportunities they might never find in a corporate setting to have an influence, responsibility and impact early in their careers. Even those pursuing professions in law and accounting companies can benefit from exposure to the start-up world, which is served by those well among Dyson School students and now it is time for entrepreneurship in the classroom and in practice to come out of the background and fully into the light. E@D is one place for students to learn about and connect with others who want entrepreneurial opportunities to be part of their learning and working lives.
S

tarted in 2011, the Entrepreneurship and Innovation Institute (EII) is Johnson’s new hub for education, research, collaboration, and programs in the fields of entrepreneurship and innovation. Since its inception, EII has inherited and fostered a large array of programs, initiatives, events, relationships, start-ups, and commercialization projects at Johnson. EII provides a central “community center” that allows students to diversify their experiences, deepen their knowledge, and broaden their networks. As a result, EII facilitates opportunities to build relationships and engage with the entrepreneurship and innovation ecosystems in meaningful, impactful ways.

One of EII’s cornerstones is the rapidly growing EII Fellows Program (EIIFP). In just 12 months since the first EIIFP class of 14 Associates was selected, there are now 55 Associates. They represent students in all four MBA programs at Johnson, and this has created a powerful tool of talent from varying experiences, backgrounds, and geographies.

An Associate becomes a “Fellow” at graduation if that student has met the EIIFP requirements. One of those requirements and a main EIIFP highlight is to create or assist with a “capstone project.” The projects have three core goals:

• Integrate the knowledge and experience gained during the EII Fellows Program
• Enhance the availability and applicability of entrepreneurship or innovation education for future students
• Have a material likelihood to create a positive lasting impact on EII, Johnson, and Cornell

Some key capstone project examples include:

BIG RED TECH TRANSFER
Big Red Tech Transfer (BRT) adds to the BR Suite of experiential learning programs by offering students real, practical technology transfer exposure outside of the classroom. BRT members work with CCTEC (Cornell’s tech transfer office) portfolio managers to analyze the business feasibility and marketplace opportunity for Cornell inventions and discoveries. These promising innovations are on the cutting edge of industry practice, offering students hands-on involvement in commercializing more Cornell technology faster.

CHANGES IN PROJECT MENTORS PROGRAM
The EII Project Mentors Program enables opportunities for collaboration and learning between Johnson MBA students and students in certain courses at other Cornell schools and colleges, like engineering. Those courses require student team to design and “build” new technology applications or commercialization initiatives. EII recruits Johnson MBA students to serve as mentors for these student teams. The mentors guide the teams to focus on and address the most critical business issues as the teams work through their designs, technical feasibility determinations, and commercialization plans. The program gives Johnson students an opportunity to apply their knowledge in real time, practice their coaching and communication skills, gain experience with the mix of technology and business issues involved in commercialization, and connect with other Cornell schools. And, EII is involved in assessing the student teams’ final presentations.

SRS ENGAGEMENT
As an example of EII’s industry engagements, in which EII earns a fee for its work, EII was approached by Shareholder Representative Services (SRS) to aggregate key data points, discern insights, and analyze trends from nearly 250 M&A deals in which venture capital-backed startups were acquired. Both EIIFP Associates and EII staff were involved in this complex engagement, producing findings for SRS to share with its constituents and at industry conferences.

GENERAL ASSEMBLY PARTNERSHIP
General Assembly (GA) is one of the premier startup incubator, accelerator, and education organizations in New York City and eight other cities in the US and overseas. GA programming is highly acclaimed. Facilitated by an EIIFP Associate, EII and GA are entering into a pilot program to provide replays of selected videotaped educational and professional programs at Sage Hall, where Johnson and EII are housed, and via EII’s website.

These projects only touch the surface of the work being done by EII and its Fellows Program. New opportunities are constantly sought or created to promote entrepreneurship, innovation and creativity among the student body. Focusing on critical hands-on learning opportunities, these projects cultivate engaged, well-rounded, can-do business leaders.

EII fellow projects continue to foster the growth of the entrepreneurship and innovation community at Johnson
Coferon, Inc. was founded in 2009 to develop a technology invented by scientists at Weill Cornell Medical College and Purdue University. The technology allows scientists to make drugs that can be taken orally to get into cells (like small molecule drugs), but have the potential specificity of large biomolecules that cannot (like antibodies or proteins).

In mid-2012, the company secured a $12 million Series B round after using Series A angel funding to successfully demonstrate the technology’s proof-of-concept in both the test tube and mouse. Now the company is staffing up its research and development lab at the Long Island High Technology Incubator on the SUNY-Stony Brook campus.

“Coferon was birthed out of academia, nurtured in infancy through sponsored research by the government, and is now launched into independent industrial adolescence,” said Colleen Goddard, Coferon CEO.

The company is a great example of entrepreneurship and interactions among academia, government, and industry. The company’s three academic founders – Dr. Francis Barany and Dr. Maneesh Pingle in the Department of Microbiology and Immunology at Weill-Cornell Medical College (WCMC) and Dr. Don Bergstrom at Purdue University – devised an ingenious way to accomplish their drug development objective. They designed “coferons,” comprised of a series of chemical components: 1) “summa linkers” that can reversibly bind to one another, 2) “connectors” of different lengths, and 3) a pharmacophore, a small molecule that has the spatial and chemical properties to interact with a specific section of a large cellular target.

When two pharmacophores bind to neighboring sections of the same cellular target, the summa linkers become covalently linked enabling tighter binding to the cellular target. The two coferon pharmacophores may be administered linked to each other, but they uncouple under physiological conditions, and distribute through the body like any other small molecule. Once they bind adjacent to one another, they self-assemble and rejoin on the target. This coupling essentially renders a much larger section of the cellular target inactive towards its normal cellular interactions, increasing the specificity and potency of the drug. This new drug development approach is patent-protected by the Cornell Center for Technology Enterprise & Commercialization (CCTEC) and licensed to Coferon.

Before taking the helm of Coferon, Goddard presided over the transition of OSI Pharmaceuticals, Inc. from a technology platform-based drug discovery company into a highly-profitable and fully-integrated biopharmaceutical organization.

“We are now applying the coferon technology in therapeutic areas where we believe we can exert a profound impact on important unmet, or poorly met, disease,” he said. This includes an anti-infective target with known pharmacophores and a comprehensive program targeting intracellular epigenetic regulatory proteins and their Protein Interaction Domains (PIDs).

Cornell inventors, Professor Francis Barany as well as research assistant professors Sarah Giardina and Maneesh Pingle aim to deliver self-assembling inhibitors with a greater binding footprint for “undruggable” targets inside the cell. Pingle has now joined Coferon as Program Manager, Drug Discovery, and retains an adjunct position at WCMC.

To learn more about CCTEC, visit cctec.cornell.edu
It’s hard not to want to click further when you pull up the homepage of Red Antler Consulting. You’re greeted with a giant photo of a pair of perfectly-made up red and purple lips taking a bite out of one of Maria Sharapova’s new candy creations.

Red Antler, JB Osborne’s ‘03 branding and design company, has “a whole new range of opportunities opening up to us,” says Osborne, who began Red Antler in 2007 after graduating with a degree in business and working for a few years with Saatchi & Saatchi, one of the world’s largest advertising agencies.

The company, which now has 20 employees, grew while working with small start-ups barely out of the gate, Osborne said. While those businesses are still a chunk of their clients, Red Antler now works with more established companies, as well as corporate clients like Virgin, Sony and NBC who want to rework their branding or are launching new products.

“Tech used to be key, but now tech is easier and design is becoming the new sought-after resources,” Osborne said. “Startups realize branding and design — especially in terms of a digital experience — is an important part of their business and now investors realize it’s an important thing to invest in, as well.” Red Antler recently opened an office in San Francisco and is considering an international expansion.

Osborne didn’t necessarily think of himself as an entrepreneur in college, but certainly does now. He came to Cornell with interests in music and engineering, thinking he might become an acoustical engineer. After taking classes in economics and marketing, however, he found that he’d rather “solve business problems than equations.”

A class with Professor Deb Streeter planted the seed of entrepreneurship, but Osborne didn’t have an idea so he moved to the city, joined a band and took a job at Saatchi.

“I always had that spark. I was always a bit rebellious in terms of not wanting to follow the norm,” he said. “After experiencing the corporate side of the creative agency, I realized I don’t like the rules and constraints and bureaucracy.”

It’s clear from his growing company that breaking a few rules can actually be a boost for a growing business.

To learn more about Red Antler, visit redantler.com

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The Cornell Entrepreneur Network (CEN) is the university’s alumni business network. CEN produces top-shelf events on both coasts that feature world-class alumni speakers and unique opportunities to meet potential business contacts.

The California Bay Area is home to more than 12,000 Cornell alumni who live and work in a lifestyle of technology and entrepreneurship that the world defines as “Silicon Valley.” To better serve these alumni, the university launched Cornell Silicon Valley (CSV) in 2000.

CSV provides world-class programming and valuable networking opportunities for Cornell alumni, students, parents and faculty. The events take place throughout the Bay Area and are designed to help attendees develop business relationships with each other while reconnecting with Cornell.

Programs feature alumni industry leaders speaking on today’s timely topics including: tech entrepreneurship, cleantech, web marketing, cloud computing, intellectual property, social entrepreneurship, biotech, healthcare, venture capital, finance, and economics.

To find out more, visit cen.cornell.edu and csv.cornell.edu

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**Recent Events**

**CEN Seattle:** Keys To The Kitchen...and To Your Brand with Celebrity Chef Aida Mollenkamp ’02

**Startup Life:** A Conversation between Silicon Valley and the Johnson Winter Trekkers

**CSV:** Young Alumni in Tech Networking Happy Hour at Trulia HQ

**CEN Philadelphia:** Healthcare innovation through start-ups

**CSV Venture Capital Luncheon Series**
with Scott Nolan of Founders Fund ’04, MEng ’04

**CEN NYC:** The Business of Basketball with the NBA
While many young Cornell alums took a break during the holidays from the pell-mell pace of their jobs, Meryl Gabeler ’10 faced a looming deadline for a new product launch. Her company, Anjolie Ayurveda, is working on a new line of natural perfumes, which she was readying for introduction at the January International Gift Fair in New York City.

“People are becoming more educated about the products they use,” said Gabeler, whose soaps, lotions and new perfumes are made with all natural organic ingredients and essential oils. “They are looking for products that aren’t harmful. And they love the scents, which remind them of something from their childhood.” Scents like sandalwood saffron, rosemary lavender and Himalayan cedar cinnamon.

The International Gift fair has been a key event for the company – in fact, last year, staff of the Oprah Winfrey network noticed Anjolie Ayurveda at the gift fair and ended up featuring the company’s products and mission in an April 2012 magazine.

Gabeler started the company in 2009 while a student at Cornell, with her mother, Cary, who had both spent extensive amounts of time in India and were enchanted by the scents and products they encountered. Ayurveda is a holistic system of medicine from India that uses plant-based medicines and treatments.

Gabeler’s sensitive skin meant she was always searching for natural products without irritating ingredients, so the idea was born for a company that could combine the aromatic oils they loved with other healing and therapeutic ingredients. They knew they could make products unlike anything offered in the U.S.

From humble beginnings selling in a few stores, their products can now be picked up at most Whole Foods stores in the city, as well as various gift shops and spa locations in New York, and in states from Minnesota to California, Oregon and Washington.

While early days found Gabeler knocking on lots of doors and making cold calls, these days “the business generates a lot of its own momentum,” she says. That doesn’t mean she isn’t spending lots of time on sales and marketing – she attends various trade shows to give out samples and is constantly seeking new retail venues.

And new product development is key, she said. The perfume is in response to the fantastic response the pair has had for their sense of fragrance. Gabeler said one of her favorite things to do is return from a trip from India with various essential oils, then try combining them to develop new scents.

The company has also offered the pair a way to support other women entrepreneurs. Their products are produced and packed by hand in India, by women-owned businesses who pay fair wages and they work with an organization helping to offer microloans to women business owners in India.

“I am grateful to mentors like Dan Cohen (the director of the eLab, which Gabeler joined while developing her business as a student),” she said. “He told me ‘If you don’t do this full time after graduation, it won’t be what you want it to be. I knew it was a risk to start my own business, but it was the perfect time for me,” she said.

For more information on Anjolie Ayurveda, visit anjolieyc.com. To learn more about eLab, visit elabstartup.com.
Inaugural Entrepreneurship Summit NYC features Ratan Tata

By Claire Curry
Skorton and Tata, Cornell’s Entrepreneur of the Year, talked about India’s economy, opportunities entrepreneurship makes possible to give back to society, and Tata’s upcoming retirement as chairman of the board of directors of Tata Sons. His companies employ more than 400,000 people in India, and under his leadership annual revenues have grown to about $100 billion.

When Skorton noted Tata’s accomplishments – 20 plus years at the helm of 84 companies and transforming that group into a modern, streamlined corporation with revenues that have grown 12-fold – Tata pointed to the winds of change in India’s economy during his leadership that unveiled many opportunities for innovation.

“I was fortunate to have a change in India’s economic scene,” he said. “It happened at same time when I took over as chairman. After several years of a controlled economy, India decided to open up to the world. Protection was removed, and you were able to operate on your own merit. I had the opportunity to do things that earlier wouldn’t have been permitted. I was fortunate, and the world outside was very big.”

Tata has been chair of the board of directors of Tata Sons, the holding company of the Tata Group, since 1991. He joined the Tata Group in 1962 and transformed the holding company into a strategy think tank and a promoter of new ventures in high technology businesses.

Tata recalled some of the more challenging moments in his career, such as when he faced criticism for his decisions, including a move to streamline operations and acquire auto and steel businesses: “We’re not astrologists. There was no way we could know what would happen. While steel still suffers, Jaguar and Land Rover, after going through a dip, have emerged stronger than ever before.”

Following their talk, Skorton presented Tata with the Cornell Entrepreneur of the Year award. Cornell and Entrepreneurship@Cornell give the award annually to a graduate who exemplifies entrepreneurial achievement, community service and high ethical standards.

“Cornell has benefited from Ratan’s enormous generosity,” Skorton said. “He has committed $50 million to establish two projects that benefit India as well as the university: the Tata Scholarship Fund for Students from India and the Tata-Cornell Initiative in Agriculture and Nutrition - each at $25 million a trust.” Skorton said the university is proud to enroll 23 Tata scholars.

In addition to giving back to advance education, Tata’s entrepreneurial history includes many business decisions aimed at addressing poverty and malnutrition of India’s youth. When Tata retires in December 2012, “not surprisingly, he won’t be simply relaxing,” Skorton said. “In his role at the helm of Tata Trusts, he plans to continue efforts to benefit India’s poor, with a focus on rural development, water conservation and child nutrition.”


In addition, Cornell NYC Tech Dean Dan Huttenlocher and engineering Dean Lance Collins gave updates on their colleges.

The summit is an extension of Entrepreneurship@Cornell’s annual celebration event, which brings more than 250 alumni entrepreneurs to campus each spring. John Jaquette, director of Entrepreneurship@Cornell, said there is a good chance the New York City summit will become an annual event.

“We received more comments than ever from alumni who said that this event was one of the most useful conferences they have ever been to - Cornell related or not,” Jaquette said. “It provided them with the chance to experience the size and scope of the impact of Cornell entrepreneurs in the New York City area.”

Claire Curry is a freelance writer in New York City. This article first appeared in Cornell Chronicle Online on Oct. 18, 2012.
“We received more comments than ever from alumni who said that this event was one of the most useful conferences they have ever been to - Cornell related or not.”

— JOHN JAQUETTE
Celebration Draws more than 250 Alumni to Campus

More than 250 alumni returned to campus in the spring of 2012 for Entrepreneurship@Cornell’s Celebration 2012 symposia, networking and business idea competitions. More than 900 people honored John Alexander ‘74, MBA ‘76, as 2012 Cornell Entrepreneur of the Year.

Sessions such as entrepreneurial innovation in biomedical products and opportunities in the local food movement offered the opportunity to learn from panelists and connect with Cornellians who are passionate about business creation.

“Conferences like this one allow people to tap into creative management ideas and translate those principals to startup and mid-level firms,” said Bruce Hack ’71.

Organizers said the large attendance illustrated continued growth of interest in new-business creation.

“It’s clear that student interest in entrepreneurship and innovation on campus has never been stronger,” said John Jaquette, director of Entrepreneurship@Cornell. “This year, with the excitement surrounding the CornellNYC Tech campus, there is even more interest – both in Ithaca and in New York City – about business creation and economic development.”

Highlights of the conference included:

- A roundtable featuring four past Entrepreneur of the Year winners.
- A showcase of new business and emerging technologies from the Cornell Center for Technology, Enterprise and Commercialization.
- An update from Lance Collins, the Joseph Silbert Dean of Engineering, on the CornellNYC Tech campus.
- Keynote and dinner speeches from Alexander. “A lot of times I was just in the right place at the right time,” he said. “And Cornell taught me to step up and do the right thing.”
WHERE CORNELL STUDENTS DO ENTREPRENEURSHIP

eHUB brings students together for entrepreneurial ventures

BY KATHY HOVIS
Mikayla Diesch ’16 is full of excitement as she addresses the crowd of more than 50 students crammed into the long rectangular storefront known as the POPSHOP on Dryden Road.

She’s created a nutrition bar especially for busy “nerdy” college students, and she’s looking to spread the word and maybe find some partners. She’s come to a winter “Show and Tell,” where students with business ideas ranging from indoor solar lighting systems to a cell phone-based paintball game have a few minutes to share their news and network with other like-minded students.

Diesch is one of a growing number of Cornell students seeking resources to support their entrepreneurial passions. They have grand ideas but need mentors and support to develop their plans into real businesses.

And the Student Agencies Foundation, eLab and Entrepreneurship@Cornell are responding with a new student entrepreneurial center in Collegetown called the eHub.

**EVOLUTION OF THE eHUB**

“The eHub is the next step in an evolution of a partnership to support Cornell student entrepreneurship that E@C and the Student Agencies Foundation have been taking over the years,” said Michael Karangelen ’90, president of the Student Agencies Foundation and a member of the E@C Advisory Council.

E@C’s and Student Agencies’ partnership has included:

- Reinvigoration of The Big Idea Competition in 2007
- Creation of the eLab in 2008
- Development and support for the POPSHOP, a workspace in Collegetown where student entrepreneurs can meet and launch start-ups, which opened in 2012

“There are numerous outstanding classes where Cornell students can learn about entrepreneurship. The eHub will be the place where Cornellians DO entrepreneurship,” said Steve Gal ’88, chairman of the E@C Advisory Board. The eHub will become a co-working space for Cornell students interested in pursuing their entrepreneurial ambitions and gaining real world business experience. In addition, the eHub will provide a robust set of activities for entrepreneurial students, including trainings, presentations, workshops and exhibit space.

“Cornell has a wide range of courses offered by its schools and colleges through which students can study entrepreneurship and develop business ideas,” said John Jaquette, director of Entrepreneurship@Cornell. “The eHub will be the place to learn by putting the ideas into practice. It will be the place to gain experience either through starting or running a business supported by faculty, staff, alumni, experienced professionals and other students.”

The eHub will occupy the entire third floor of the Student Agencies Building at 409 College Avenue just next to Rulloff’s, Karangelen said. It will include a flexible floor plan to allow for large gatherings, workspace for student teams and minimal office space. The design includes white board and chalkboard walls, colorful and comfortable furniture and task lighting to allow teams to focus on business planning and growth. The atmosphere will be as open and casual as possible, Jaquette said, to serve students who are looking for teammates for a start-up as well as students simply interested in learning more about entrepreneurship or running a business. Plans include weekly skill-building and coaching sessions, summer accelerators, entrepreneurial skill intensives and lecture and meeting space for visiting entrepreneurs.
One vital piece of the entrepreneurship support system for students has been the eLab, the student business accelerator founded in 2008 as a joint venture of Entrepreneurship@Cornell and the Student Agencies Foundation. eLab offers resources for student entrepreneurs including office space, legal advice and a growing list of alumni entrepreneurs who mentor students in everything from product development to marketing.

In the past four years, eLab has helped to create eight successful companies, including HulkShare, Ancillare, Anjolie Ayurveda and wiggio.com, which was recently acquired by Desire2Learn, a Canadian online learning platform.

In the fall of 2012, eLab adopted a new accelerator model to quickly launch student businesses and put them through the lean startup model, culminating in a Demo Day during the April E@C Celebration. Ten companies gained admittance into the eLab, from an applicant pool of 25 teams.

“eLab’s new model hinged on working with teams rather than individuals and concepts that were further along than ideas,” said Dan Cohen, director of eLab and a lecturer in the School of Industrial and Labor Relations. “As a result, we’re working with teams that were further along and that has allowed us to really push them and accelerate their progress.”

eLab companies have a concept or a prototype and many already have target markets and customers ready to buy, Cohen said. The new model features an orientation, development of a board for each team, weekly meetings, technical support for Web development and mobile applications, and open office hours for business help. Teams also set challenging goals to achieve during winter break, as they had five weeks without the challenges of classes to really hone in on their startups.

During the spring semester, teams continue honing their sales and pitching skills as they prepare to go before investors, launch their company or seek admittance into a professional accelerator. They also take the course NBA 6860, which features lectures and time with eLab mentors.

For teams not ready for the eLab, the eHub will have flexible co-working space and events that encourage students to brainstorm ideas, network to find partners and co-founders, hear from entrepreneurs and investors, and learn about resources for student entrepreneurs.

Bringing together the expertise and resources of all of these groups with resources for entrepreneurs will have a tremendous impact on Cornell’s entrepreneurial spirit, Jaquette said.

The mix of students that will occur at eHub is vital to creating successful start-ups, said Jeremy Blum MEng ’13, a leader/founder of CU Sustainable Design and co-founder of the start-up company SUNN, one of the eLab teams.

“Everyone is here because they love what they’re doing,” Blum said of the community of students practicing entrepreneurship at Cornell.

Mixing students from the various groups will inevitably lead to richer student collaborations, Karangelen said, as these students bring with them different backgrounds either as idea creators, designers, operators or managers.

Along with providing space for entrepreneurial students, the eHub can also offer a connecting place for alumni, stimulate commercialization activity in the greater Ithaca area and attract more entrepreneurially minded students to Cornell, Karangelen said.

Fund-raising for the project, which will cost about $2.5 million, has already started, with construction slated to begin in 2013 and a fall 2014 opening planned. Alumni will be a key source of funding for the project, and can also help in other ways: as mentors for students, guest speakers, trainers and presenters, Karangelen said.

“When alumni with an interest in entrepreneurship return to campus, the eHub will be the place they want to go, to see students working on innovative projects,” Karangelen said.

Illustrations by HOLT Architects, P.C.

HOW TO SUPPORT THE eHUB

The total five-year need for the project is $2.5 million. You can help with a pledge commitment!

NAMING RIGHTS WILL INCLUDE:

• The eHub, eHub conference rooms, offices and gathering areas.
• Endowed chair for the eLab director
• Other special activities (i.e. lecture series, mentor programs, etc.)
Casey Knapp ’12 remembers his high school years, selling grass-fed Thanksgiving turkeys from his family’s farm in Preble, New York. Customers would return year after year telling him that they didn’t know turkey could taste so good.

Today, Knapp is still providing wholesome, delicious food to people searching for a more healthy and natural way to eat, only now he’s working for a start-up in San Diego with other Cornellians. Uberfood prepares and delivers food made with seasonal, organic and local ingredients to San Diego residents and businesses.

“People are extremely busy and buying the ingredients and preparing truly healthy meals is complicated and time-consuming,” said Knapp, whose title is food captain, which really means he’s in charge of sales. “With us, all people need to do is the dishes.”

Knapp’s position grew out of connections he made while an undergrad at Cornell, with Gen Furakawa MBA ’12 and Steve Gal ’88, associate professor of entrepreneurship at the Johnson School, serial entrepreneur and chair of the Entrepreneurship@Cornell Advisory Council.

“I already have my dream job,” Knapp said. “I love bringing people amazing food and telling them the story behind their food. It’s what I’ve done all my life and what I do here.”

Knapp’s position is one of many that students secure with help from Entrepreneurship@Cornell and its connections on campus and beyond. Each summer, Entrepreneurship@Cornell places about 75 interns with small to mid-sized companies. The internships allow students the chance to gain experience in small business, while also allowing companies to strengthen their workforce by adding a creative, independent new employee to the team for the summer.

Iryna Ivasyk ’15, a biological engineering and computer science major, spent the summer working with a social entrepreneurship venture in Guatemala.

“I had the opportunity to grow as an engineer, and even more so as a person, by serving as the researcher and product designer for a Guatemalan social entrepreneurship company,” she said. “The experience was phenomenal, not only in the richness of culture I encountered and the welcoming people, but also in the technical skills I was able to develop.”

Robert Frisch MBA ’13, hired intern Michael Alvarino ’13 to work for the summer for La Buena Onda, a hotel he co-owns in Matagalpa, Nicaragua, which he opened in 2009 after time in the Peace Corps.

“Michael not only helped to install a new point-of-sale system in our hotel, he also trained our existing staff on how to use it, and monitored its effectiveness throughout the summer,” Frisch said. “I think Michael learned a lot about how a small hotel operates, and also learned that running a small business requires a broad range of skills. Of course, he also had a great time exploring a new country and become quite integrated into our small community.”

Katia Lin ’14, an economics and government major, spent her summer working on development projects for Fountain House, an organization that works to better the lives of people with mental illness by providing opportunities for housing, work and learning.

“Attending events, I learned how to casually network, make new acquaintances, and not shy away from asking for business cards or advice,” Lin said. “One of my jobs was to look into getting beverage sponsorship for an event in February. I pitched a local beverage company to my special events director, contacted the company, and secured hundreds of dollars of merchandise for the event! I’d never done that before so getting a response, a positive one to boot, was very exciting.”

Want to know more about E@C’s internship program? ESHIP.CORNELL.EDU/ACTIVITIES/INTERNSHIPS
Brian Distelburger ’01, is the co-founder and president of Yext, a company whose location software allows businesses to digitize their location information and publish it on 45+ sites online, while adding photos, featured messages and more to their business listings. The company’s mission is to get perfect location information in every hand. The company recently celebrated its move into a new 40,000-square-foot headquarters in the landmark 1 Madison Avenue (Credit Suisse Building). Mayor Mike Bloomberg helped celebrate the occasion with remarks thanking Yext for creating so many technology jobs and innovating in location software. Currently Yext has a headcount of 180 or so (double a year ago) and is growing rapidly.

Scott Belsky’s ’02 company, Behance, was acquired by Adobe in December 2012. Our team will remain intact, in NYC, and I will continue to run the business unit, and serve as Adobe’s Vice President of Community & Collaboration.

It was one of the largest tech acquisitions in New York in the past few years. After seven years of building our business, it’s a great new chapter in our goal to connect the creative world.
When we examined this theme in more detail, it quickly became apparent that a crucial link among these founders is their connection to Dan Cohen, Zach Shulman and Tom Schryver. Dan, as an entrepreneurship professor and head of Cornell’s eLab; Zach, as eLab Chairman, professor, venture capitalist, recovering corporate lawyer and the head of BR Advisory (the start-up legal services program in which WilmerHale participates); and Tom, as Cornell’s entrepreneur-in-residence, are a core part of a variety of resources Cornell makes available to start-up founders. Cornell’s integrated consortium of classes and services aims, as Zach puts it, to “equip students founding start-ups with the practical knowledge they need to succeed.”

For Michael Ryzewic and Johnson Students Nick Nickitas and Jonathan Ambrose, the three founders of Rosie, a start-up that aims to change the way consumers buy groceries, the first legal issue they faced was a good one: how to structure an investment from a group of angel investors. When Rosie’s founders approached WilmerHale with a term sheet from the investors, they already knew the amount of capital being raised was insufficient in relation to the complexity of the proposed investment structure. However, from their discussions with the advisors at the eLab, the founders also knew that there were other alternatives available. This knowledge of basic deal structures, coupled with the experience we at WilmerHale are able to bring through our long history of working with thousands of venture-backed start-up companies, enabled Rosie to re-negotiate a structure for the investment that was consistent with comparable investments in similar companies. Commenting on Rosie’s relationship with WilmerHale, Nick described how the educational exposure to capital structures and startup dynamics that he and his co-founders received at Cornell enabled them to more easily “move out of the classroom and into the real world, where our discussions with WilmerHale have taken on a very real purpose because of the impact they can have on our opportunity to grow as a dynamic young technology company.”

Another eLab company founded by Johnson student John Ciecholewski, graduate engineering student Jeremy Blum and graduate human-ecology student Kelton Ray Minor develops lighting products that produce light beneficial to human health. These founders faced the difficult legal issue of how to align each founder’s interests after incorporation while still rewarding them for work already completed, a challenge that would involve the interplay of detailed legal agreements with tax laws. Thanks to the guidance the founders had received from the advisors and the other companies that were cohabitating with them in the eLab (including Nick and his Rosie team), we were able to help them establish a restricted-stock scheme that recognized the work already performed by the founders while incentivizing them to continue to work to make the company a successful enterprise. From a lawyer’s perspective, working with clients who have a familiarity with the issues that they are facing is extremely helpful for ensuring that the discussion about the different choices available is both informed and understood. Indeed, the shared experiences that we are witnessing among the various companies that are being founded at Cornell have proven to be quite helpful in this regard. As John has stated, “WilmerHale has helped us to build upon our knowledge and find effective, long-term solutions to our legal problems, which has enabled us to focus solely on building our business.” We appreciate the trust that he and each of his co-founders are putting in our experience and advice, and attribute their understanding of the legal questions that arise to their shared backgrounds at Cornell.

WilmerHale’s mission is to provide advice that not only answers our clients’ day-to-day legal questions, but also helps position them for long-term success. Through their experience at the eLab and highly relevant coursework, it has been easier for the founders from Cornell to deal quickly and effectively with the myriad legal issues associated with an emerging growth company, which makes them more effective founders. We look forward to meeting more members of the Cornell community and playing a key part in the advancement of Cornell entrepreneurship as a whole!

+ By Daragh Murphy. Daragh is an associate in WilmerHale’s Corporate Practice. He can be reached at +1-212-295-6390 or daragh.murphy@wilmerhale.com.
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