CELEBRATE!

WISHING YOU A HAPPY JULY 4TH HOLIDAY

As we continue to work virtually, we are finding engagement on video meetings and webinars to be incredibly high. “Virtual” breaks down barriers to entry and participation! Let’s continue to celebrate the sense of optimism created when we work together – as entrepreneurs, students, alumni, faculty, community and family members – to create amazingly positive experiences. Wherever you are this summer, we hope you are enjoying time to reflect, to rejuvenate and to discover new bridges.

Zach Shulman ’87, JD ’90, Director Entrepreneurship at Cornell
“When people ask why I’m such a big supporter of Universal Basic Income (UBI), I tell them about my Aunt Ruth. During WW II, Aunt Ruth fled Berlin for London where she met and married Uncle Kurt. With no children, they were able to set up a trust to benefit the rest of the family. It wasn’t a lot of money, but it gave off a small stream of income I could count on — my own small monthly guaranteed income. And insured I’d be able to make ends meet — no matter what. In essence, that guaranteed income freed me,” said Susan Danziger.

AUNT RUTH FOR EVERYONE!

UNIVERSAL BASIC INCOME PILOT

Susan Danziger ’86 is a serial entrepreneur and world-traveler who has always exhibited an interest in ‘thinking globally and acting locally’. She has started companies like DailyLit (a pioneer in digital serialization) and Ziggeo (video technology). In addition, Danziger currently serves on a variety of business and community advisory councils, including for the Entrepreneurship at Cornell program.

A few years ago Danziger posted a survey question on Facebook: "If you knew as a teenager you’d be given $1000 a month for the rest of your life, how would your life have changed?"

One of the most poignant of the 576 responses received in just a few hours was, “There were so many things I didn’t do because failure would have meant no food on the table.” And the over-riding sentiment that money would have given individuals the “confidence to be bold,” prompted Danziger to take action.

“I’m building Utopia,” Danziger states in a sidebar on her blog describing why she recently founded Hudson Up, a Universal Basic Income program to benefit individuals living at or below the poverty level in Hudson, NY.

Hudson Up will provide 20 individuals, with $500 per month, for five years. Fifty percent of the funding is made possible through a partnership with Andrew Yang’s Humanity Forward organization. Grantees will be selected by a process defined and driven by input from a series of meetings with community leaders and activists.

“This is the first UBI pilot conducted in a small city in the U.S.,” said Danziger. “We are in the process of identifying researchers (graduate students or professors early in their careers) interested in studying our UBI pilot, including the effects on participants as well as on the community as a whole. We are also looking to ultimately publish a handbook for other communities that may want to launch their own pilots.”

For more information, please contact info@hudsonup.org.
CULTURING SUCCESS

RHEONIX BRINGS COVID-19 TEST TO MARKET

**Rheonix** (founded by Greg Galvin ’82, Ph.D ’84, MBA ’93) recently received FDA Emergency Use Authorization for a fully automated test that enables detection of SARS-CoV-2, the virus that causes COVID-19. In late April, Rheonix began shipment of the Encompass MDx® workstations and COVID-19™ MDx assay to high-need local and regional hospital laboratories to enable them to begin same-day testing. Cayuga Medical Center, in Ithaca, is now running six workstations on site and are processing over 600 nasopharyngeal swab test samples daily. Prior to the introduction of the Rheonix workstation, tests were sent to external laboratories for processing, resulting in five to seven days before clinicians received the test results.

We spoke to Saloni Verma, MEng ’18 about her transition from graduate studies at Cornell to a fulltime job at Rheonix designing and automating molecular tests using microfluidics. “I am a systems integration engineer at Rheonix. I’m part of the team that designs and develops the assay files that tell the instrument what to do,” said Verma, adding that the past six months at Rheonix has been an exciting ‘all hands on deck’ type experience for team members.

Verma’s first introduction to Rheonix was when a staff member came to Cornell to conduct a biomedical engineering seminar. “I just loved their core technology so I reached out to the Rheonix human relations director and told him ‘this is something that I’m really interested in and I also have some experience in.’ A couple of months down the line, I got the role. I spent a day shadowing an engineer to get a feel for what the role was. They made it clear that this would be very hands-on, not a desk job, which is exactly what I wanted. I wanted to be challenged to get out of my comfort zone and have something new to do every single day.”

Having gone directly from undergraduate to graduate school, Rheonix is Verma’s first fulltime job. She said her Cornell activities like the design project for the biomedical image program, the first round of NSF-iCorps and being a Cornell delegate to the Clinton Global Initiative University 2018 conference helped prepare her for working in a rigorous, yet highly collaborative environment.

In particular, she credits two classes – Entrepreneurship for Scientists and Engineers, and Project Management – as helping to prepare her for navigating beyond theoretical foundations to succeed within a lean, scientific business startup. But it is the corporate culture at Rheonix that has really made the difference.

Now two years into the job, Verma says her role has expanded beyond the original job description. “I have a really wonderful supervisor. Since Rheonix is a startup, I have had so much exposure in the field of assay development in the biology sector, systems integration, software development, mechanical development and customer facing business development. I don’t think I could have gotten that experience anywhere else.”

 Asked what she sees for her career development path Verma responded, “In the future, I have the option to go into any stream that I like. I have the experience in many paths.”

She is now mentoring associate level systems engineers, enjoys customer interactions when her team is called upon as subject matter experts and, during her off hours, has started blogging as a way to build her personal brand.

**SALONI VERMA MENG ’18, SYSTEMS INTEGRATION ENGINEER, RHEONIX**
WALL OF WONDER LAUNCHED

CORNELL WOMEN LEADING IN STEM

“Wall of Wonder: Cornell Women Leading the Way in Science Technology and Engineering,” a book spotlighting 27 alumnae, is now available on Amazon and Barnes and Noble. The book seeks to increase the visibility of women leaders, showcase and celebrate the breadth of what they have accomplished in science and technology, and commemorate some of the alumnae who have inspired the book’s graduating co-authors.

The 27 alumnae are living scientists or engineers; each was interviewed for the book by leaders of the Society of Women Engineers (SWE): Madeline Dubelier ’20, SWE co-president; Catherine Gurecky ’20, SWE co-president; SWE Member Abigail Macaluso ’20. David Ross Jansen ’22, a performing and media arts student in the College of Arts and Sciences, illustrated portraits of each.

All proceeds from the sale of the book will go toward SWE’s K-12 outreach programs.

Read the full story in The Chronicle.

See list of women profiled and activities for children at http://swe.cornell.edu/wallofwonder.html
GREEN PRIORITIES FOR THE ECONOMIC RECOVERY

WEBINAR RECORDED JUNE 4, 2020

The COVID-19 global pandemic has caused sectors of manufacturing, travel, and other work to grind to a halt worldwide. But the climate crisis will still be waiting for us when the pandemic ends. Can we balance clean energy goals with the need to rebuild our economies? Should we be focused on returning to “normal,” or can we instead see this as an opportunity to progress toward “better”?

A panel of clean energy planners, policy influencers, and leaders detail some of the most important clean energy efforts and goals to focus on during the next year amid the ongoing pandemic and recovery. View the recording.

Panelists:

- Brian Bauer, Director of the 76West Clean Energy Competition
- Lara Skinner, Executive Director, The Worker Institute at Cornell and Chair, Labor Leading on Climate Initiative
- Katie MacDonald, Assistant Director of Technology to Market at NYSERDA
- Katherine Hamilton, Chair of 38 North Solutions

You are receiving this monthly newsletter because you have opted-in to the Entrepreneurship at Cornell listserv. Submit story ideas and general feedback to doe5@cornell.edu