



SUNY STARTUP

SUMMER SCHOOL

Welcome Class of 2021!



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SUNY Research Foundation's Office of Industry and External Affairs provides programs and services that make SUNY the best place for innovators and entrepreneurs to accelerate the development of new technologies aimed at solving the world's most pressing problems.

Goals

1. Be an intellectual property powerhouse.
2. Drive SUNY tech to market.
3. Tell the story.

The Team

the team



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Course Schedule

Week	Date	Course Title	Presenters
1	June 2	Entrepreneurship 101 – What It Takes To Commercialize Your Tech	Felix Litvinsky, Abakama Nicholas Querques, SUNY RF
2	June 9	Lean LaunchPad Basics – What Is Customer Discovery All About?	Olga Petrova & Tony Frontera, Binghamton University
3	June 16	Evaluation of the Opportunity – Patentability and Marketability Basics	Tanya Waite, Steven Wood, Garrett Smith & Michael Krenicky, SUNY RF
4	June 23	How To Win Grants – Mastering Non-Dilutive Funding Sources	Kirk Macolini, InteliSpark
5	June 30	Grant Budget Basics – Managing Your Award Like A Pro	Jaron Kupperts, Amala Consulting
6	July 7	Forming and Structuring Your Company Like A Boss	Rich Honen, Phillips Lytle
7	July 14	Selling and Telling Your Story	Sue Hayes, Labsim
8	July 21	Commercialization 101 – Positioning Your Go-To-Market Strategy	Doug Buerkle, LTM Ventures Mark Sperry, Sperry Energy
9	July 28	Follow-On Capital Sources – What Early-Stage Investors Want	David Cruikshank, ARCH Venture Partners
10	August 2-6	1:1 Meetings With SUNY Venture Advisors	
11	August 11	Demo Day and Graduation	

Course Schedule: What you need to know

1. Recordings will be shared after each class, but we highly encourage you to attend live to take advantage of the full experience.
2. During the course, we will provide valuable resources to help you get your bearings and learn about others in your cohort, including a Startup Guide and class directory.
3. We will also include some activities that will help you meet your classmates. Stay tuned for a prize!
4. At the end of each live session, please answer a 1 question Zoom poll about this week's topic. Your feedback helps us improve the program.
5. You will have an opportunity to provide feedback at the end of the course. If you have any questions, issues or ideas along the way, please don't hesitate to contact us.



Course Schedule: What you need to know

1. All webinars are 10:30-12:00 PM ET Wednesdays June 2-July 28
2. August 2-6: you will have the opportunity to meet with one of our top-notch Venture Advisors for a 30-minute dry run of your pitch. Make sure you are prepped to get the most out of your time with the Venture Advisors and have your presentation, talking points, supporting docs, etc.
3. August 11 3-5 PM Demo Day: S4 culminates with a Demo Day celebration and graduation where participants pitch their technology or venture for one or more \$10k Technology Accelerator Fund Catalyst Investments. More information to follow on that.
4. In partnership with the Binghamton I-Corps Site, we will be offering up to 25 slots in the National Science Foundation I-Corps Regional Course to S4 participants only. (see Thursday email for more info)

Meet the Venture Advisors!



Doug Buerkle

Corporate innovator, technology to market guru, and company builder with 30 years of experience in managing, mentoring, and advising startups, publicly traded companies, and government institutions to deliver strategies for growth and impact.



Felix Litvinsky

Successful entrepreneur, angel investor, and refugee turned master startup coach with 35 years of experience in business development, technology, and strategy at international companies, research institutions, and leading seed accelerators.



Mark Sperry

Public company executive, serial entrepreneur, and startup mentor with 35 years of experience in broad-ranging, global businesses from startup to Fortune 50 environments with a passion for building high-performing teams and developing leaders.



Questions about S4?



Email us at S4@rfsuny.org



Let's jump into our first topic!



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Entrepreneurship 101

What It Takes To Commercialize Your Tech



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Meet Your Presenters



Felix Litvinsky

Founder & CEO
Abakama



Nicholas Querques

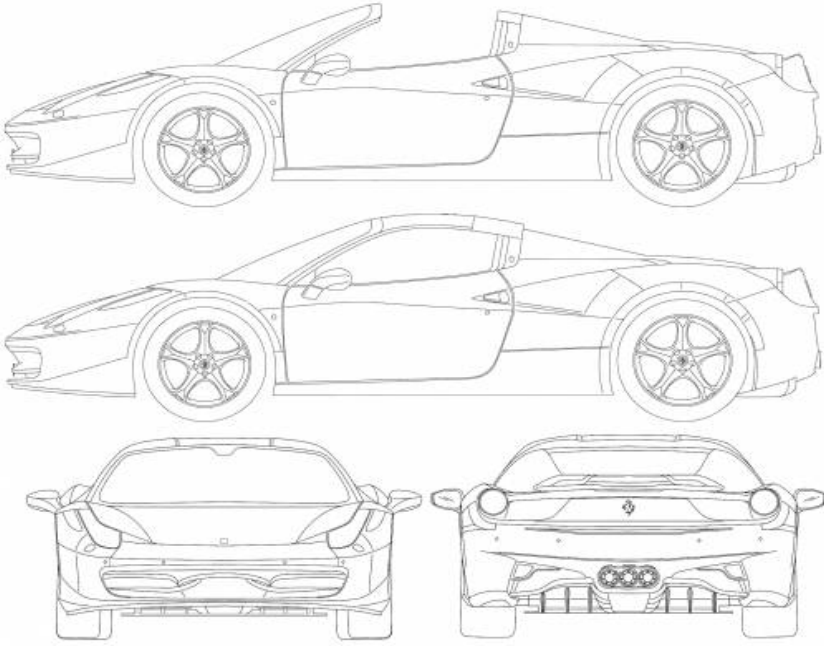
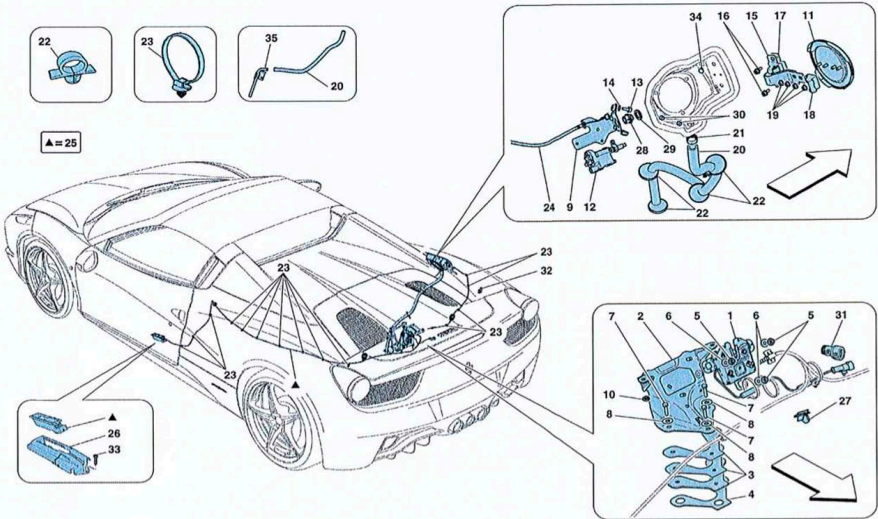
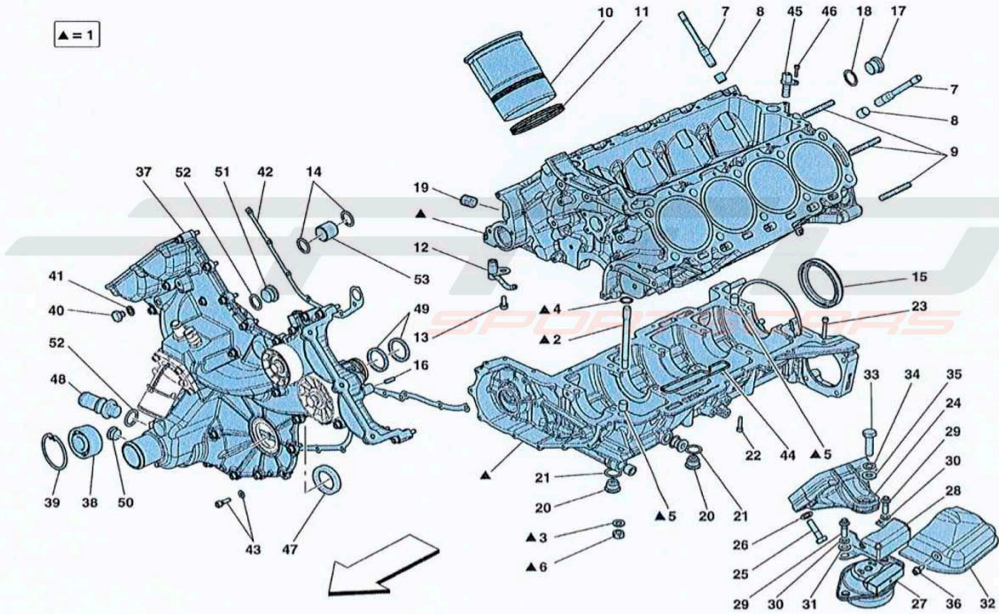
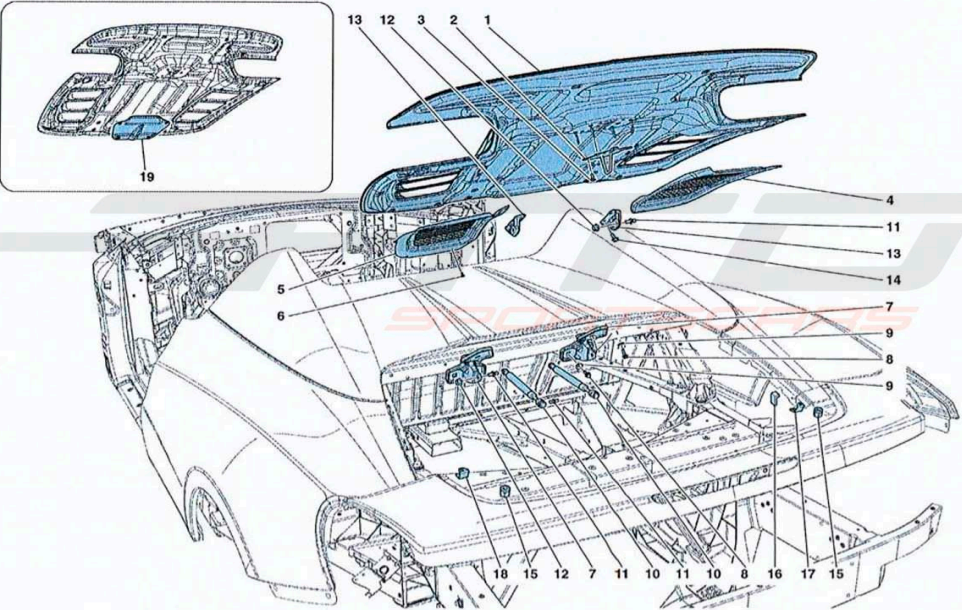
Director of New Ventures
SUNY Research Foundation



- > **Why are you here?**
- > **How important is the technology?**
- > **What gives you a sense of purpose?**
- > **What are you looking to get out of this experience?**









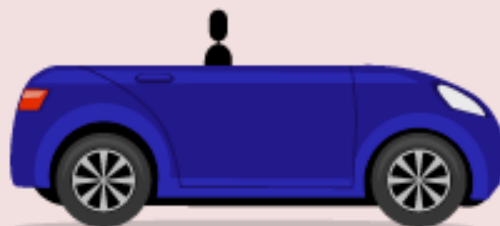




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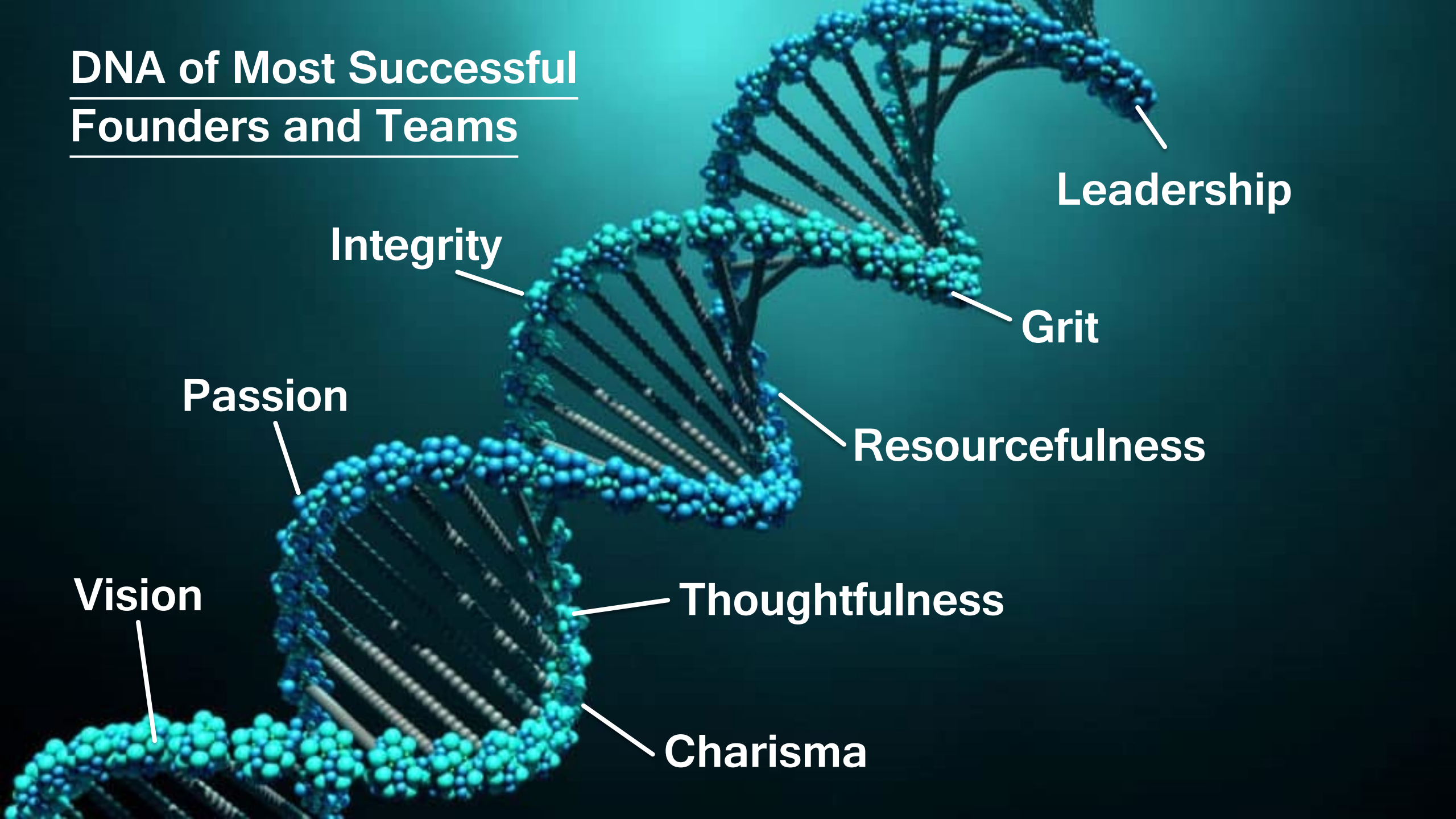
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DNA of Most Successful Founders and Teams



Leadership

Integrity

Grit

Resourcefulness

Passion

Vision

Thoughtfulness

Charisma

What is Pitching?

- > Pitching is not the beginning of the end – it is a continuous work in progress
- > Use visuals and don't be too wordy – less is more
- > You need to know your audience (customer) and your market inside and out
- > Practice, practice, practice





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You Do Not Want To Hear This After Your Pitch

- > What problem are you solving?
- > What are you selling?
- > Who is your customer?
- > Is there a big market?
- > What is your business model?
- > How do you make money?



- > **Why are you here?**
- > **How important is the technology?**
- > **What gives you a sense of purpose?**
- > **What are you looking to get out of this experience?**



Thank you!

- > Please answer the Zoom poll question
- > Recording will be sent tomorrow
- > Don't forget to connect with us on [LinkedIn](#)
- > Reach out with any questions, issues or ideas
- > See you next week for

Lean LaunchPad Basics – What Is Customer Discovery All About?

Olga Petrova & Tony Frontera, Binghamton University

