



SUNY STARTUP
SUMMER SCHOOL

Welcome S4 Class of 2022!



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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.

S4 Goals

1. Provide the foundation of knowledge, learning, and networks that entrepreneurs and innovators need to be successful.
2. Help new ventures secure the initial funding needed to de-risk technology, validate market opportunity, and build initial team.



The Team

MEET THE TEAM



Course Schedule

Week	Date	Course Title	Presenters
1	June 1	Entrepreneurship 101 – What It Takes To Commercialize Your Tech	Felix Litvinsky, Abakama Nicholas Querques, SUNY RF
2	June 8	Lean LaunchPad Basics – What Is Customer Discovery All About?	Olga Petrova & Kathryn Cherney, Binghamton University
3	June 15	Grant Budget Basics – Managing Your Award Like A Pro	Jaron Kupperts, Amala Consulting
4	June 22	How To Win Grants – Mastering Non-Dilutive Funding Sources	Kirk Macolini, InteliSpark
5	June 27- July 1	Office Hours with SUNY Venture Advisors	
5	June 29	Evaluation of the Opportunity – Patentability and Marketability Basics	Tom Ferguson & Mahfuz Miah, SUNY RF
6	July 6	Forming and Structuring Your Company Like A Boss	Rich Honen, Phillips Lytle
7	July 13	Telling and Selling Your Story	Arel Moodie, Reed Oak
8	July 20	Where Do you Go From Here?	Eric Fasser, FuzeHub Noa Simons, Upstate Capital
9	July 25-29	Office Hours with SUNY Venture Advisors	
10	August 4	Demo Day and Graduation	You!

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. **June 1-July 20**: Instructional Zoom webinars will be held every Wednesday from 10:30-12:00 PM ET. Please keep an eye out for Zoom meeting invites.
2. **June 27-29, July 13, 20, and 27**: Virtual I-Corps short regional course, from 4:00-6:00 PM ET. We will provide more information and a registration link soon.
3. **June 27-July 1 and July 25-28**: Office hours with Venture Advisors to apply what you are learning and prep for your Demo Day pitch.
4. **August 4**: S4 culminates with a Demo Day and Graduation celebration where participants pitch their technology or venture for one or more \$10k Technology Accelerator Fund Catalyst Investments. Demo Day and Graduation are scheduled to be in person this year at the University at Albany's ETEC Complex in Albany, NY at 3:30 PM ET.



Meet the Venture Advisors!



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.



Allison Yacci

Serial entrepreneur, biotechnologist, and company advisor with 15 years of experience in advising and building deep tech and software-based startups and entrepreneurs.



Felix Litvinsky

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.



Join LinkedIn

We will have some activities that will help you meet your classmates. We will give out participation points for the below items.

1. Join the [SUNY Innovation and Entrepreneurship Network LinkedIn Group](#) (link included in this week's follow up email)
2. Comment on the "Welcome to the S4 class of 2022" post in this LinkedIn group to introduce yourself. Recommendations on what to include: campus affiliation, what you are working on, what you hope to get out of S4 and a fun fact about yourself.
3. Reply to a classmate's post to 'meet' them!



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

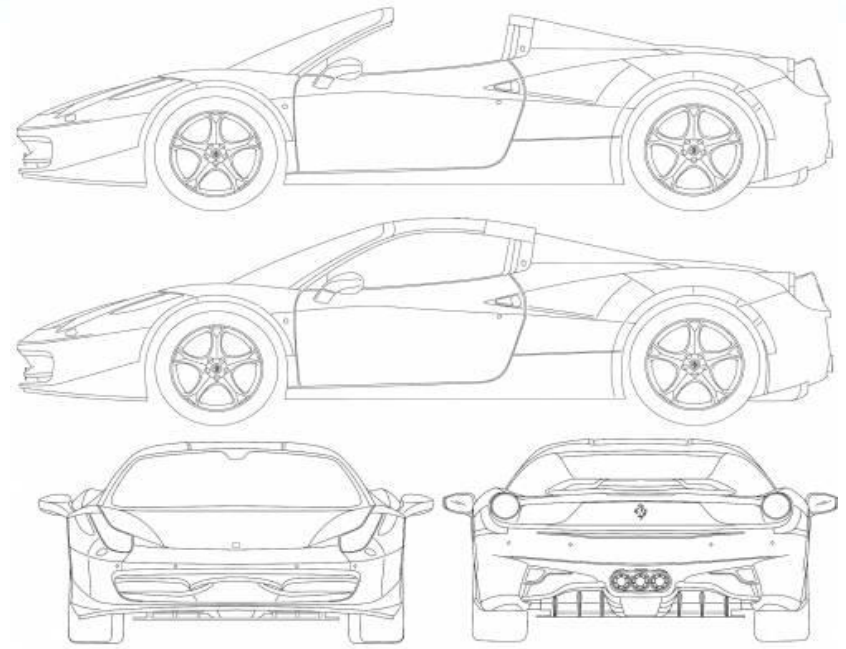
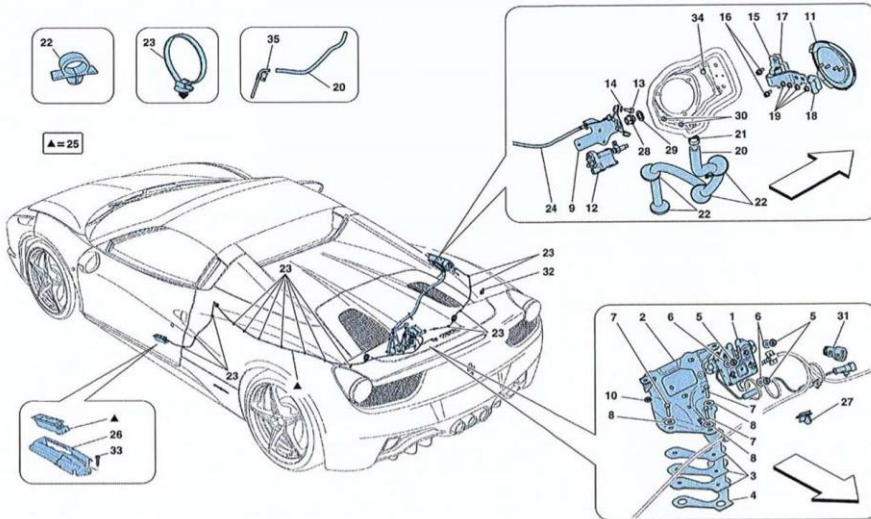
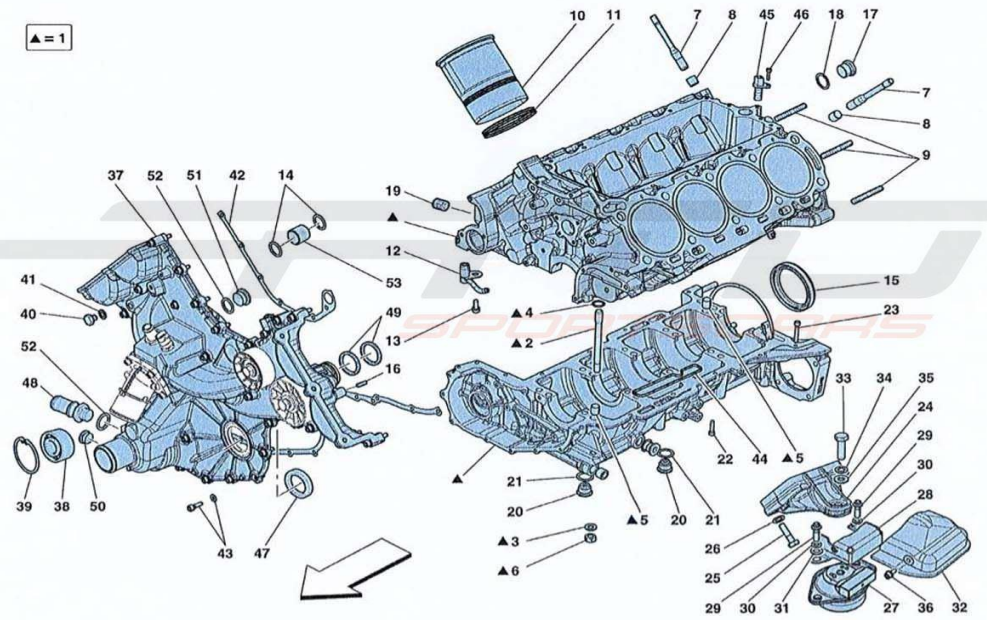
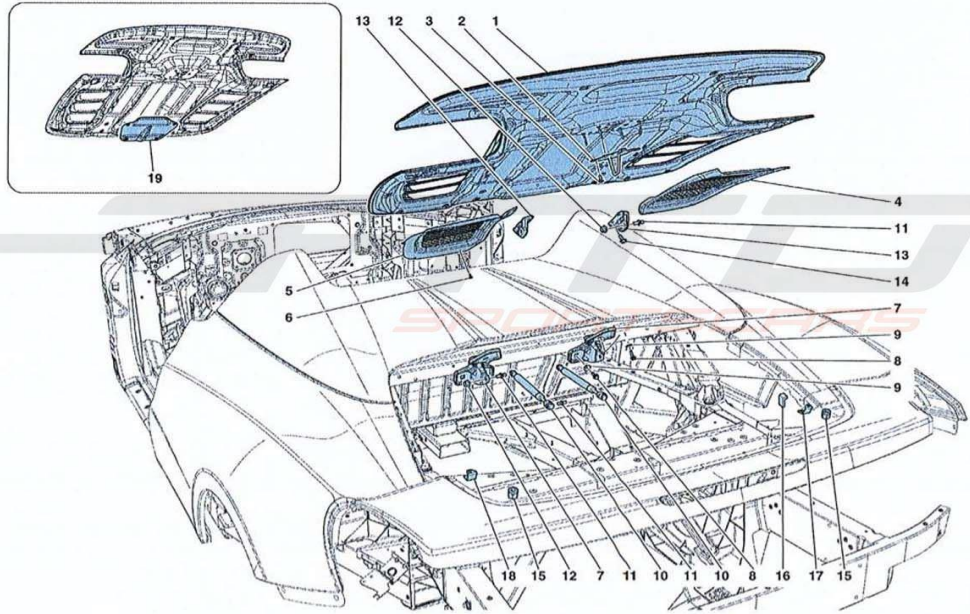
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- > **Why are you here?**
- > **How important is the technology?**
- > **What gives you a sense of purpose?**
- > **What are you looking to get out of this experience?**









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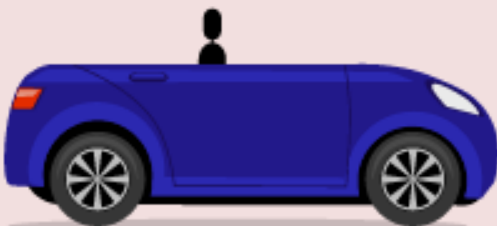




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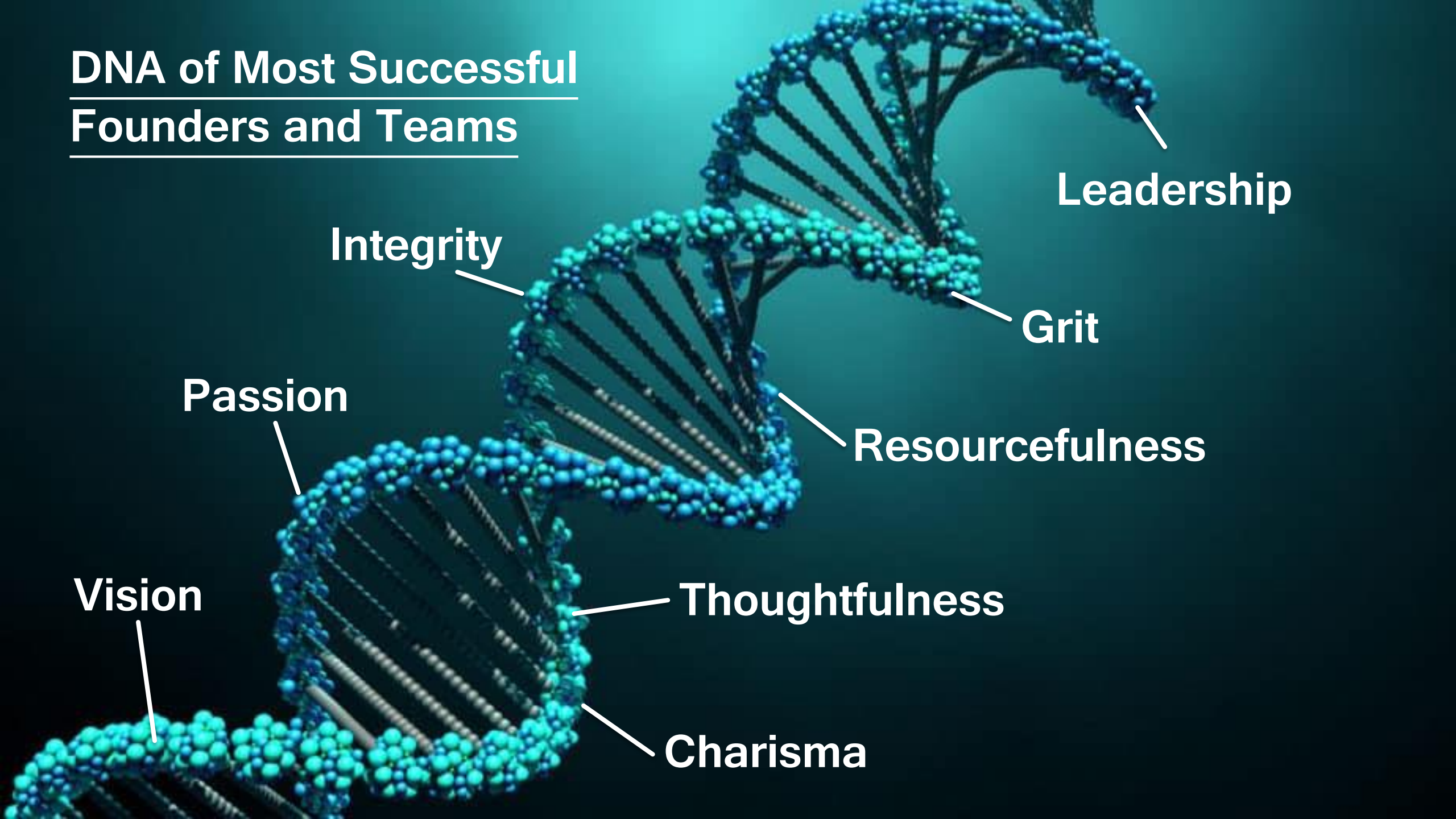
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4



DNA of Most Successful Founders and Teams



Leadership

Grit

Resourcefulness

Thoughtfulness

Charisma

Vision

Passion

Integrity

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



Example Pitch Video



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 & Kathryn Cherney, Binghamton University

