



# SUNY **STARTUP SUMMER SCHOOL**

**Welcome S4 Class of 2023!**

**Week 1**

**Entrepreneurship 101 – What It Takes To Commercialize Your Tech**





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



Matthew Mroz



Nicholas Querques



Peter Taubkin



Meg Maier



Jessica Stanley-Updyke



Austin Winter



Patrick Nelson



Andrew Scheinman



Mahfuzur Miah



Mark Bodner



Karl-Heinz Schofalvi



Joanne Lafrancois



Lance Reich



Ben Clark



Tanya Waite



Peter Fallon



Doug Benel

**Innovation and Partnerships**



**New Ventures**



**Marketing and Communications**

# Course Schedule

Week	Date	Course Title	Presenters
1	June 7	Entrepreneurship 101 – What It Takes To Commercialize Your Tech	Felix Litvinsky, Abakama Allison Yacci, DataCicada
2	June 14	Discover Customer Discovery	Olga Petrova, Binghamton University
3	June 21	Evaluation of the Opportunity – Patentability and Marketability Basics	Lance Reich, SUNY RF Andrew Scheinman, SUNY RF
4	June 28	How To Win Grants – Mastering Non-Dilutive Funding Sources	Kirk Macolini, InteliSpark
5	July 5	Building A Winning Team	Ana-Maria Galeano, Galeano Law Mark Sperry, Sperry Energy
6	July 12	Forming and Structuring Your Company Like A Boss	Rich Honen, Phillips Lytle
7	July 19	Strategies for Unstoppable Success	Arel Moodie, Reed Oak
8	July 26	Telling and Selling Your Story	Maureen Ballatori, 29 Design Studio Michael Lightman, Hate Your Deck
9	July 31- August 2	1:1 Meeting With SUNY Venture Advisors	
10	August 9	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 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 7-July 26**: Instructional Zoom webinars will be held every Wednesday from 10:30-12:00 PM ET. Invites have been sent. Please keep an eye out for Zoom meeting invites.
2. **July 3- August 2**: Virtual I-Corps short regional course. We will provide more information and a registration link:  
<https://www.tfaforms.com/5059210>.
3. **July 31 – August 4**: Office hours with Venture Advisors to apply what you are learning and prep for your Demo Day pitch.
4. **August 9**: S4 culminates with a Demo Day and Graduation celebration where participants pitch their technology or venture for one or more \$50k Technology Accelerator Fund Catalyst Investments. Demo Day and Graduation are scheduled to be in person at the University at Albany's ETEC Complex in Albany, NY on August 9.



# Meet the Venture Advisors!



## Ana-Maria Galeano

Corporate law strategy guru, legal wizard, and startup operator with over 30 years of experience advising businesses on legal matters throughout their lifecycle, from formation to acquisition and everything in between.



## Mark Sperry

Public company executive, serial entrepreneur, and startup mentor with over 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.



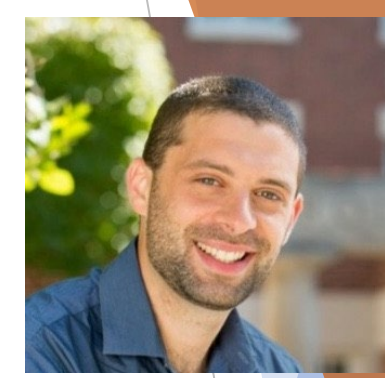
## Allison Yacci

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



## Felix Litvinsky

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



## Mike Lightman

Startup ecosystem expert, early-stage investor, and fundraising storytelling sherpa with over 10 years of experience in advising founders, investing in disruptive startups, and building programs that help accelerate time to market.



# 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 2023" 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](mailto:S4@rfsuny.org)



Let's jump into our first topic!



**SUNY** STARTUP  
SUMMER SCHOOL

# Entrepreneurship 101

## What It Takes To Commercialize Your Tech



# Meet Your Presenters



**Felix Litvinsky**  
Founder & CEO  
Abakama



**Allison Yacci**  
Founder & CEO  
Data Cicada



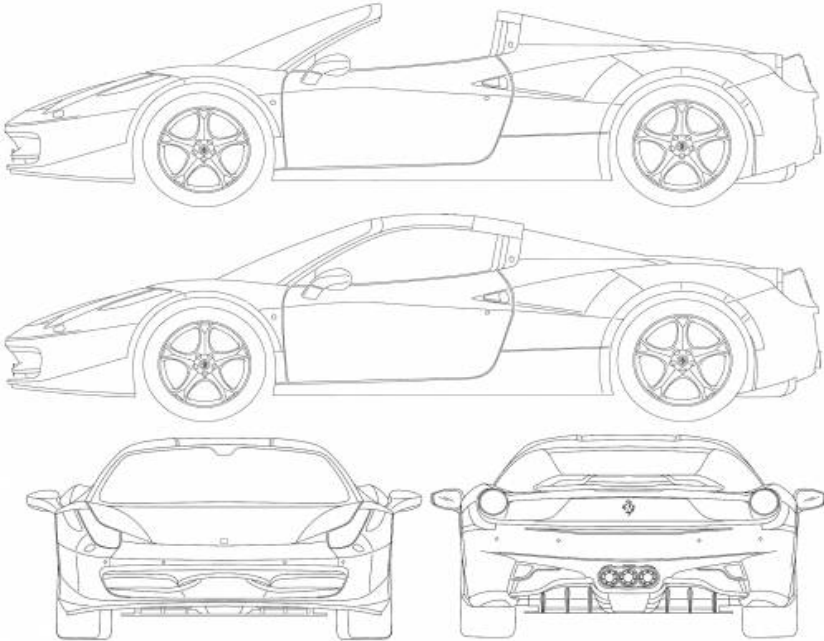
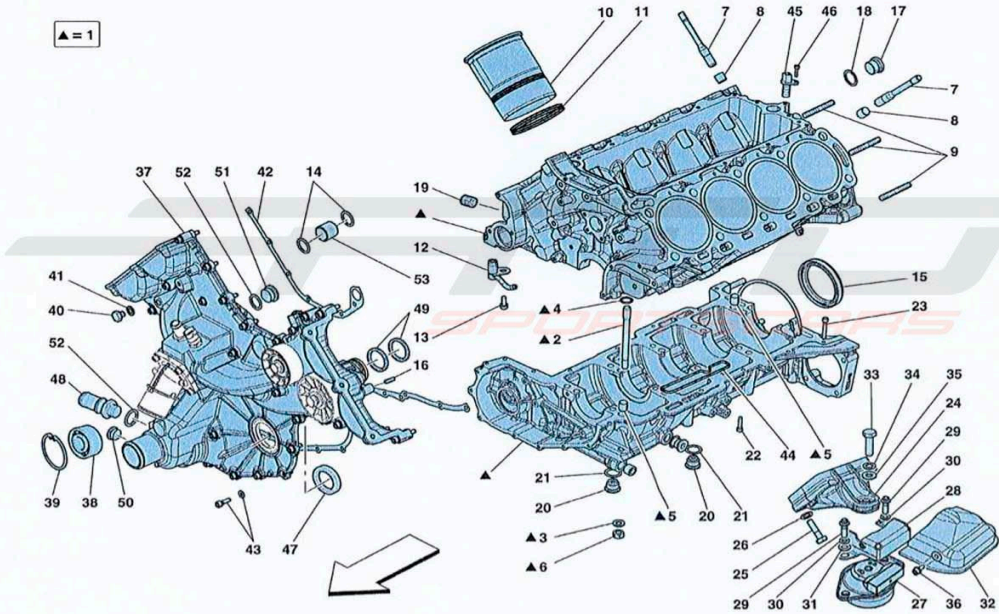
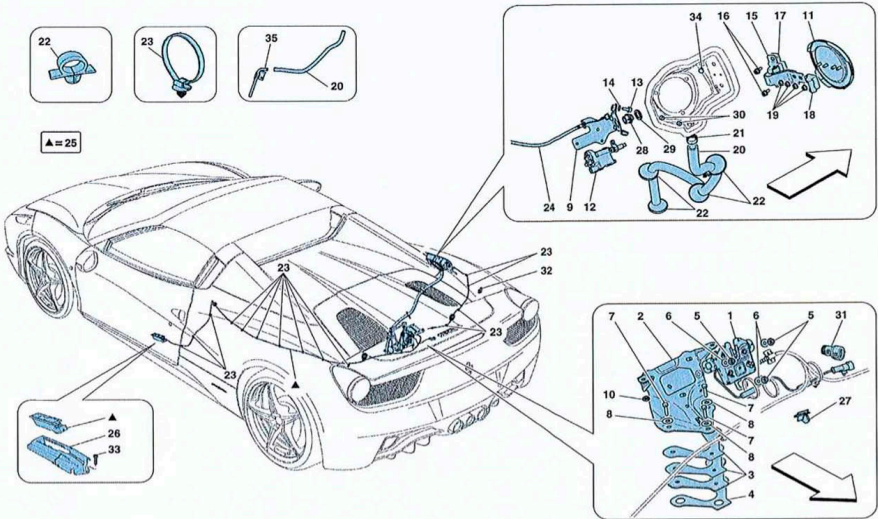
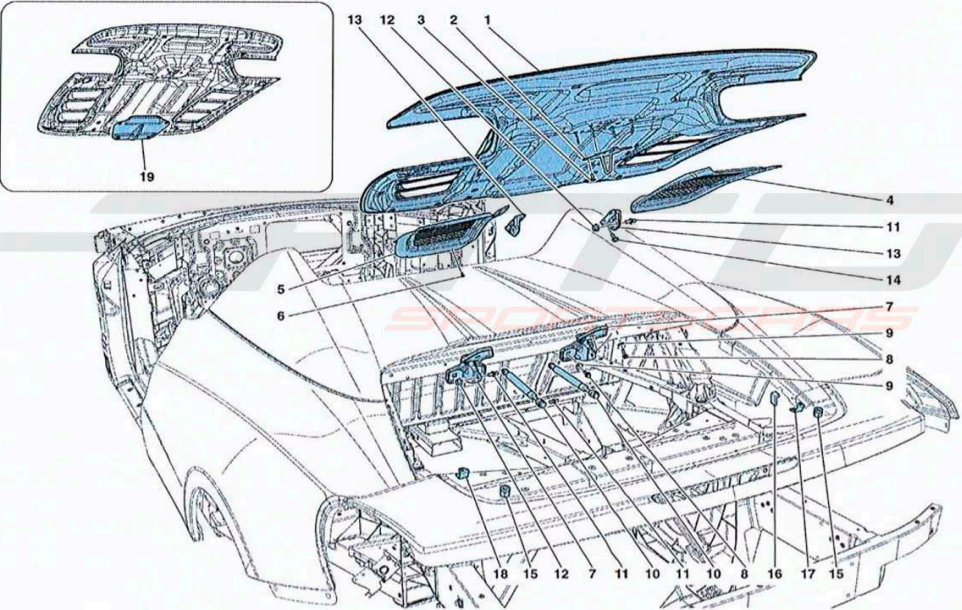
- > **Why are you here?**
- > **How important is the technology?**
- > **What gives you a sense of purpose?**
- > **What are you looking to get out of this experience?**

















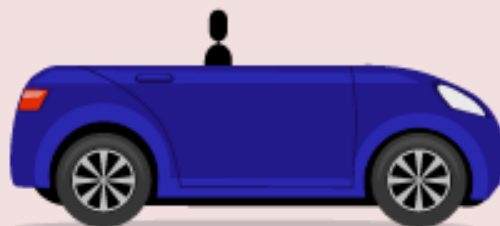




1



2



3



4












# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<div><h3>Key Partners</h3><p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p><p><b>MOTIVATIONS FOR PARTNERSHIPS</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p></div>	<div><h3>Key Activities</h3><p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p><p><b>CATEGORIES</b> Production Problem Solving Platform/Network</p></div>	<div><h3>Value Propositions</h3><p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p><p><b>CHARACTERISTICS</b> Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p></div>	<div><h3>Customer Relationships</h3><p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p><p><b>EXAMPLES</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p></div>	<div><h3>Customer Segments</h3><p>For whom are we creating value? Who are our most important customers?</p><p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p></div>																								
<div><h3>Key Resources</h3><p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p><p><b>TYPES OF RESOURCES</b> Physical Intellectual (brand patents, copyrights, data) Human Financial</p></div>		<div><h3>Channels</h3><p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p><p><b>CHANNEL PHASES</b> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p></div>																										
<div><h3>Cost Structure</h3><p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p><p><b>IS YOUR BUSINESS MORE</b> Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p><p><b>SAMPLE CHARACTERISTICS</b> Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p></div>		<div><h3>Revenue Streams</h3><p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p><table><tr><td><b>TYPES</b></td><td><b>FIXED PRICES</b></td><td><b>DYNAMIC PRICES</b></td></tr><tr><td>Asset sale</td><td>List Price</td><td>Negotiation (bargaining)</td></tr><tr><td>Usage fee</td><td>Product feature dependent</td><td>Yield Management</td></tr><tr><td>Subscription Fees</td><td>Customer segment dependent</td><td>Real-time Market</td></tr><tr><td>Lending/Renting/Leasing</td><td>Volume dependent</td><td></td></tr><tr><td>Licensing</td><td></td><td></td></tr><tr><td>Brokerage fees</td><td></td><td></td></tr><tr><td>Advertising</td><td></td><td></td></tr></table></div>			<b>TYPES</b>	<b>FIXED PRICES</b>	<b>DYNAMIC PRICES</b>	Asset sale	List Price	Negotiation (bargaining)	Usage fee	Product feature dependent	Yield Management	Subscription Fees	Customer segment dependent	Real-time Market	Lending/Renting/Leasing	Volume dependent		Licensing			Brokerage fees			Advertising		
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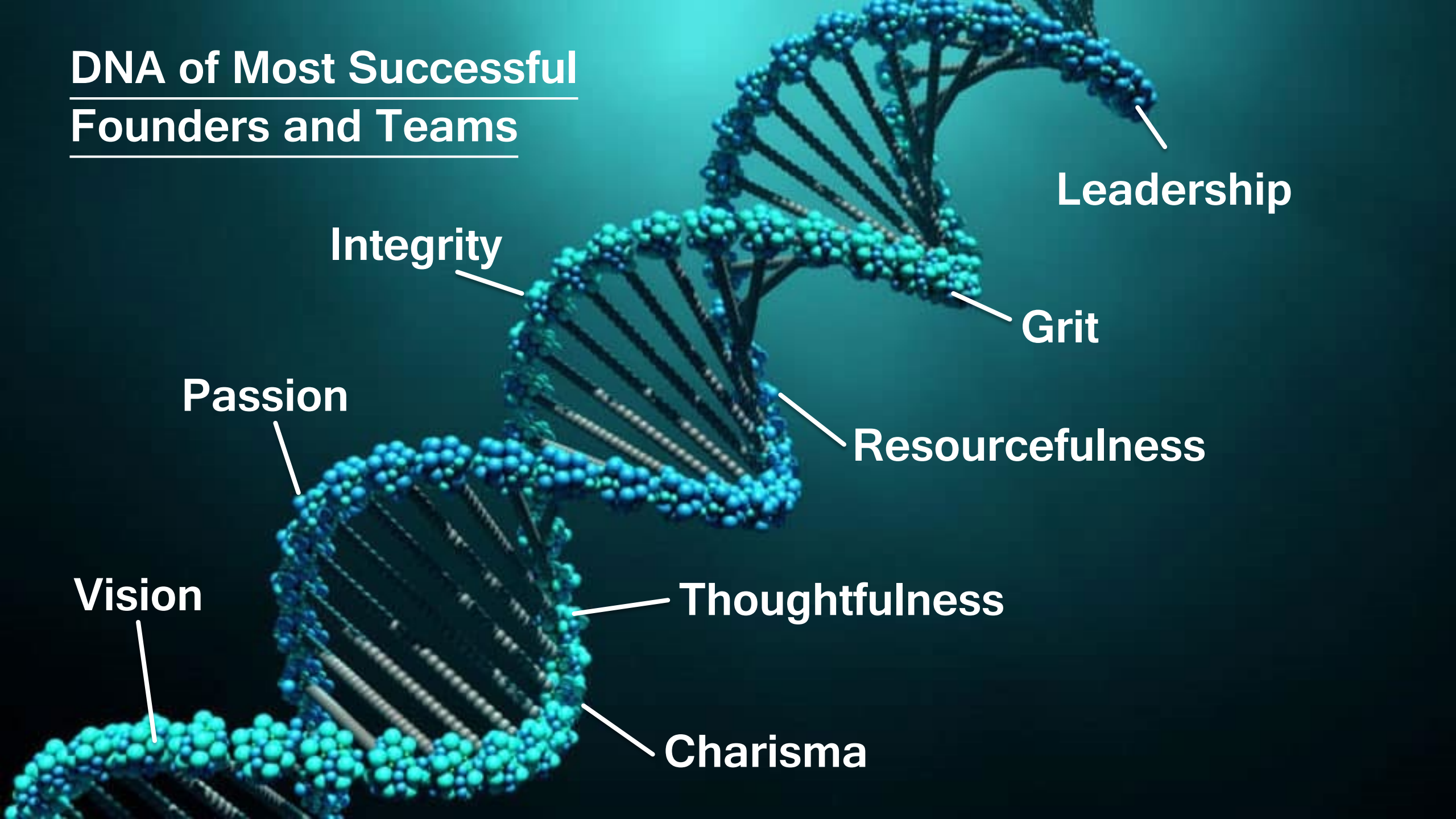


DESIGNED BY: Business Model Foundry AG  
The makers of Business Model Generation and Strategyzer

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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



# 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?
- > Tell me about your team?
- > 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

**Discover Customer Discovery**

**Olga Petrova, Binghamton University**

