



SUNY **STARTUP
SUMMER SCHOOL**

Week 6

Team Chemistry – Leveling Up Your Company



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Course Schedule

Week	Date	Course Title	Presenters
✓ 1	May 28	Entrepreneurship 101 – What It Takes To Commercialize Your Tech	Felix Litvinsky, Abakama Allison Yacci, DataCicada
✓ 2	June 4	Discover Customer Discovery	Olga Petrova, University at Buffalo Kathryn Cherny, Binghamton University
✓ 3	June 11	Evaluation of the Opportunity – Patentability and Marketability Basics	Lance Reich, SUNY RF Joy Goswami, SUNY RF
✓ 4	June 18	How To Win Grants – Mastering Non-Dilutive Funding Sources	Kirk Macolini, InteliSpark
✓ 5	June 25	Mastering Startup Agreements & Exit Strategies	Rich Honen, Phillips Lytle
📌 6	July 2	Team Chemistry – Leveling Up Your Company	Doug Benel, SUNY RF Ana-Maria Galeano, Galeano Law Firm
7	July 9	Strategies for Unstoppable Success	Arel Moodie, Reed Oak
8	July 16	Telling and Selling Your Story	Maureen Ballatori, Agency 29 Michael Lightman, Hate Your Deck
9	July 21- July 25	1:1 Meeting With SUNY Venture Advisors	
10	July 30	Demo Day and Graduation	You!


Course Schedule: What you need to know

1. May 28-July 16: Instructional Zoom webinars will be held every Wednesday from 10:30-12:00 PM ET. Recordings will be available.
2. Today we are offering double participation points. Keep doing what you're already great at — participating!
3. June 30 – July 28: Virtual I-Corps short regional course.
4. July 21 – July 25: Office hours with Venture Advisors to apply what you are learning and prep for your Demo Day pitch.
5. July 30: 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 July 30.



S4 Leaderboard

 Leaderboard Top 21			
	First Name	Last Name	Points
1	Biswas	Rijal	16
2	Junaid	Zubairi	15
3	Bahram	Salehi	14
4	Aiman	Yaseen	12
5	Josh	Chen	12
6	Weiyang	Dai	12
7	Gurtej	Singh	11
8	Janet	Paluh	11
9	Ridham	Varsani	11
10	Rommel	Trotman	11
11	Teresa	Huho	10
12	Ahmed	Alajlouni	9
13	Chen	Lin	9
14	Snehal	Tomar	9
15	Lauren	Feist	9
16	Fang	Luo	8
17	Jennifer	Adams	8
18	Jinjun	Xiong	8
19	Michael	Mak	8
20	Qingxiao	Zheng	8
21	Tsogt Erdene	Jamiyansuren	8

 Leaderboard By Campus		
#	Campus	Points
1	University at Buffalo	182
2	Binghamton University	137
3	Stony Brook	88
4	University at Albany	78
5	SUNY Fredonia	22
6	ESF	19
7	SUNY Empire State College	18
8	Upstate Medical University	15
9	SUNY Poly	9
10	SUNY College of Optometry	7
11	SUNY Oswego	5
12	SUNY New Paltz	5
13	NY-Creates	5
14	SUNY Old Westbury	4
15	Downstate Health Sciences Univ	3
16	SUNY Brockport	2
17	UCAWD/SUNY ATTAIN	2
18	SUNY Oneonta	1
19	Buffalo State, SUNY	1
20	Mohawk Valley Community College	1
21	Monroe Community College, SUNY	0

SUNY Technology Accelerator Fund (TAF)

S4 Catalyst Investment Eligibility

To be eligible for a TAF S4 Catalyst Investment, teams and/or companies must meet all of the following requirements:

1. Developing technology that is SUNY intellectual property;
2. Enrolled in the S4 Class of 2025;
3. Participate in the S4 Demo Day pitches on July 30, 2025;
4. By December 31, 2025, complete the company formation process if a company has not already been formed; and
5. By December 31, 2025, the company receiving the TAF S4 Catalyst Investment must demonstrate that it has an active license or option to the technology it plans to commercialize from a SUNY campus.



Questions about S4?



Email us at S4@rfsuny.org Let's jump into our session on Team Chemistry –
Leveling Up Your Company!

Leveling Up Your Company

TEAM CHEMISTRY

Doug Benel & Ana Galeano
SUNY Startup Summer School
July 2, 2025



Topics Covered

Why Build A Team?

Walkthrough the Team Building of a Hypothetical Company

Starting Team Building Conversations



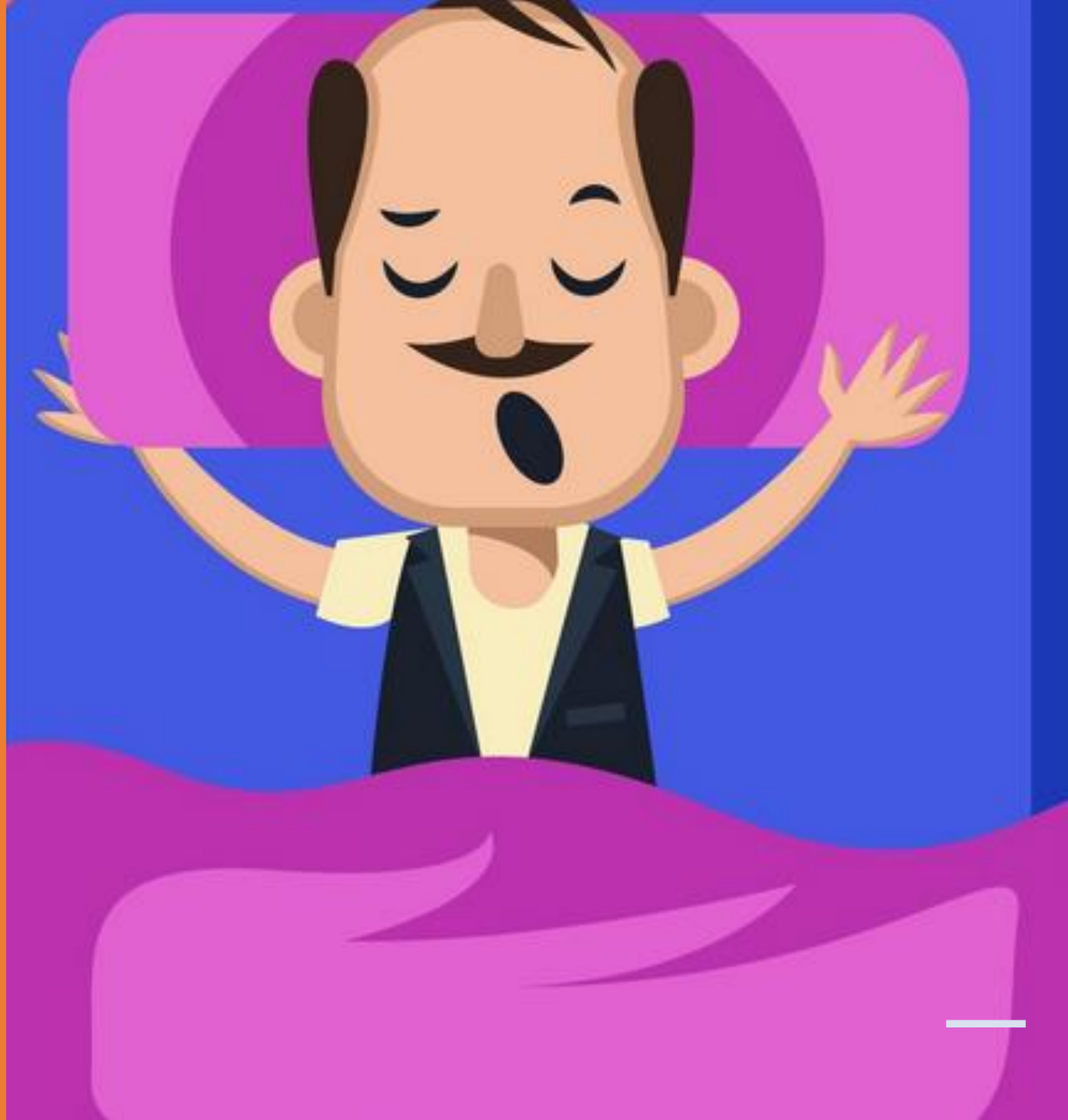
Why Build a Team?

A Low Tech Explanation



It All Comes Down to Time

There is only so much
in one day ...



TO DO LIST

Create Pitch Deck

Attend Trade Shows

Faculty Duties

Call Accountant

Write SBIR Proposal

Meet Investors

Design Packaging

Meet Partners

Prep Taxes

Family Vacation Hobbies

Get Letters of Support

Meet Attorney

Market Research

**WE'RE
LOOKING FOR A FEW
REMARKABLE
INDIVIDUALS!**



Ideal Team Member Equation

$$TM = P + T + B^2$$

Team Member = Person + Time + Belief
(squared)

Belief as Strong as Yours



MANKIND
NEEDS
THESE HOT
DOGS!



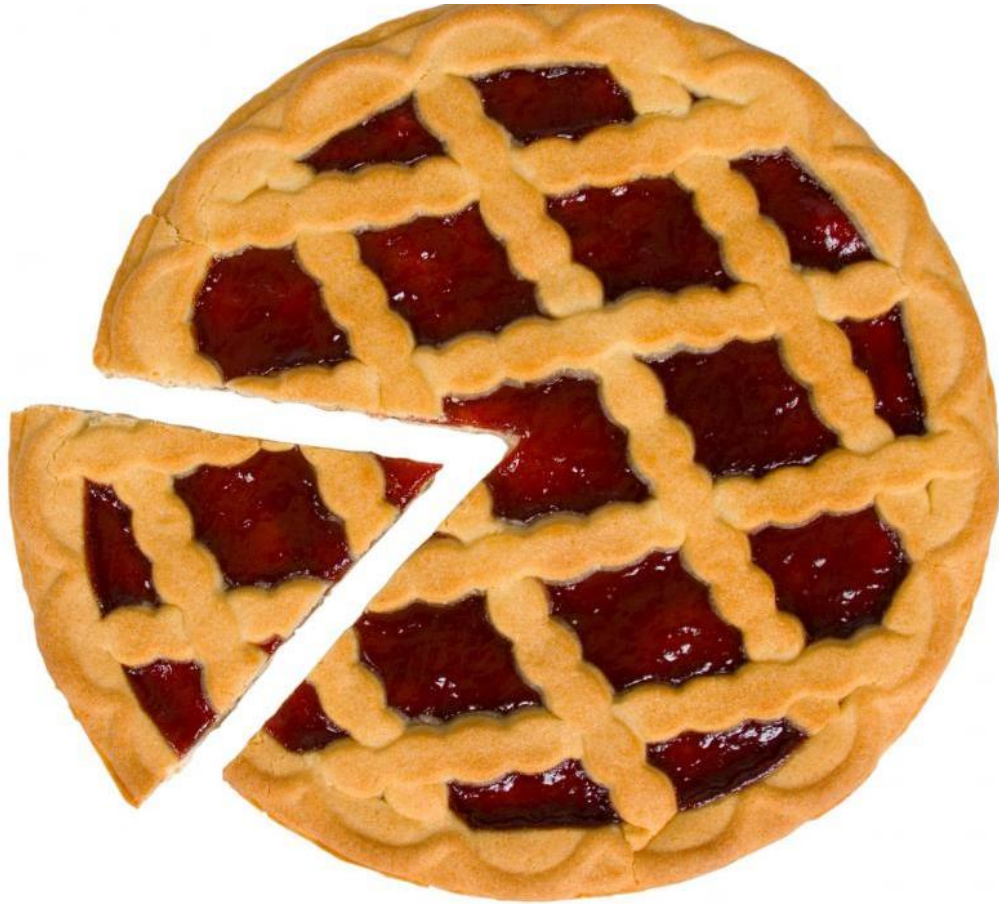
REWARDS



Team Members all get a share of
the pie ...



What's the right way to SLICE a pie?



CFO

COO

CEO

CMO

CTO



Team Building Walkthrough

Welcome to the
“Hen Party”



Dr. Kristie
Assistant Professor
Chemistry

Founder, HEN PARTY



Dr. K's Lab



Dr. Raj
Department Chair



Dr. Marge
Postdoc



Haley
PhD Candidate



Fatima
PhD Student



Zack
PhD Student

Dr. K's Lab

Fatima
PhD Student



Solution: Appoint Student

Passive Role



Dr. Kristie
Assistant Professor

Entrepreneurial Lead



Fatima
PhD Student

Back to the Drawing Board ...



Dr. Raj
Department
Chair

Solution: Equal Partnership



Dr. Kristie
Assistant Professor

50 / 50



Dr. Raj
Department Chair

Back to the Drawing Board ...



Solution: The Collective



Dr. Raj
Department Chair



Dr. Marge
Postdoc



Haley
PhD Candidate



Fatima
PhD Student



Zack
PhD Student

Solution: The Collective

Dr. Raj
Department Chair



Dr. Marge
Postdoc



Haley
PhD Candidate



Fatima
PhD Student



Zack
PhD Student



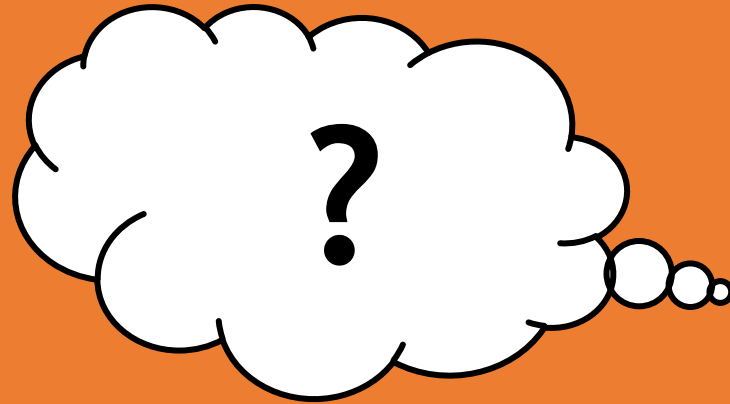
Dr. K
Assistant Professor



**16.6% Equal Equity Shares
= 100% of Ownership Distributed**

Back to the
Drawing Board ...

Is there a right way
to form a team?





Best Practices for Team Building

**Define Roles &
Expectations**

Vesting

**Founders
Agreement**

PROFESSIONAL SUPPORT



Attorneys



Accountants

BOARD MEMBERS




- Advisory Board
- Board of Directors

BREAKING THE ICE

Starting & Maintaining
Team Building
Conversations





I'll come
off as
pushy.

No one
cares about
my idea.

Business
cheapens my
research.

I'm crazy to
even try this.

I feel awkward
outside the lab

Search for Qualities



Drive to make impact.



Time to spend on venture.



Candid about needs & expectations.



Willing to listen to you.



Q & A



- ▶ Please answer the Zoom poll question.
- ▶ Recording will be sent tomorrow.
- ▶ Don't forget to connect with us on [LinkedIn](#).
- ▶ See you next week for

Week 7: July 9

Strategies for Unstoppable Success with Arel Moodie