SUNY STARTUP SUMMER SCHOOL

Session 5

WELCOME

CLASS OF 2026

Mastering Startup Agreements and Exit Strategies

COURSE SCHEDULE

Week	Date	Course Title	Presenters
✅	May 26, 2026	Entrepreneurship 101 – What It Takes To Commercialize Your Tech	Allison Yacci, DataCicada
✅	Jun 2, 2026	Discover Customer Discovery	Olga Petrova, University at Buffalo Kathryn Cherney, Binghamton University
✅	Jun 9, 2026	Evaluation of the Opportunity – Patentability and Marketability Basics	Joy Goswami, SUNY RF Peter Fallon, SUNY RF Garrett Smith, SUNY RF
✅	Jun 16, 2026	How To Win Grants – Mastering Non-Dilutive Funding Sources	Kirk Macolini, InteliSpark
📍	Jun 23, 2026	Mastering Startup Agreements & Exit Strategies	Rich Honen, Phillips Lytle
6	Jun 30, 2026	Team Chemistry – Leveling Up Your Company	Doug Benel, SUNY RF Ana-Maria Galeano, Galeano Law Firm
7	Jul 7, 2026	Strategies for Unstoppable Success	Arel Moodie, Reed Oak
8	Jul 14, 2026	Telling and Selling Your Story	Michael Lightman, Hate Your Deck
9	July 20- July 24	1:1 Meeting With SUNY Venture Advisors	
10	Jul 28, 2026	Demo Day and Graduation	You!

COURSE SCHEDULE
WHAT YOU NEED TO KNOW

- **May 26-July 14:** Instructional Zoom webinars will be held every Tuesday from 10:30-12:00 PM ET. Invites have been sent. Recordings will be sent within 24 hours after class.

- **June 29 – July 27:** Virtual I-Corps short regional course.

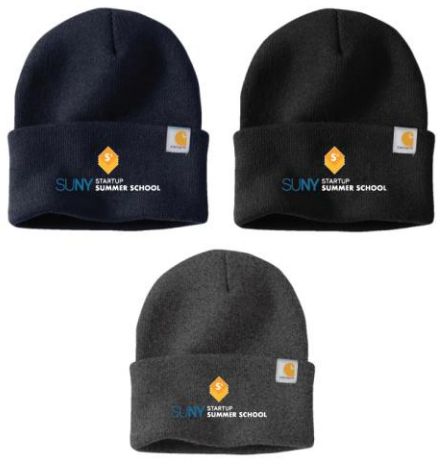
- **July 20 – July 24:** Office hours with Venture Advisors to apply what you are learning and prep for your Demo Day pitch.

- **July 28:** S4 culminates with a Demo Day and Graduation celebration where participants pitch their technology or venture for up to $200k 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 28.

HOW DO YOU EARN POINTS FOR THE LEADERBOARD

There are many ways to earn points, including:

- Join LinkedIn Group – SUNY Innovation and Entrepreneurship Network
- Introduce yourself and why you are here
- Reply to a classmate
- Weekly attendance
- Weekly engagement
- I-Corps
- Pitch at Demo Day



LEADERBOARD

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Leaderboard

#	First Name	Last Name	Points
1	Ilya	Deadoff	15
2	Karlheinz	Strobl	13
2	Patrick	Oduro	13
4	Adan	Gomez	12
4	Batuhan	Erkat Cohen	12
4	Mehdi	Ghayoumi	12
4	Uttam	Singisetti	12
8	Alicia	Smith	11
8	Chong	Cheng	11
8	Dinesh	Venugopal	11
8	Hayford	Perry Fordson	11
8	Huiyuan	Guo	11
8	Margarita L.	Dubocovich	11
14	Eric	Mountain	10
14	Erica	Sharpe	10
14	John	Fetse	10
14	Joshua	Cheuk	10
14	Tobi	Saulnier	10
14	Jason	Tepper	10

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Leaderboard By Campus

#	Campus	Points
1	University at Buffalo, SUNY	249
2	Binghamton University, SUNY	125
3	Stony Brook University	95
4	University at Albany, SUNY	74
5	Upstate Medical University	59
6	SUNY College of Optometry	33
7	SUNY College of Environmental Science and Forestry	31
8	SUNY Oswego	17
9	SUNY Empire State College	13
10	SUNY Canton	12
10	Buffalo State, SUNY	12
12	Monroe Community College, SUNY	11
12	New York State College of Human Ecology at Cornell University	11
14	Farmingdale State College, SUNY	7
14	SUNY Brockport	7
16	SUNY Cortland	6
17	UCAWD/SUNY ATTAIN	5
18	FIT State University of New York	4
19	SUNY Polytechnic Institute	3
20	Harvard Medical School	1
20	SUNY Cobleskill	1

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:

- Developing technology that is SUNY intellectual property;
- Enrolled in the S4 Class of 2026;
- Participate in the S4 Demo Day pitches on July 28, 2026;
- By December 31, 2026, complete the company formation process if a company has not already been formed; and
- By December 31, 2026, 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.

Quick Pitch Presentation Guidelines

12 Minute Presentation Time Slot

Maximum Presentation Time – 7 Minutes
Q&A with Judges – 5 Minutes

Pitch Presentation Judging Rubric

Available at the end of this presentation

Only Include Nonproprietary Information

It is ok to reference intellectual property without providing details

You may not ask the judges and audience to sign non-disclosure agreements

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Pitch Recommendations

Keep your presentation to 6 slides or less

Limit technical data in actual presentation

Make sure slides are visually pleasing

Include backup slides with supporting data

Include information on business model and go-to-market strategy

Practice and remember to relax – you got this!

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Slide Template

Slide 1: Technology/Service

- What is the technology or service and what is innovative about it?
- What type of product, process, or software can the innovation be incorporated into?
- What is the status of any such intellectual property protection (e.g., technology disclosure, patent applications, issued patents, registered copyrights or marks)?
- What are the plans for establishing and building an intellectual property portfolio or strategy?

Slide 2: Market Opportunity

- What specific market need will the technology or service satisfy?
- How has the market opportunity been validated through customer discovery or industry outreach?
- Has any member of the team or company participated in any formal customer discovery training through a National Science Foundation I-Corps Regional or National Program?
- What is the current value proposition and what would be the potential market entry point?

Slide 3: Commercialization Pathway

- What is the projected development and commercialization pathway for the technology or service?
- What are the potential barriers to commercialization?
- How did customer or end-user feedback inform the commercialization plan and go-to-market strategy for the technology or service?
- What support structures exist (or are needed) in order to introduce the new product or service to the market?
- How will the TAF S4 Catalyst Investment unlock additional funding?

Slide 4: Commitment

- What commitment of resources (e.g., patent expenditures, equipment, corporate formation) has the team, company, campus, or a third party made to support this effort to date?
- What type of commitment is needed to initiate the commercialization strategy?
- What steps will the team or company take to secure the commitment of a third party (e.g., funding agency, investor, strategic partner) to support the continued commercialization and development of the technology or service?

Slide 5: Team

- Has the proposed team demonstrated a passion for commercialization of their technology, such as active and consistent participation in the S4 webinars?
- Does the team demonstrate strong and sustainable potential to build off the S4 programming to continue the development of their venture and commercialization of the technology or service?
- Do any members of the team (e.g., founders, advisors, directors) have expertise in technology development and entrepreneurial interests or aspirations?

Judging Rubric

Quick Pitch Presentation (each category has 10-point scale for 50 possible points)
Technology/Service The individuals(s) or team has/have demonstrated the technical feasibility and readiness of their technology or service to provide impact and customer value in its initial target markets.
Market Opportunity The individual(s) or team has/have validated a need in the market and an initial plan to capture that need through their go-to-market strategy and business model. The technology or service is positioned to deliver significant value to customers for which they are willing to pay.
Commercialization Pathway The individual(s) or team has/have developed a sound initial commercialization pathway for the technology/service, identified potential barriers, and incorporated feedback from the market.
Commitment The individual(s) or team has/have or plans to actively contribute resources to support this effort and demonstrates a real commitment to moving forward with their venture.
Team The individual(s) or team has/have the skills (or show strong potential to gain the skills required) to be successful in developing the company and commercializing the technology/service and the ability to identify, manage, and overcome risks associated with their venture.

QUESTIONS ABOUT S4?

Email Us at S4@rfsuny.org

Let’s jump into our fifth session!

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Mastering Startup Agreements & Exit Strategies

Richard E. Honen, Esq.

Phillips Lytle LLP

June 23, 2026

Choice of Entity

Need to form a legal entity (usually a corporation or limited liability company) to hold the IP and to make it easy to divide ownership.

- LLC's and corporations fulfill many of the same needs
- Venture capital investors often prefer corporations
- Delaware being challenged by other states

Confidentiality and Assignment of Work

Written agreements between the Company and third parties which address:

- Confidentiality (NDA)
- Assignment of IP (Work for Hire)
- Independent Contractor Agreements

Founders Agreements

A written agreement between the Founders and the Company which addresses:

- Confidentiality; Non-competition
- Assignment of IP
- Stock ownership and vesting issues

License and Commercialization Agreements

- An agreement with the owner of the technology, often the RF or a college or university
- Standard license terms and benchmarks
- Important to work with your tech transfer office to determine realistic benchmarks

Joint Development Agreements

- When two or more parties agree to share resources to develop something together
- Parties own their existing IP, and generally share the results of the collaboration in some way
- Usually highly technical

Early Stage Investments –Equity

- Investor is buying a piece of the company
- The valuation issue
- Costs

Early Stage Investments – Convertible Notes and SAFES

- An advance of money that converts into ownership
- Delays the valuation issue until data points are more visible
- Investor is not yet an owner
- Much lower costs

Exits and Sale Transactions

- Why it's called M&A
- Strategic vs. Financial Buyers
- Corporate clean-up
- The process
- Rollovers

Questions?

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THANK YOU

Please answer the Zoom poll question

Recording will be sent within 24 hours

Don't forget to connect with us on [LinkedIn]

Reach out with any questions, issues or ideas

SEE YOU NEXT WEEK FOR

Team Chemistry - Leveling Up Your Company