



SUNY STARTUP **SUMMER SCHOOL**

Week 7





Strategies for Unstoppable Success



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!

S4 Leaderboard

 Leaderboard Top 21				 Leaderboard By Campus		
						
	First Name	Last Name	Points	#	Campus	Points
1	Biswas	Rijal	20	1	University at Buffalo	227
2	Junaid	Zubairi	19	2	Binghamton University	179
3	Bahram	Salehi	18	3	Stony Brook	106
4	Aiman	Yaseen	16	4	University at Albany	88
5	Josh	Chen	16	5	SUNY Fredonia	25
6	Weiyang	Dai	16	6	ESF	23
7	Gurtej	Singh	15	7	SUNY Empire State College	23
8	Janet	Paluh	15	8	Upstate Medical University	23
9	Lauren	Feist	15	9	SUNY Poly	11
10	Ridham	Varsani	15	10	SUNY College of Optometry	7
11	Rommel	Trotman	15	11	SUNY Oswego	5
12	Ahmed	Alajlouni	13	12	SUNY New Paltz	5
13	Snehal	Tomar	13	13	NY-Creates	5
14	Qingxiao	Zheng	12	14	SUNY Old Westbury	4
15	Tsogt Erdene	Jamiyansuren	12	15	Downstate Health Sciences Univ	4
16	Yousef	Taghizadeh Ghaleh Jough	12	16	SUNY Brockport	2
17	Albert	Cowie	11	17	UCAWD/SUNY ATTAIN	2
18	Chen	Lin	11	18	SUNY Oneonta	1
19	Emily	Carroll	11	19	Buffalo State, SUNY	1
20	Fang	Luo	10	20	Mohawk Valley Community Colle	1
21	Fraser	Sim	10	21	Monroe Community College, SU	0



Questions about S4?



Email us at S4@rfsuny.org



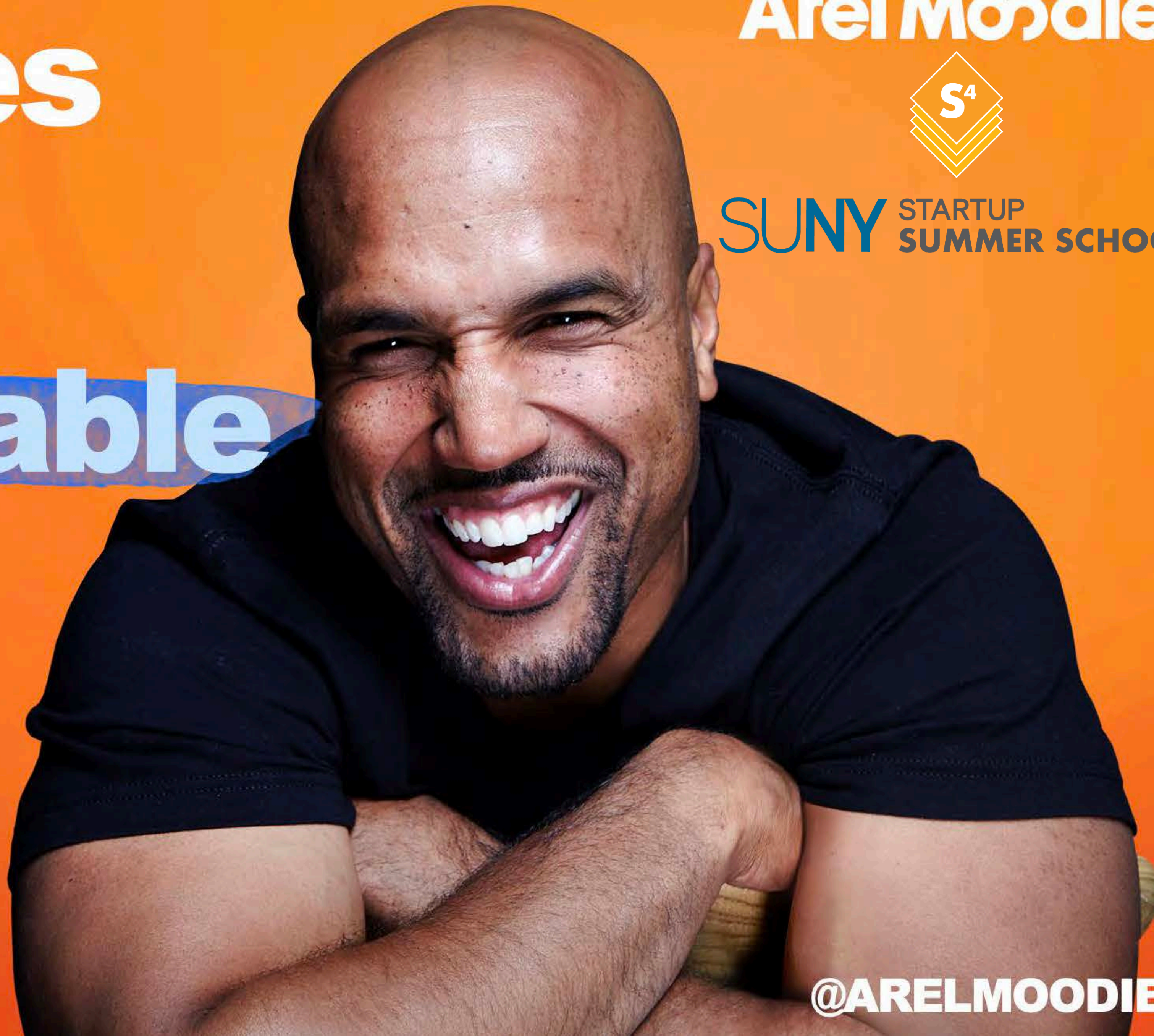
Let's jump into our session on Strategies for
Unstoppable Success!

Strategies for Unstoppable Success

Arel Moodie

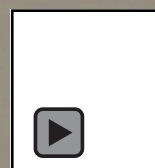


SUNY STARTUP
SUMMER SCHOOL



@ARELMOODIE

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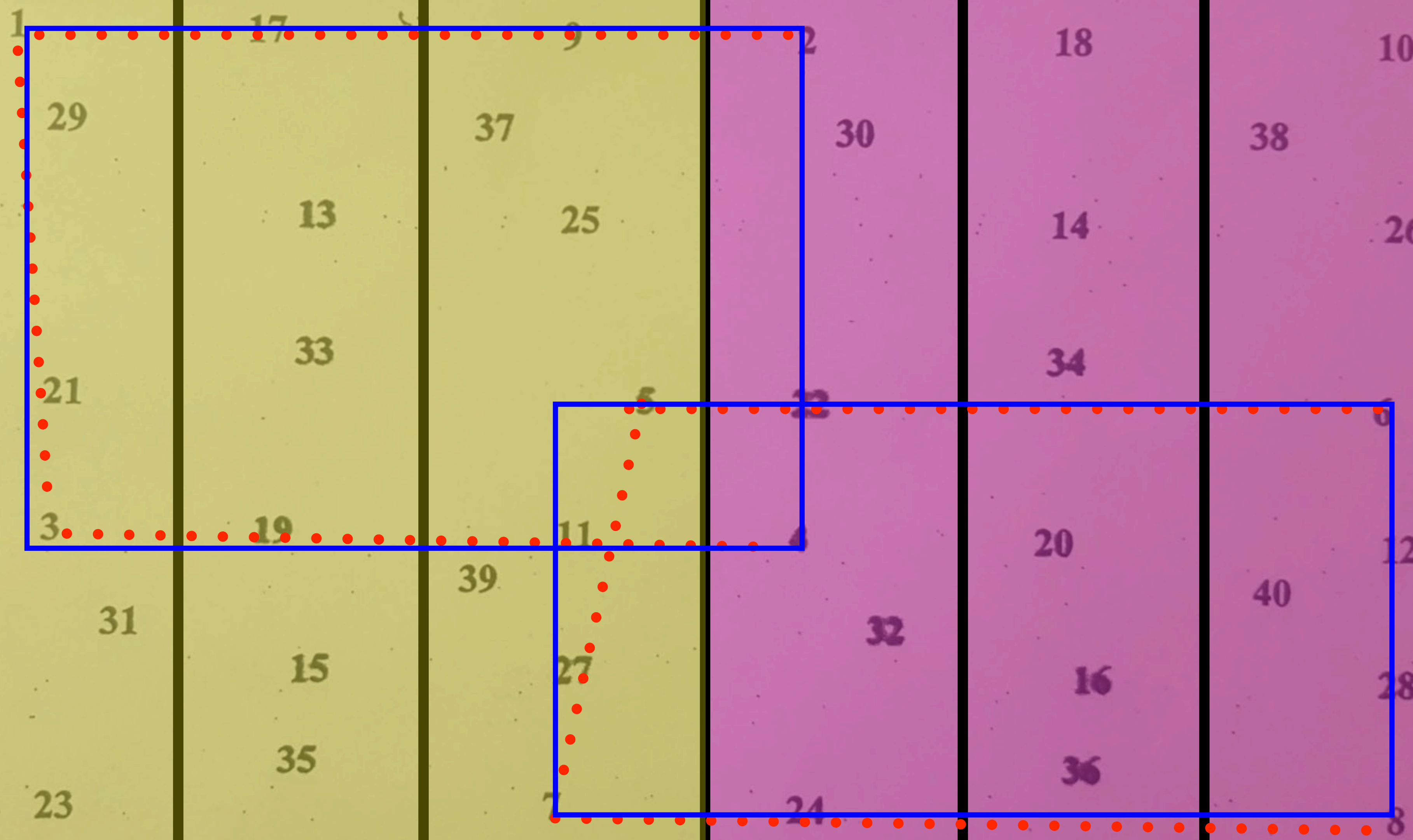
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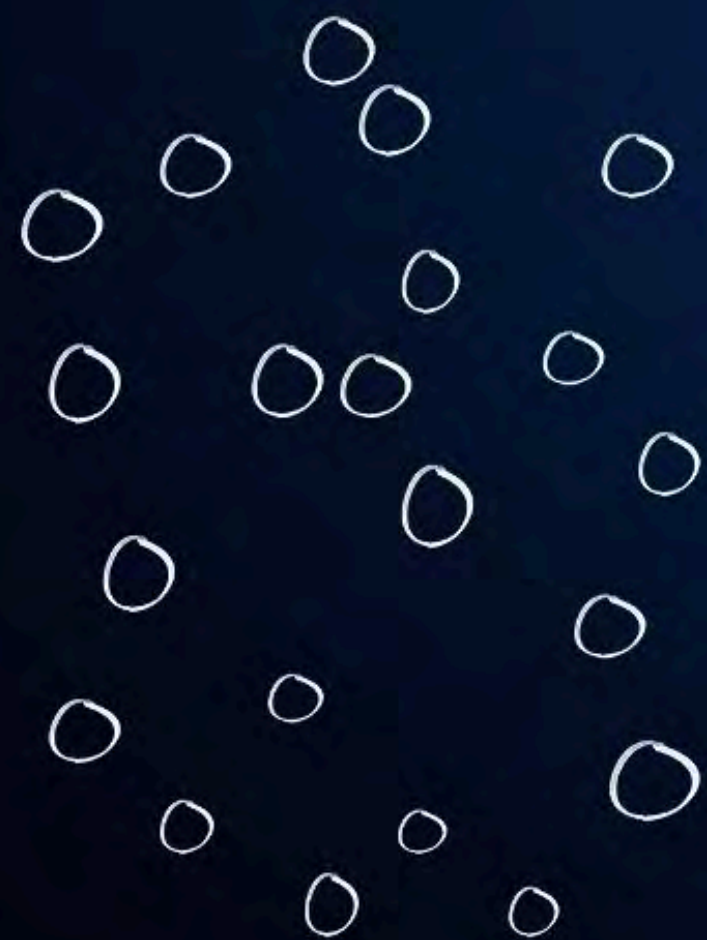
EVEN



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Data



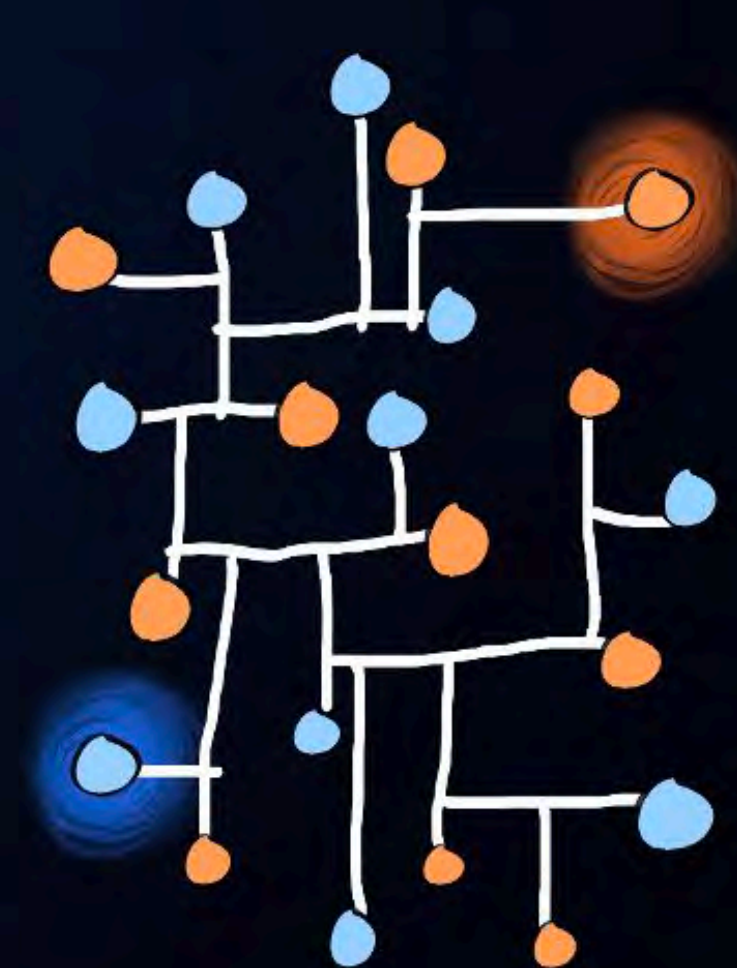
Information



Knowledge



Insight



Wisdom





My Childhood Bedroom

Named Top 5 Exemplary Student out of 16,000

INSIDE BINGHAMTON UNIVERSITY

Naming the Exemplary Student



Arel Moodie

Arel Moodie is a senior philosophy, politics, and law major, and soon will add a concentration in business, which he hopes to use in pursuing his dream of becoming an entrepreneur. Moodie is a proud brother of La Unidad Latin Lambda Upsilon Lambda Fraternity INC. He has served as president and is currently the

public relations chair of the Binghamton Association for Mixed Students (BAMS). In addition, Moodie has been the president of the Latino Greek Council (LGC), was a chartered member of Student In Free Enterprise (SIFE) and a chartered brother of Chi Alpha Epsilon Nation Honor Society (XAE). He is a member of the Black Dance





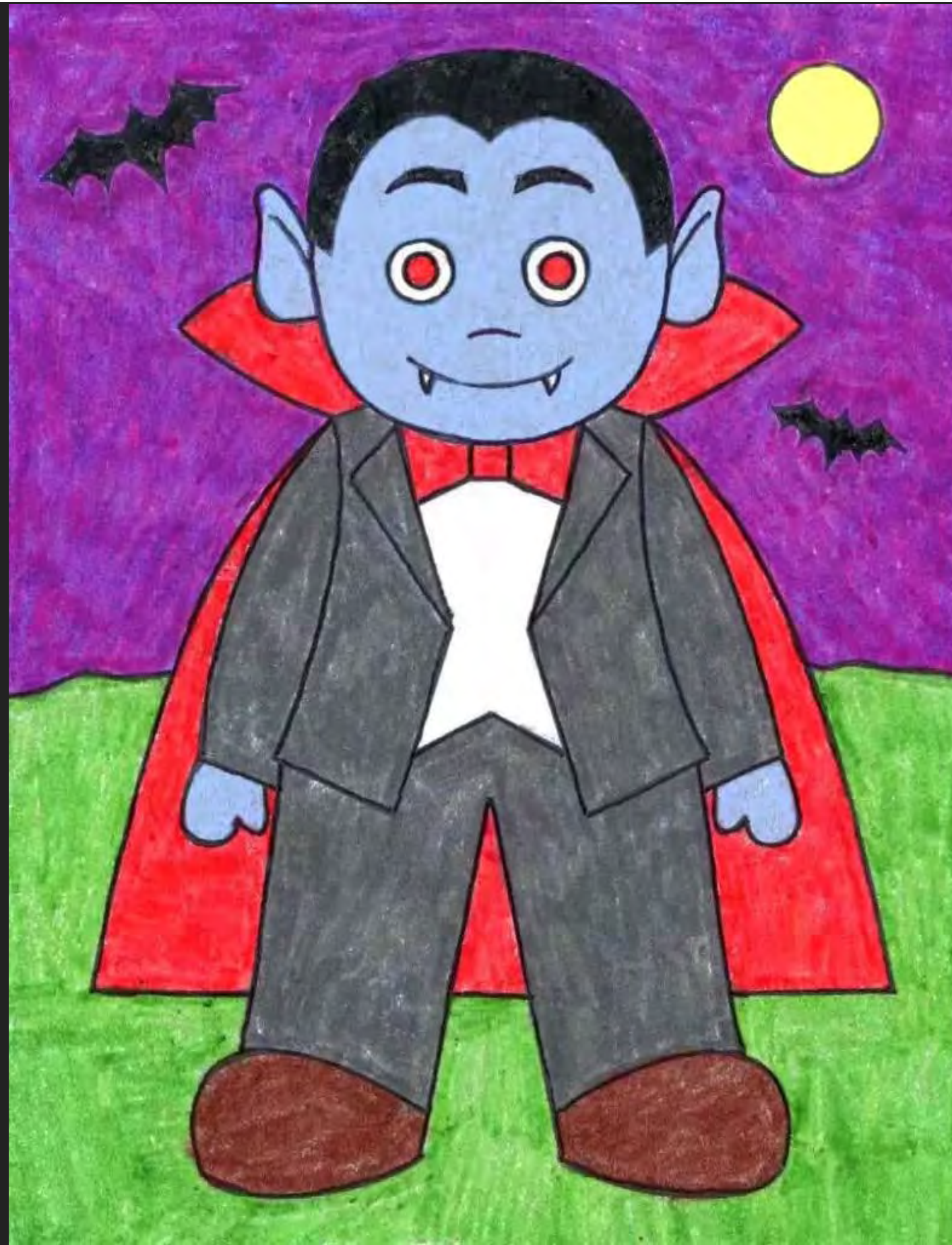
**"If you change
the way you look
at things, the
things you look
at change."**

-Dr. Wayne Dyer



Vampires suck your blood for Vitamin D
because they can't go out in the sun themselves.

You ever think about that?
No. You only think about yourself.





**“PROBLEM IS YOU
LOVE THE MONEY AND
USE THE PEOPLE...”**

**“INSTEAD YOU SHOULD
LOVE THE PEOPLE AND USE
THE MONEY”**

- MYRON GOLDEN

WHAT PART DO YOU
HATE ABOUT
SELLING YOURSELF?



**CONVINCING SOMEONE
THEY NEED IT, RIGHT?**



REAL SALES IS ABOUT
HELPING PEOPLE





HELPING PEOPLE IS
THE **OPPOSITE** OF
CONVINCING PEOPLE





CONVINCING = TRYING TO
GET SOMEONE TO DO
SOMETHING FOR MY
REASONS



CONVINCING IS
YUCKY FOR
EVERYONE





**SELLING IS HELPING
PEOPLE MAKE A DECISION
THEY ALREADY WANT TO
MAKE FOR
*THEIR OWN DESIRES***

FIXED MINDSET



GROWTH MINDSET



**READY TO HELP MORE
PEOPLE?**





Painkillers



Vitamins



Vitamins

THE BURDEN IS ON YOU TO
INTERRUPT THE CUSTOMER
AND TRIGGER THEM TO BUY
YOUR THING.



Painkillers

**WHEN CUSTOMERS ARE IN
PAIN, THEY SEEK YOU OUT,
MAKING YOU A MUST-HAVE.**



Painkillers

**PAIN KILLER BUSINESSES HAVE
A “TRIGGERING EVENT”**



A landscape with two diverging paths. The path on the left leads towards a dark, stormy sky with lightning, while the path on the right leads towards a bright, sunny sky with a rainbow. The paths are made of gravel and dirt, and the surrounding area is covered in green grass and bushes.

HELL

HEAVEN



DESCRIBE THE HELL





DESCRIBE THE HEAVEN



A vibrant portrait of a woman with a large, dark, curly afro hairstyle. She is smiling broadly, showing her teeth. She wears light-colored, rectangular sunglasses with dark lenses. Her accessories include a nose ring, a lip ring, and large, thin hoop earrings. She is wearing a bright yellow, long-sleeved crewneck sweater. The background is a solid, textured blue wall. The lighting is bright and even, casting a soft shadow of her head and shoulders onto the wall behind her to the right.

TEST YOUR ASSUMPTIONS



TALK TO IDEAL CUSTOMERS

ASK FOR MONEY
AND GET ADVICE

ASK FOR ADVICE
AND GET MONEY

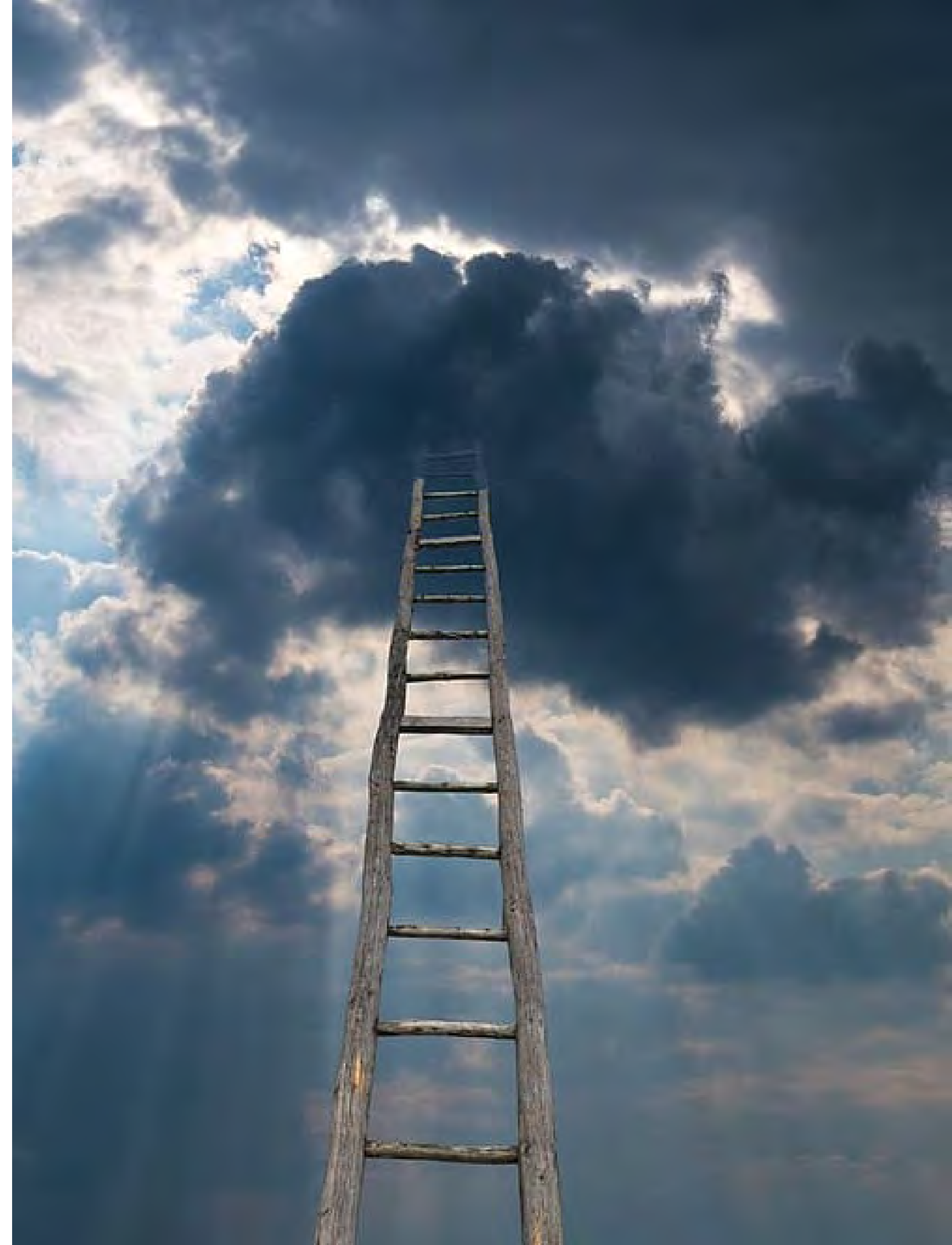
**HOW DO YOU
CURRENTLY SOLVE
FOR X?**



**IF YOU WERE SPEAKING
EXTREMELY CANDIDLY
WITH ME, WHAT
FRUSTRATES YOU THE
ABSOLUTE MOST ABOUT
X?**



**DESCRIBE TO ME, IN
YOUR OWN WORDS
WHAT WOULD A
PERFECT SITUATION
LOOKS LIKE FOR YOU
REGARDING X?**





WRITE DOWN HEAVEN/HELL VERBATIM IN THEIR WORDS

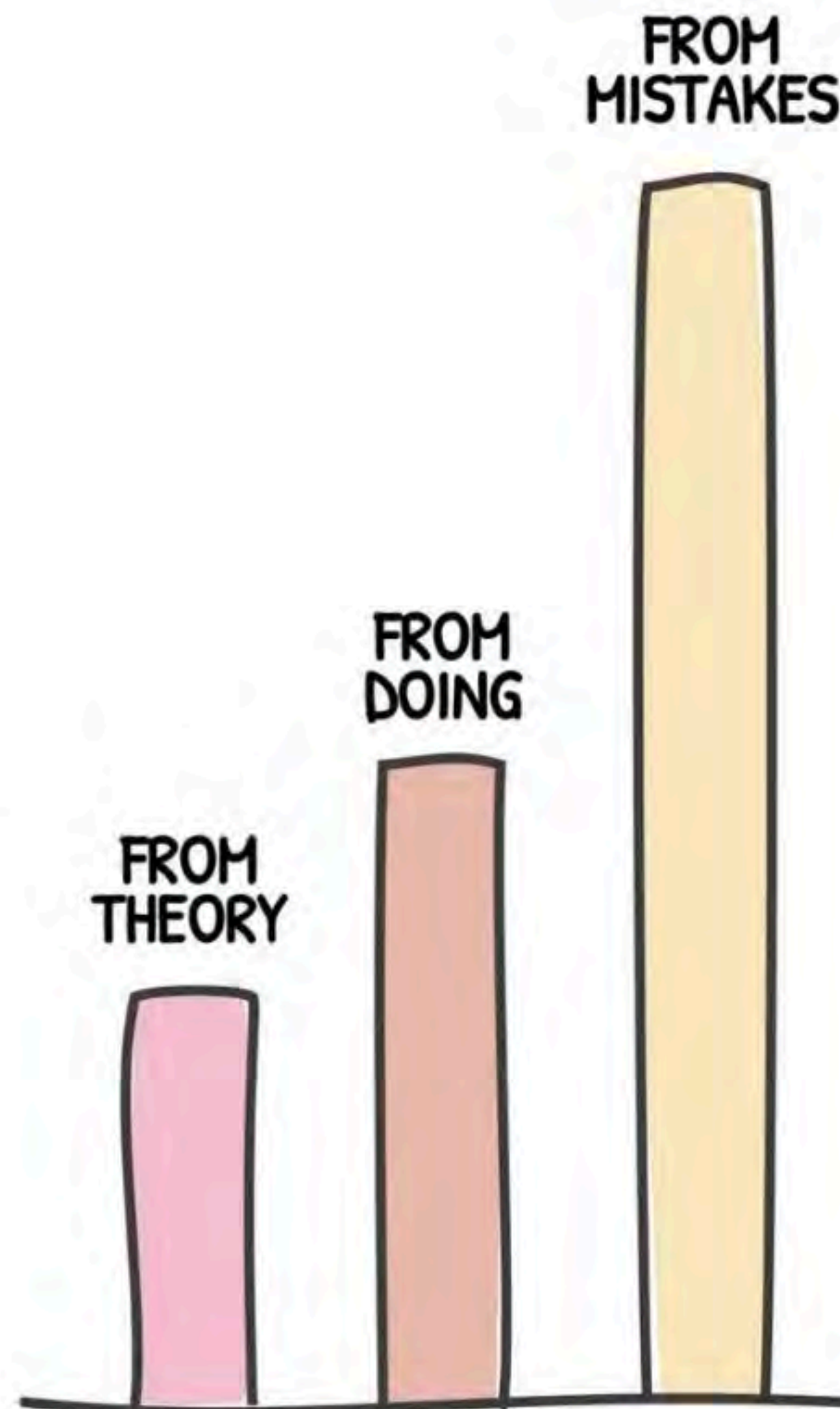




**TALK TO OTHER POTENTIAL
CLIENTS WITH THIS NEW
LANGUAGE AND SEE IF YOU
GET “BUYING SIGNALS”**



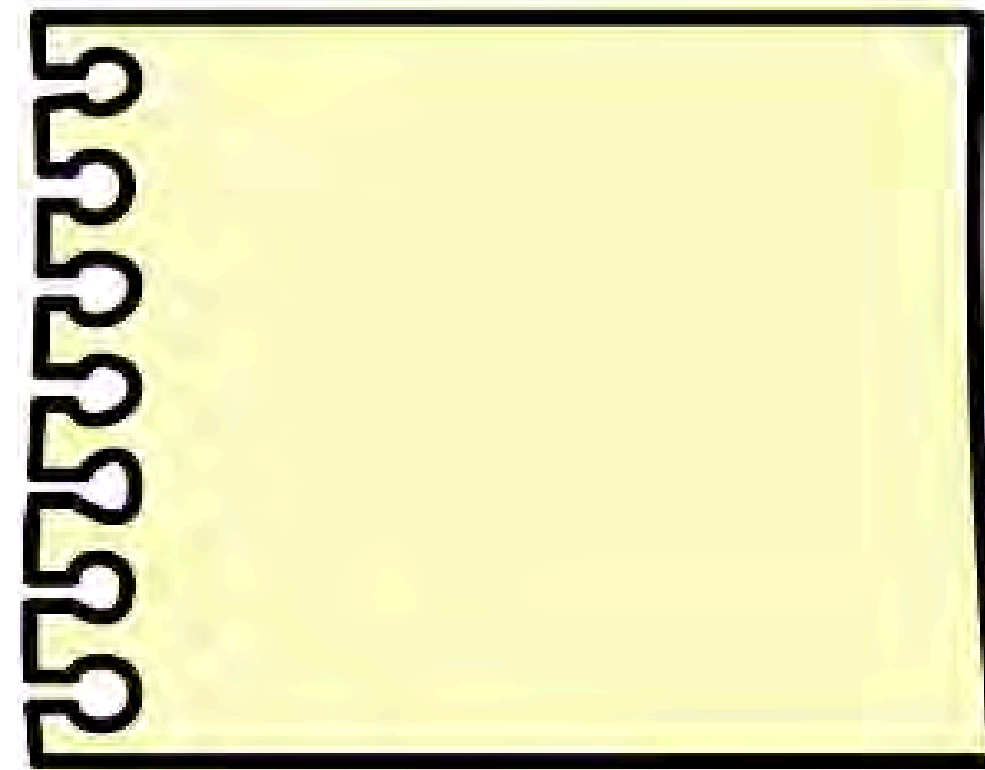
HOW MUCH YOU LEARN



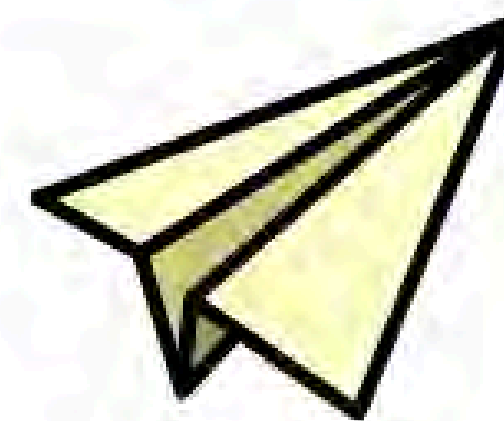
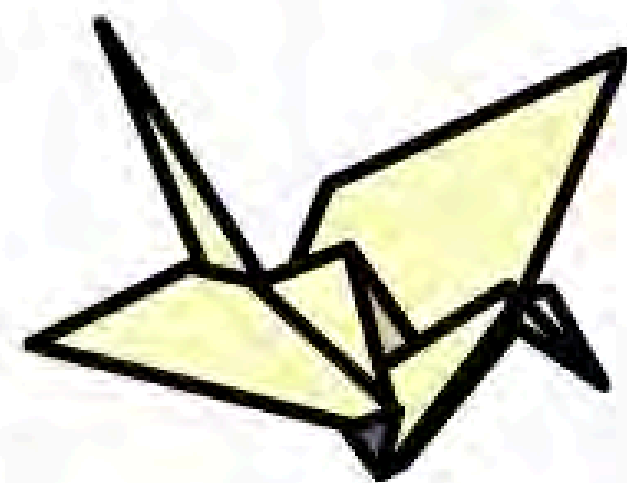


EXPERIMENT UNTIL YOU MAKE IT

RESOURCE AND RESOURCEFULNESS

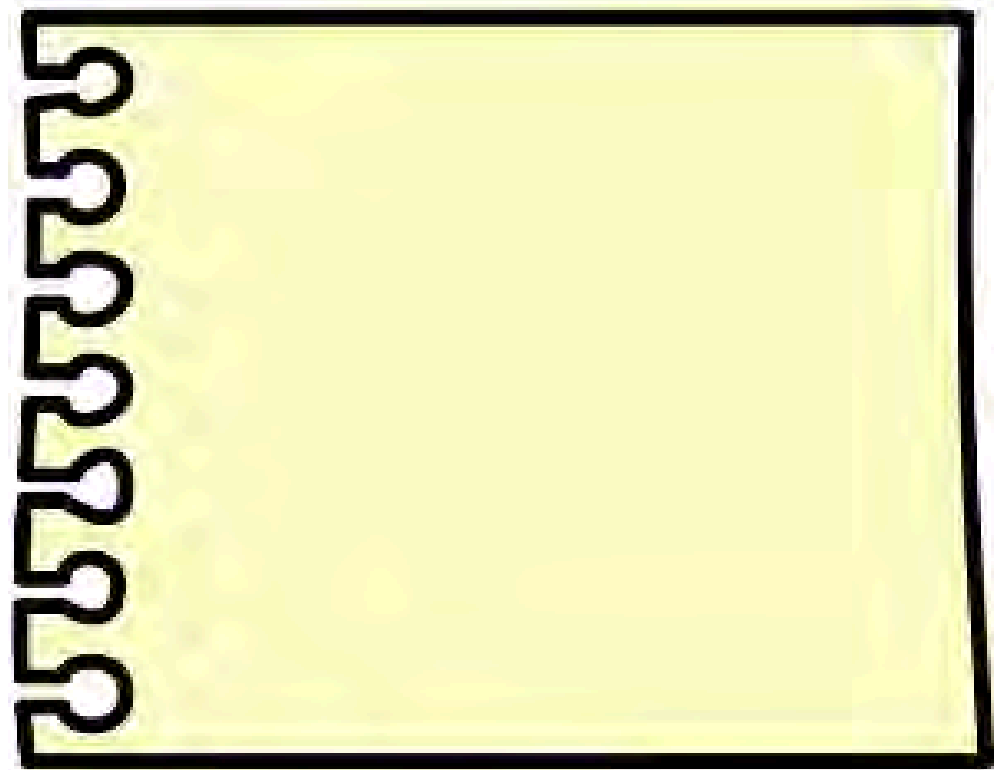


RESOURCE

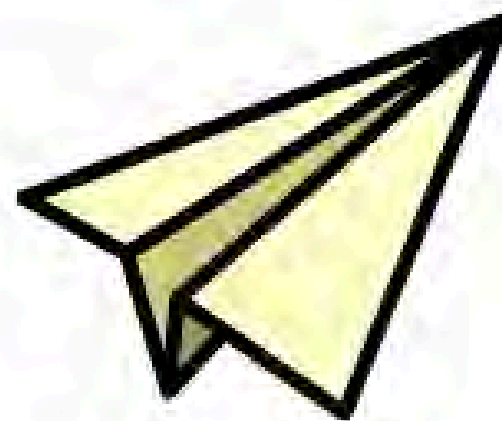
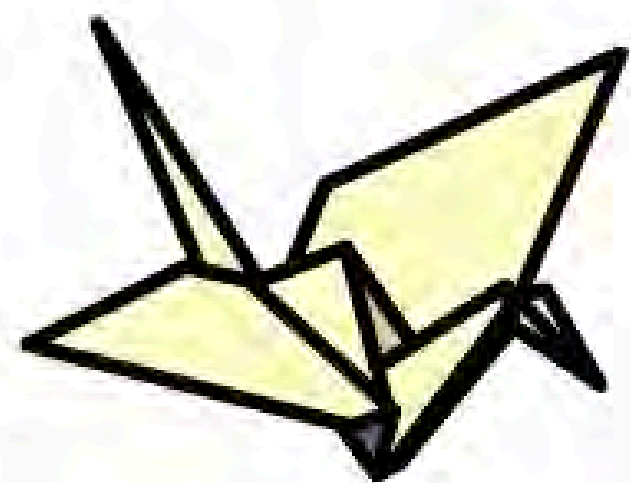


RESOURCEFULNESS

RESOURCE AND RESOURCEFULNESS



RESOURCE



RESOURCEFULNESS

Connect with Us on SUNY Tech to Market Programs

- **Get Expert Mentorship:** Work one-on-one with SUNY Venture Advisors—a team of experienced entrepreneurs-in-residence, startup founders, and business executives who provide hands-on coaching to SUNY-affiliated innovators and startups.
- **Pitch for Funding:** Apply by July 11th to compete in Demo Day on July 30th, where \$100,000 in non-dilutive funding is up for grabs for high-potential teams.
- **Strengthen Your Grant Proposals:** Through SUNY Startup Grant Works, we help connect you with curated proposal development support to write strong, fundable grants. Our goal? Help you secure non-dilutive funding, de-risk your technology, validate markets, and build strong teams.
- **Let's Talk:** Not sure where to start? Reach out to us at s4@rfsuny.org and we'll help you figure out how to make the most of these resources.



Give feedback to Arel

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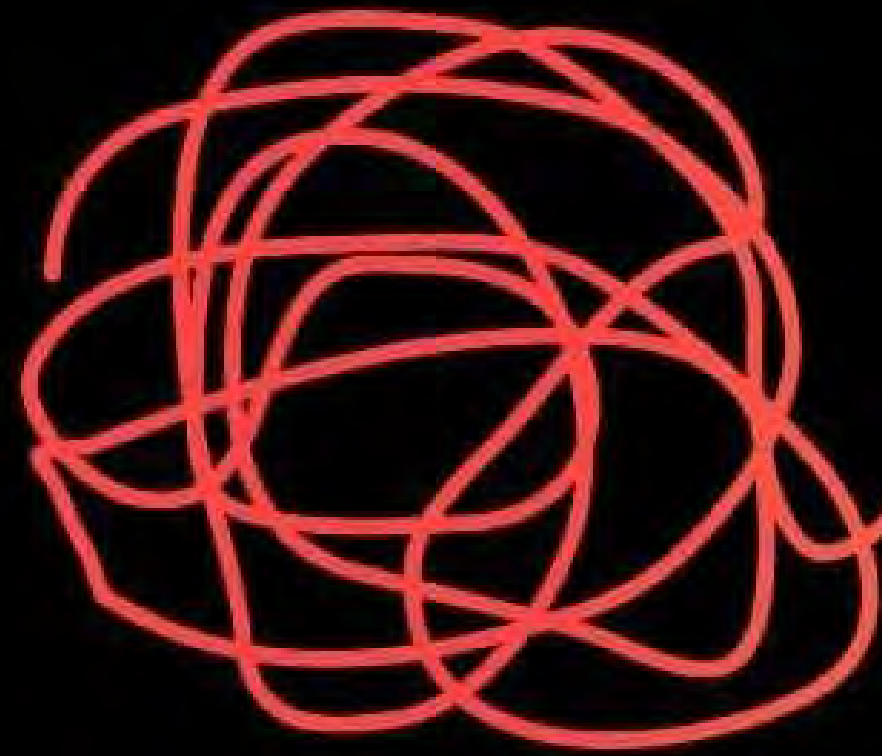


or go to talk.ac/arel

2. Enter this code on the screen

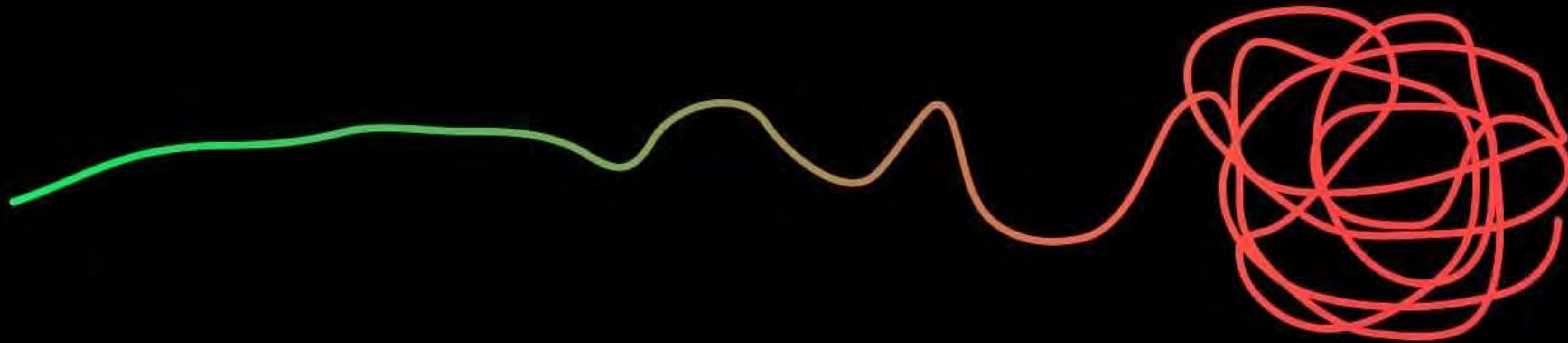


Hard
choices



Easy
Life

Easy
choices



Hard
Life

@ARELMOODIE