

WELCOME

CLASS OF 2026

Strategies for Unstoppable Success with Arel Moodie

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
✓	Jun 30, 2026	Team Chemistry – Leveling Up Your Company	Doug Benel, SUNY RF Ana-Maria Galeano, Galeano Law Firm
📌	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

- **June 30–July 10:** Apply to pitch at Demo Day. Link will be included in the follow-up materials.
Deadline to apply: Friday, July 10th.
- **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.



LEADERBOARD

 Leaderboard			
#	First Name	Last Name	Points
1	Ilya	Deadoff	20
2	Karlheinz	Strobl	18
2	Patrick	Oduro	18
4	Batuhan	Erkat Cohen	17
4	Margarita L.	Dubocovich	17
4	Mehdi	Ghayoumi	17
4	Uttam	Singiseti	17
8	Adan	Gomez	16
8	Hayford	Perry Fordson	16
8	Jason	Tepper	16
11	Aishwari	Talhan	14
11	Eric	Mountain	14
11	Huiyuan	Guo	14
14	Richard	Chan	13
14	Chong	Cheng	13
14	Dinesh	Venugopal	13
14	Erica	Sharpe	13
14	John	Fetse	13
19	Aaron	Glass	12
19	Alicia	Smith	12
19	Daniel	Noon	12
19	Sarah	Chamberlain	12
19	Tatsat Rajendra	Patel	12

 Leaderboard By Campus		
#	Campus	Points
1	University at Buffalo, SUNY	338
2	Binghamton University, SUNY	177
3	Stony Brook University	112
4	University at Albany, SUNY	93
5	Upstate Medical University	74
6	SUNY College of Optometry	44
7	SUNY College of Environmental Science and Forestry	43
8	SUNY Oswego	22
9	SUNY Empire State College	18
10	SUNY Canton	17
11	New York State College of Human Ecology at Cornell University	16
12	Buffalo State, SUNY	15
13	Monroe Community College, SUNY	12
14	Farmingdale State College, SUNY	9
15	SUNY Brockport	7
16	SUNY Cortland	6
16	UCAWD/SUNY ATTAIN	6
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 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.



QUESTIONS ABOUT

Email Us at S4@rfsuny.org

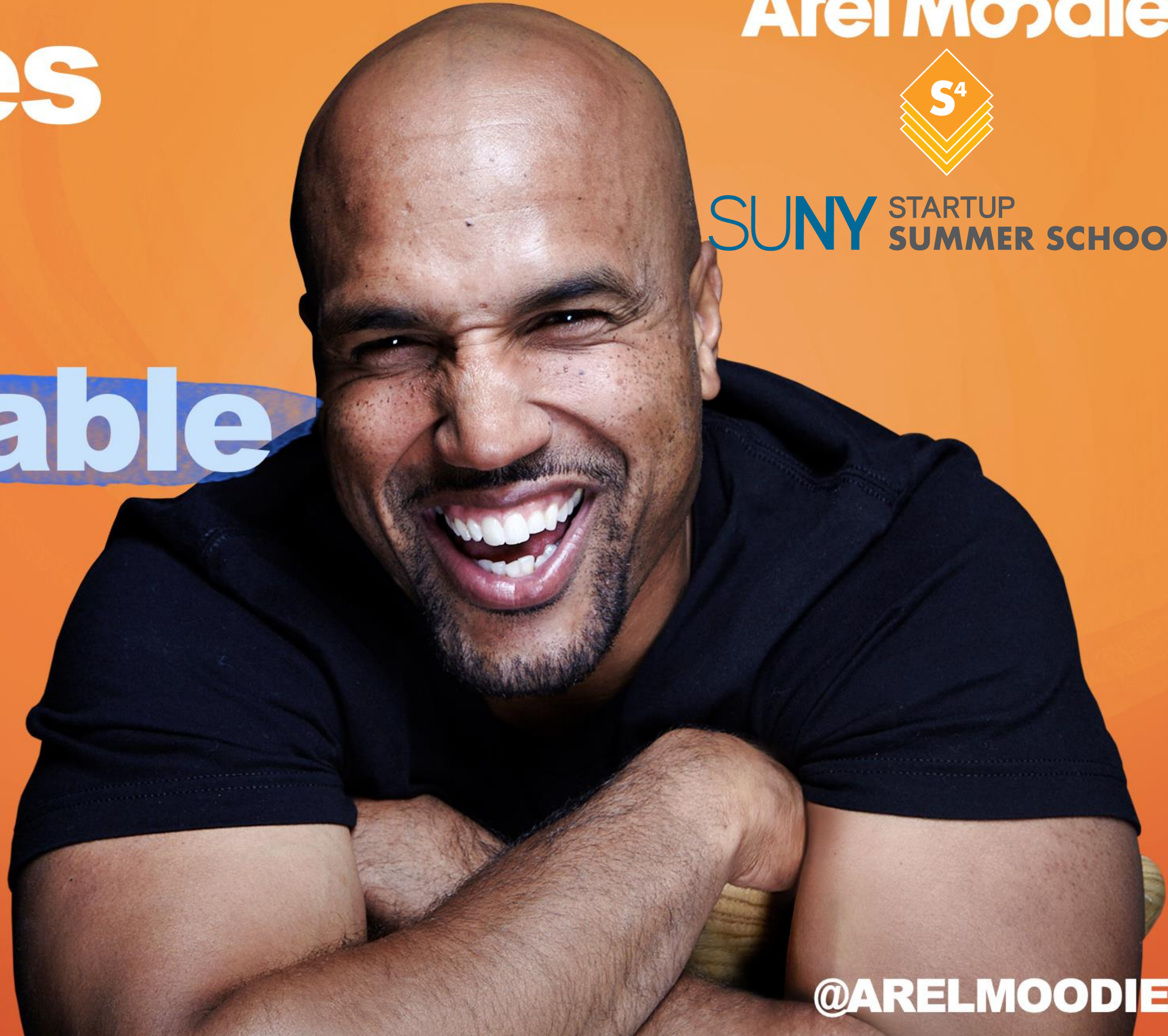
Let's jump into our seventh session!

Strategies for Unstoppable Success

Arel Moodie

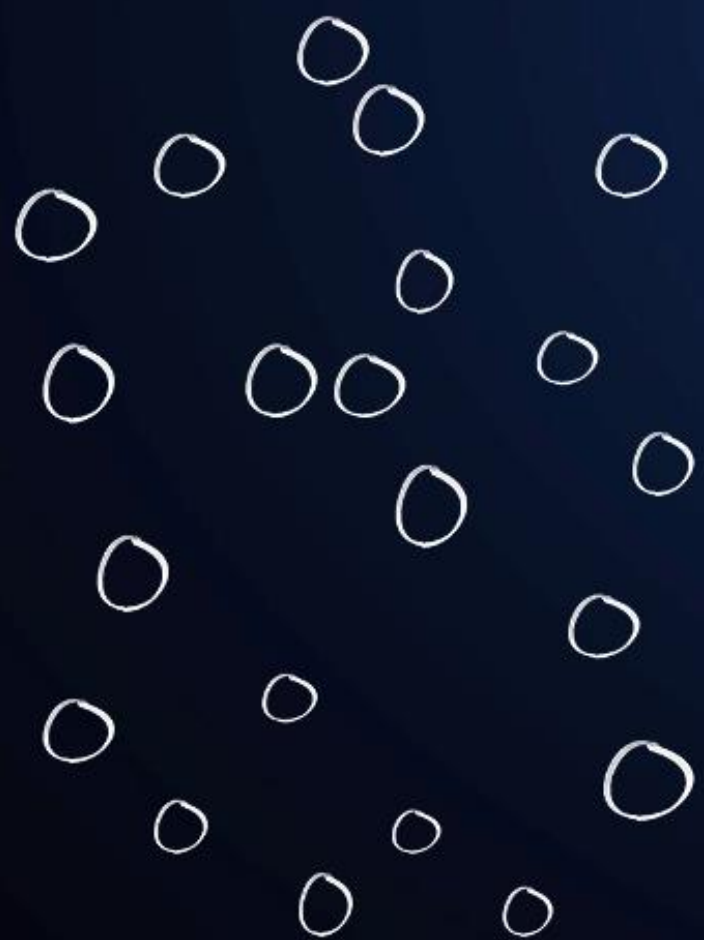


SUNY STARTUP
SUMMER SCHOOL



@ARELMOODIE

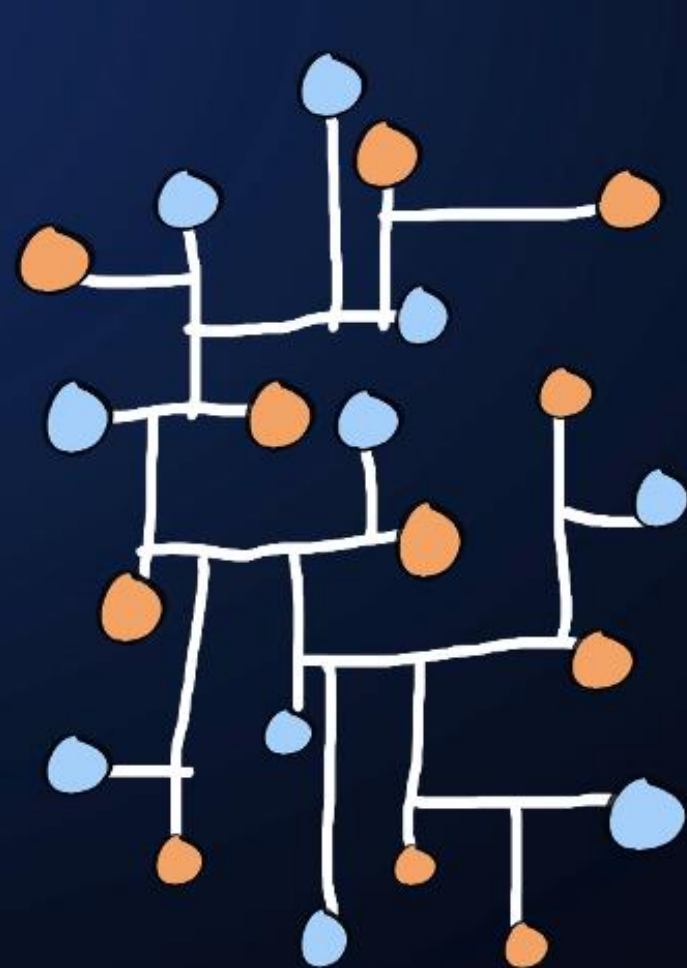
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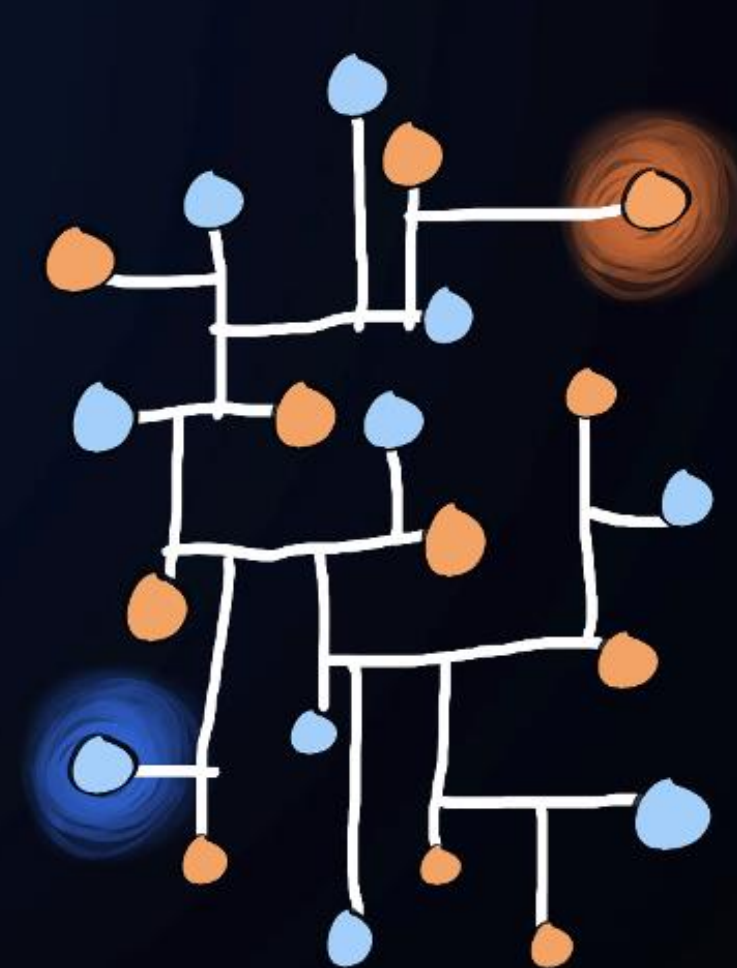
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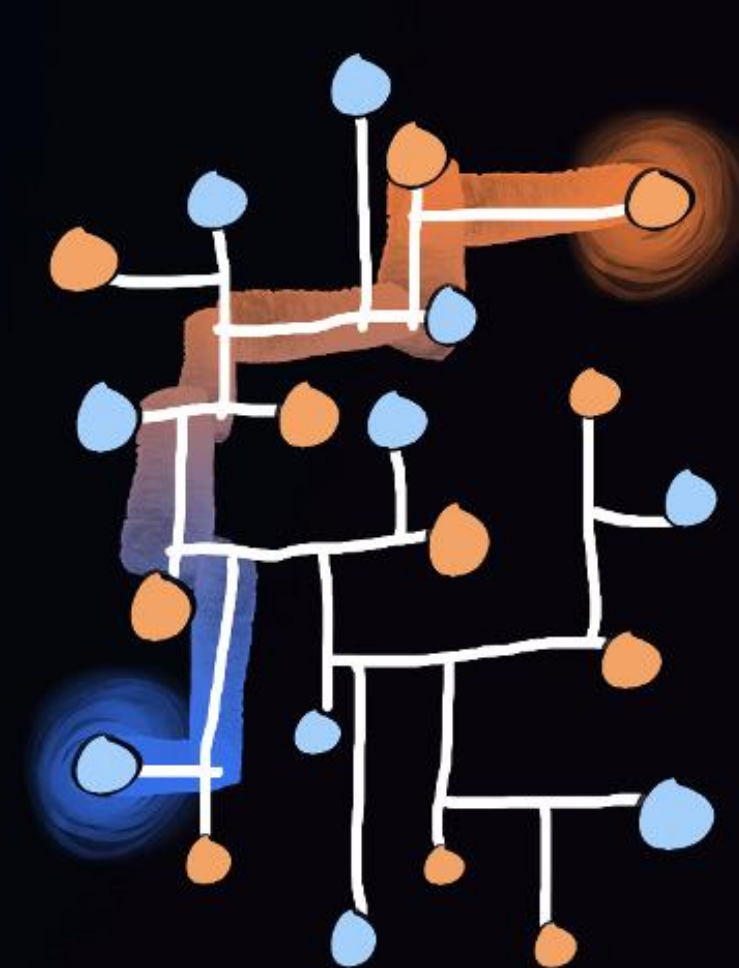
Knowledge



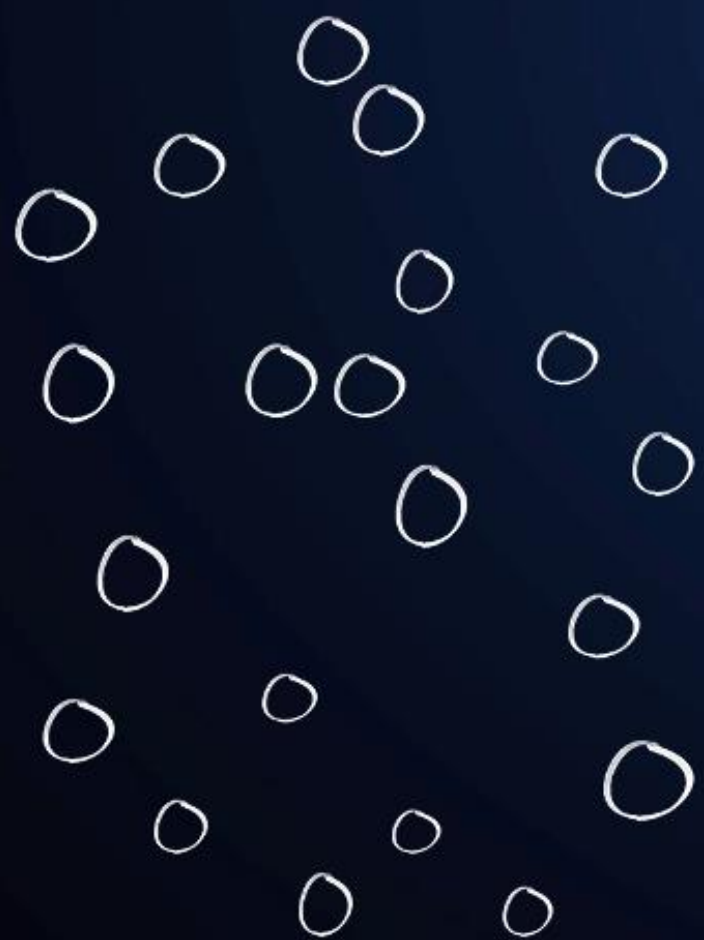
Insight



Wisdom



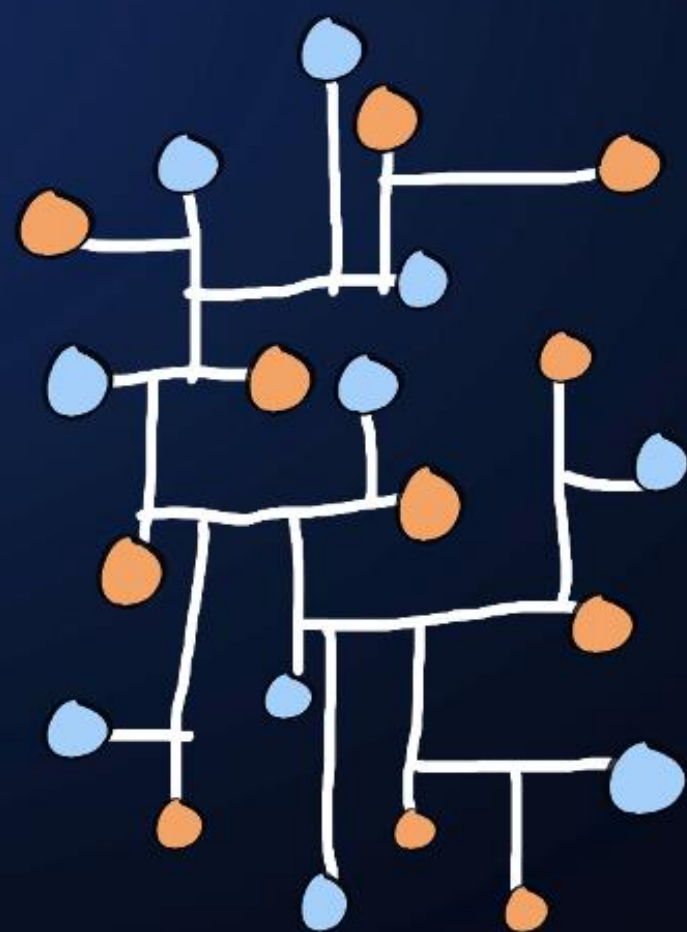
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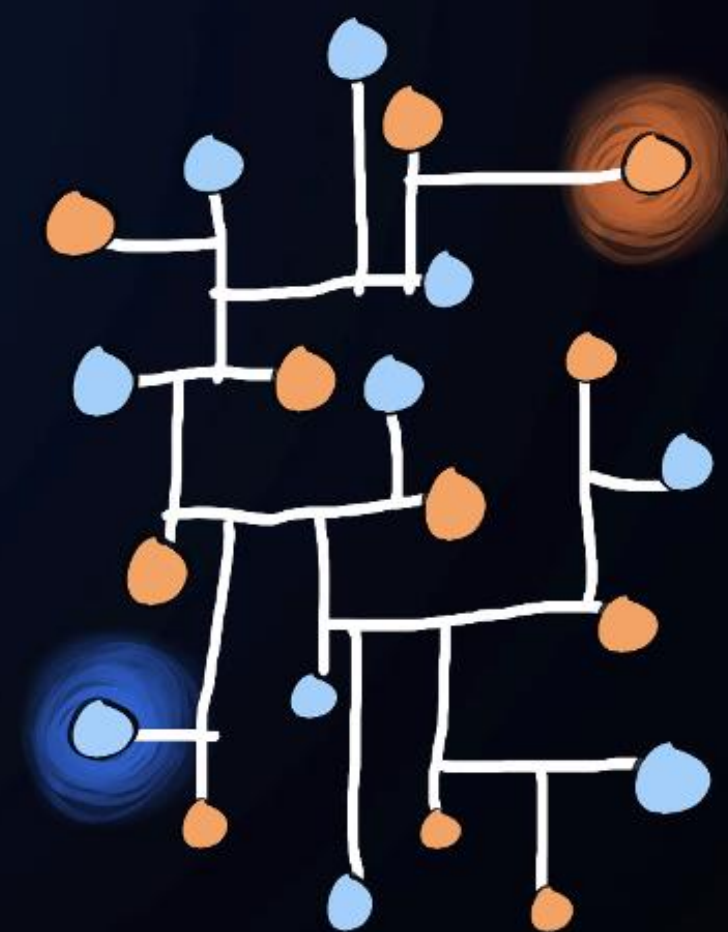
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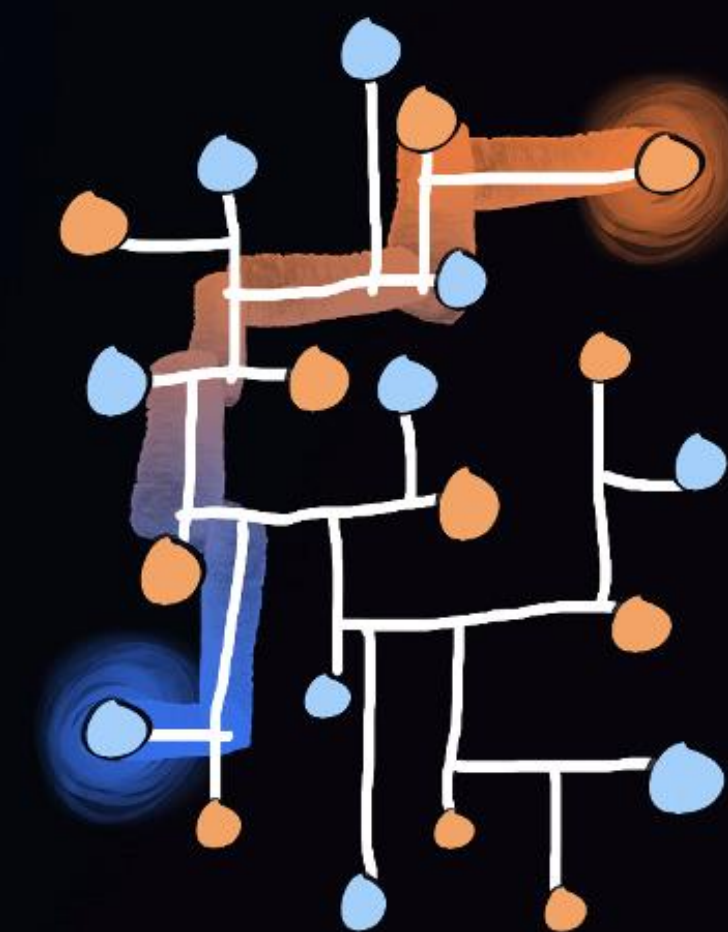
Knowledge



Insight



Wisdom







That's Me

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







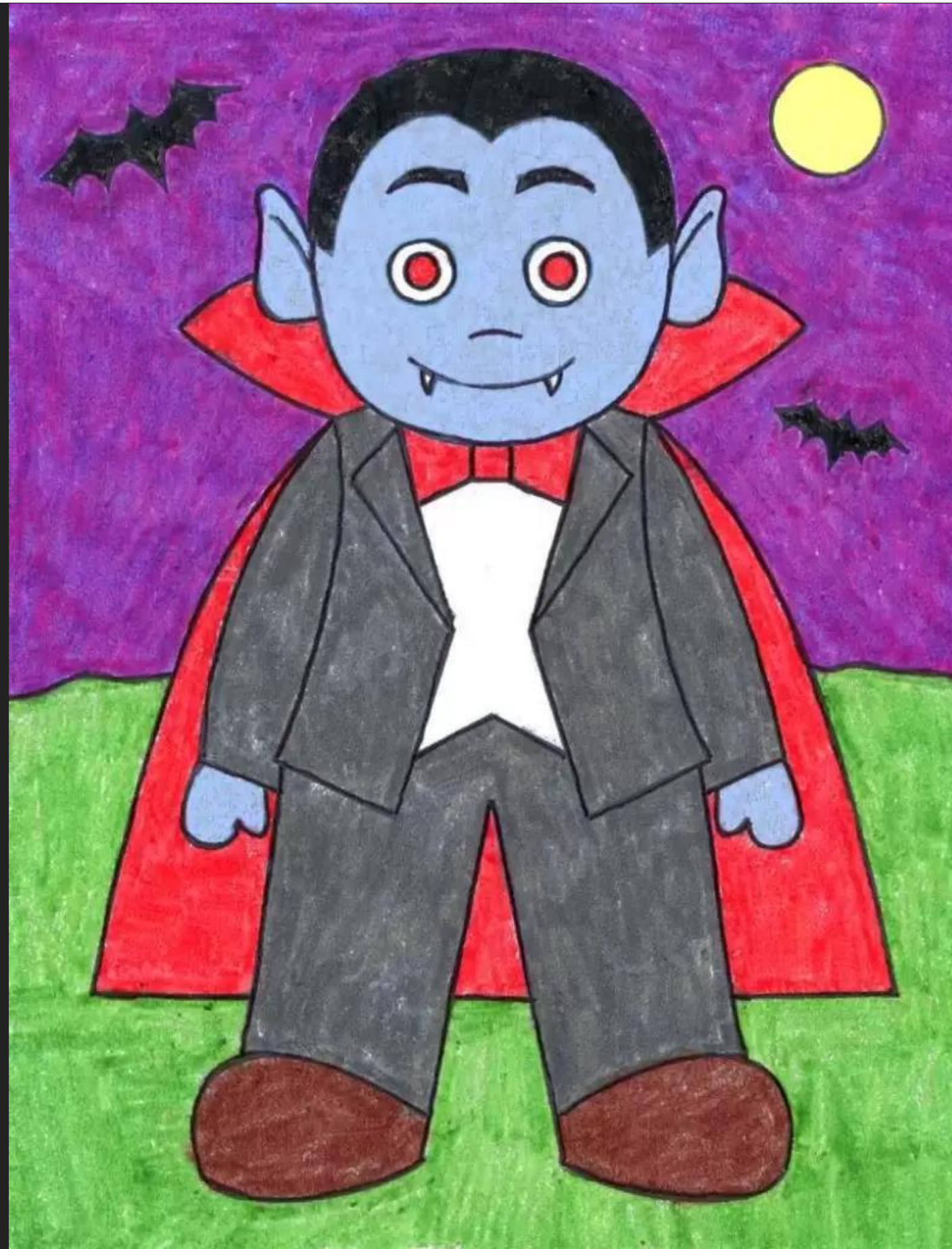
**"If you change
the way you look
at things, the
things you look
at change."**

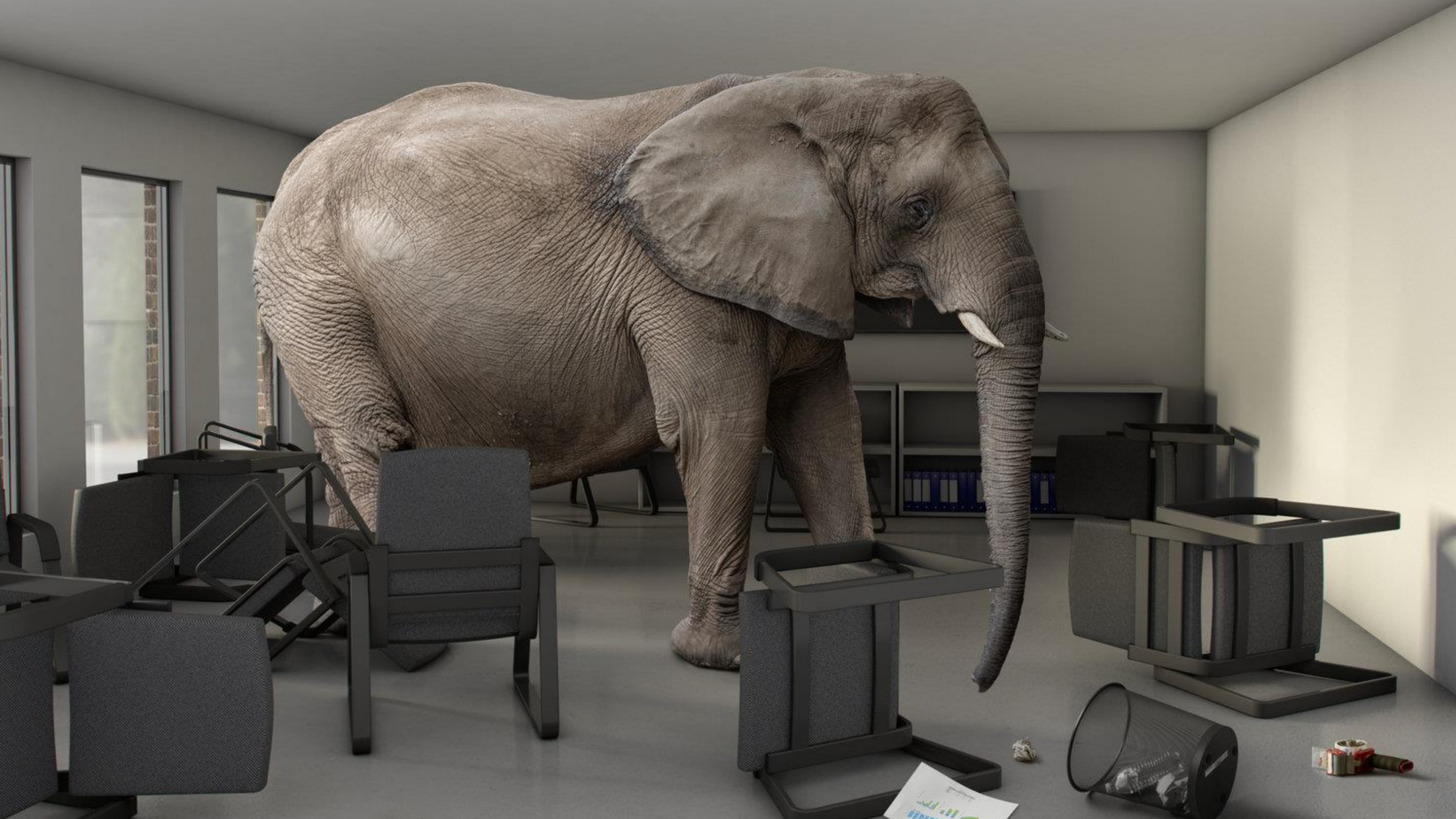
-Dr. Wayne Dyer



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



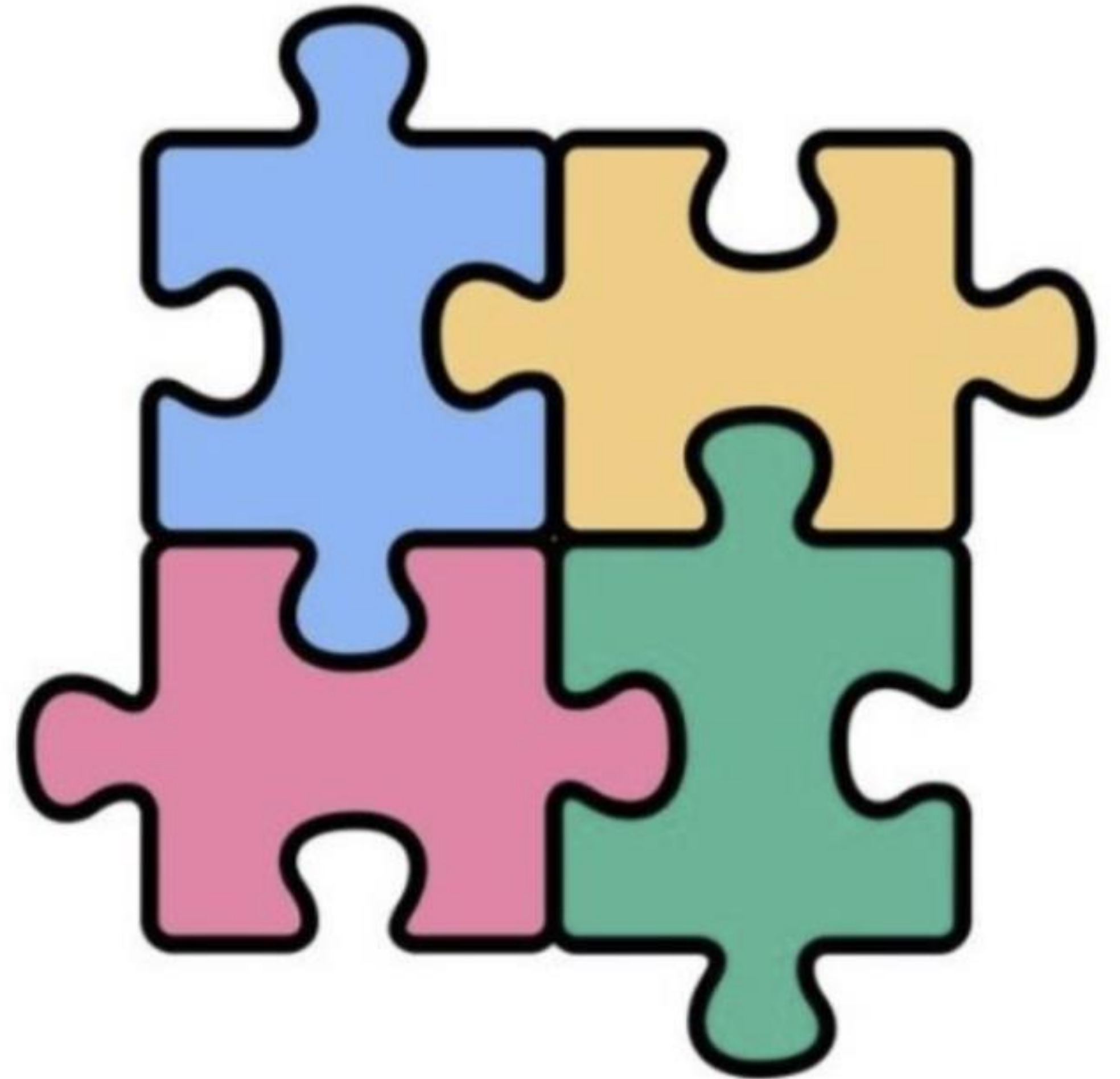


**SELLING IS HELPING
PEOPLE MAKE A DECISION
THEY ALREADY WANT TO
MAKE FOR
*THEIR OWN DESIRES***

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, curly afro hairstyle. She is wearing a bright yellow crewneck sweater, white-rimmed sunglasses, and large gold hoop earrings. She has a nose ring and a lip ring, and she is smiling broadly, showing her teeth. The background is a solid, textured teal color. The lighting is bright, 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

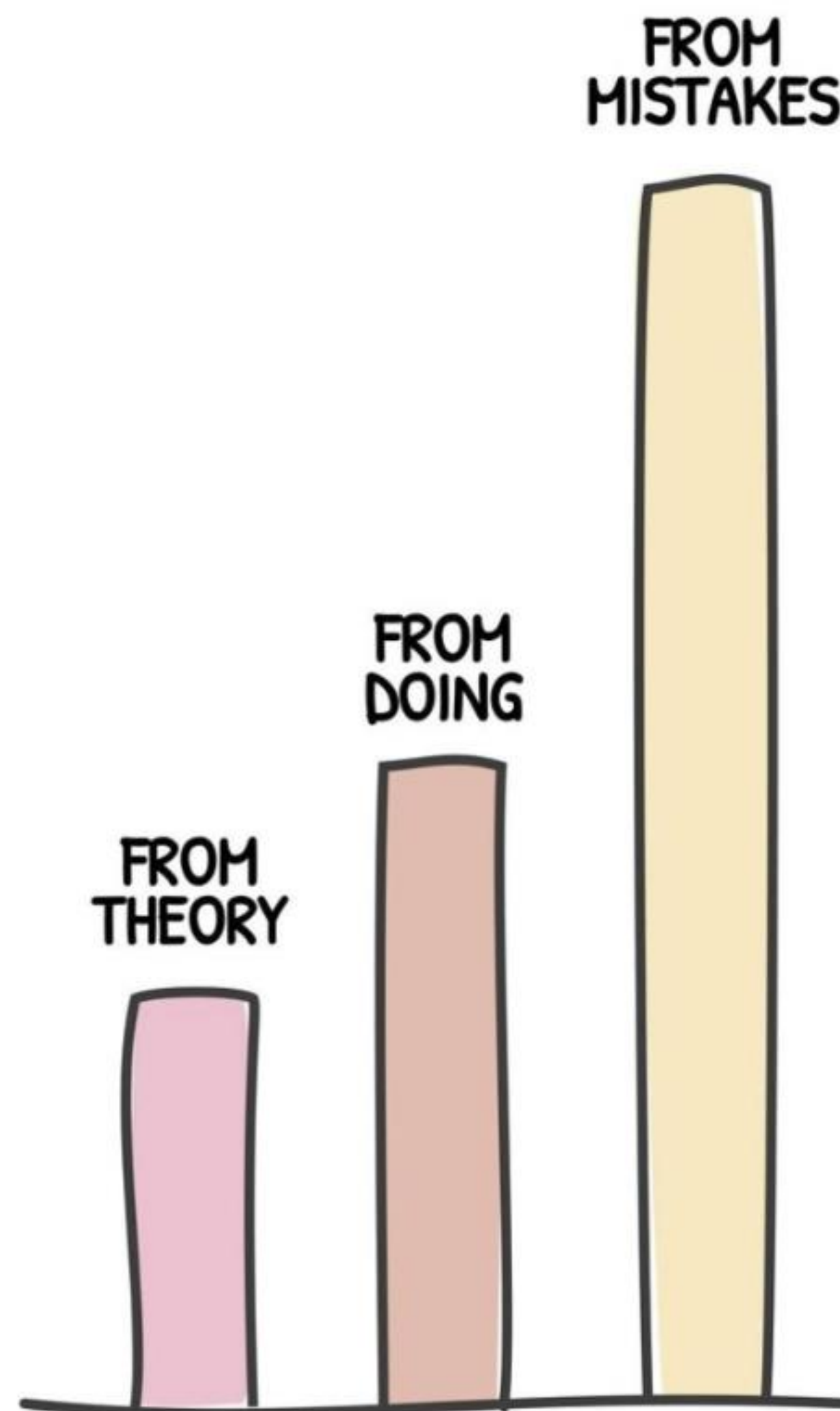




**TALK TO OTHER POTENTIAL
CLIENTS WITH THIS NEW
LANGUAGE AND SEE IF YOU
GET “BUYING SIGNALS”**



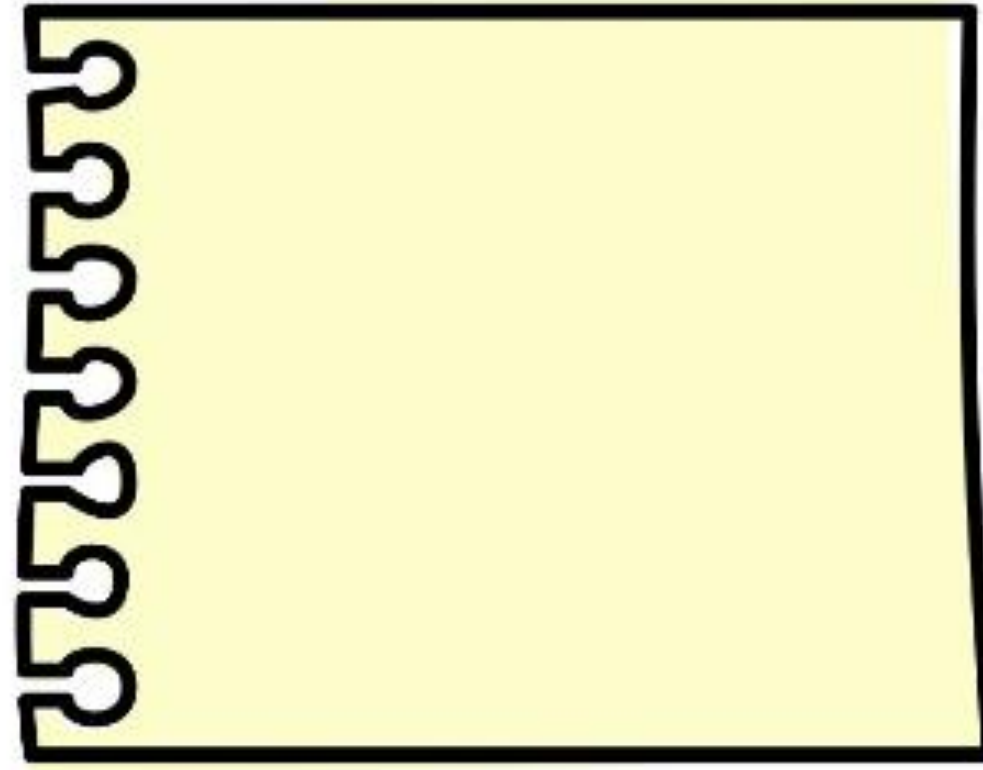
HOW MUCH YOU LEARN



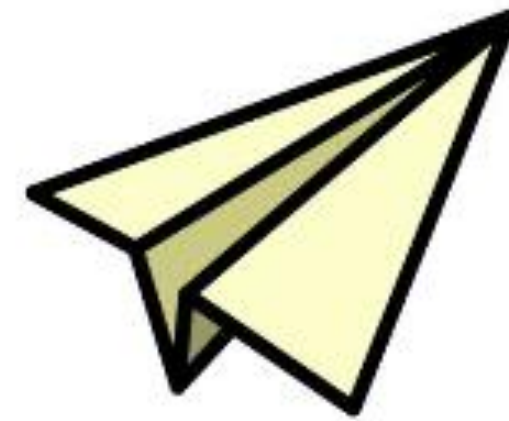
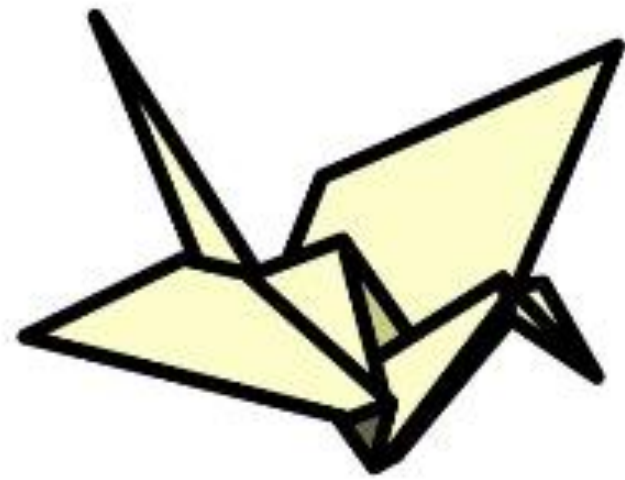


EXPERIMENT UNTIL YOU MAKE IT

RESOURCE AND RESOURCEFULNESS

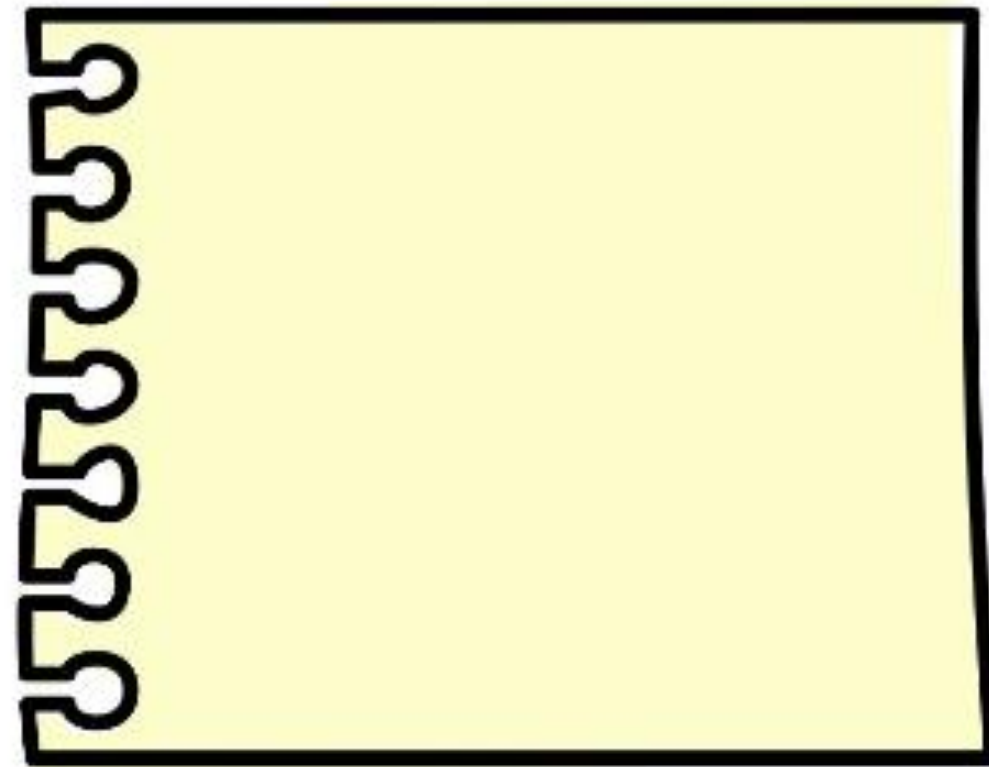


RESOURCE

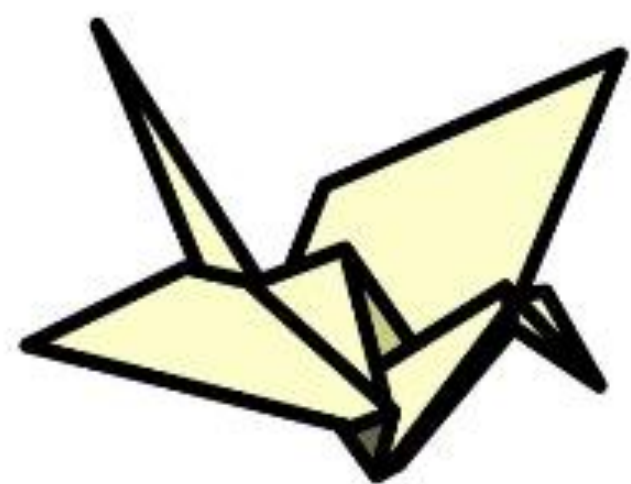


RESOURCEFULNESS

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 s4@rfsuny.org and we'll help you figure out how to make the most of these resources.



Give feedback to Arel

1. Scan this QR code

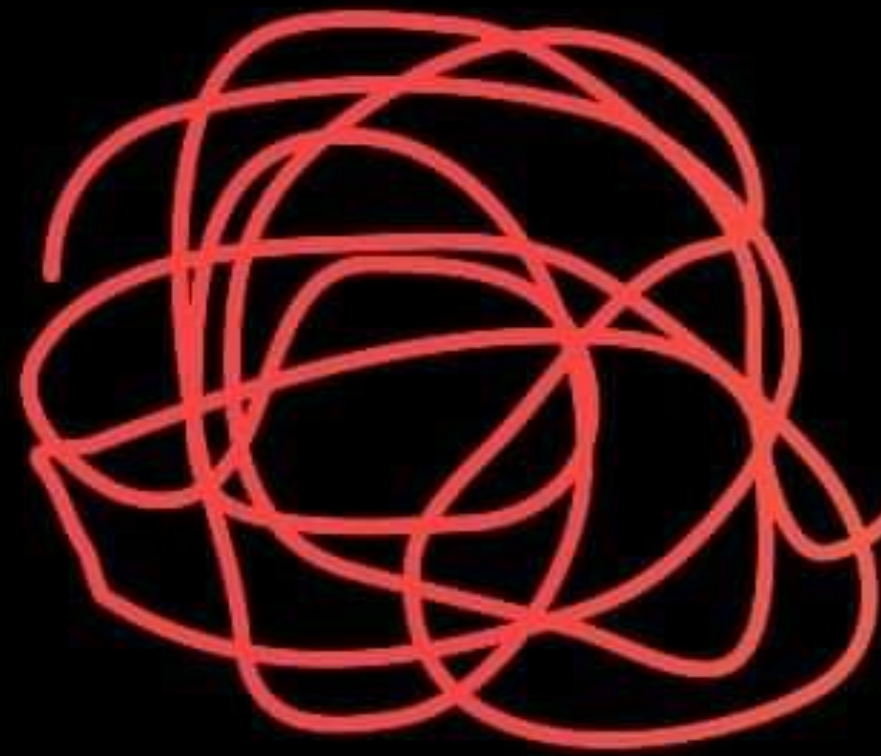


or go to talk.ac/arel

2. Enter this code on the screen

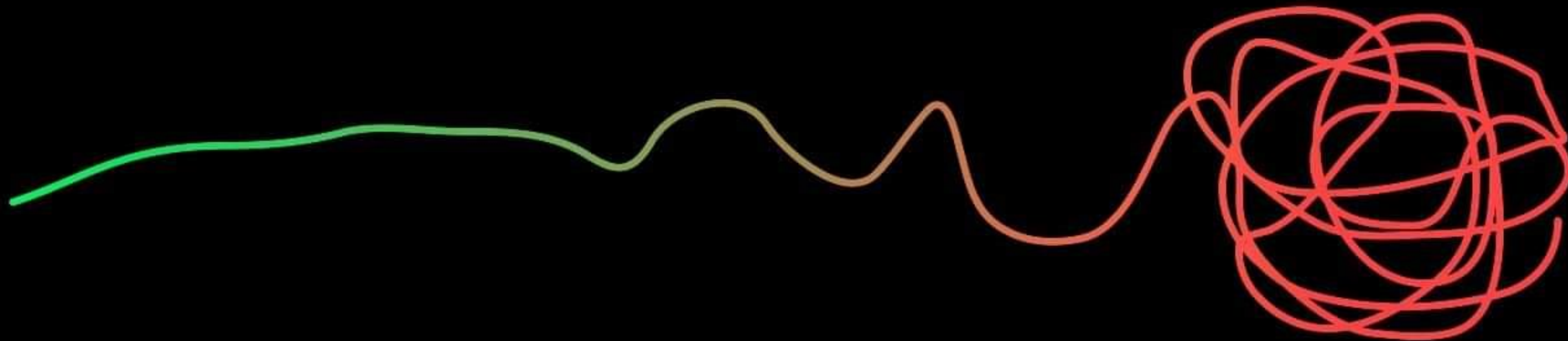


Hard
choices



Easy
Life

Easy
choices



Hard
Life

@ARELMOODIE

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

Telling and Selling Your Story with Mike Lightman