



**SUNY** STARTUP  
SUMMER SCHOOL

# UNLOCK YOUR POTENTIAL

Join SUNY Startup Summer School (S4) to get the support, time, and space you need to take your idea to the next level. S4 provides the knowledge and networks to commercialize your technology.

## SESSION TOPICS

- Entrepreneurship 101 – What It Takes to Commercialize Your Tech
- Evaluation of the Opportunity – Patentability and Marketability Basics
- Discover Customer Discovery
- How to Win Grants – Mastering Non-Dilutive Funding Sources
- Team Chemistry – Leveling Up Your Company
- Mastering Startup Agreements & Exit Strategies
- Strategies for Unstoppable Success
- Telling and Selling Your Story

**OPEN TO: SUNY STUDENTS,  
FACULTY & STAFF**

**COST: FREE!**

**REGISTRATION: APRIL 1 - MAY 23, 2025**

**ENROLL TODAY!**



Get ready to crush it this summer! Every Wednesday in **June through July** S4 offers virtual accelerated **entrepreneurial education and training** to help participants secure the initial funding needed to get their technology to market. **You in?**

# SEE WHAT GRADUATES ARE SAYING!



*"I initially thought the program would focus on basics for beginners, but it offered valuable insights for those further along as well. Every S4 presentation taught me multiple new things."*

— **Scott Tenenbaum, Faculty**  
**UNIVERSITY AT ALBANY**



*"I learned about summer school through the University at Buffalo, where my startup is a tech spinout. It was the perfect opportunity to sharpen my entrepreneurial skills and potentially compete for the Demo Day prize."*

— **Brian Bischoff, Student**  
**UNIVERSITY AT BUFFALO**



*"I highly recommend the S4 program to anyone considering technology commercialization. It's an efficient way to get up to speed quickly, and with it being in the summer, it's the perfect time to learn these essential concepts."*

— **Anurag Purwar, Faculty**  
**STONY BROOK UNIVERSITY**



*"S4 is a fast-track way to gain valuable knowledge and practical skills in a short period. Taking place over the summer, it's an ideal time to immerse yourself in these essential concepts and prepare for the next steps in turning your ideas into a successful venture. The program provides a solid foundation that will benefit both newcomers and those with some experience."*

— **Jessica Russo, Student**  
**FASHION INSTITUTE OF TECHNOLOGY**

# SUCCESS STORIES



**\$300k NIH STTR Phase I**



**\$256k NSF STTR Phase I**



**\$1.6M NIH SBIR Phase II**



**\$306k NIH STTR Phase I**  
**\$274k NSF STTR Phase I**



**\$750k NSF STTR Phase II**



**\$1.7M Air Force SBIR Phase II**  
**\$1.2M Air Force SBIR Phase II**



**\$1M NSF STTR Phase II**



**\$255k NSF SBIR Phase I**  
**\$200k DOE SBIR Phase I**



**\$1.5M DOE SBIR Phase II**  
**\$1.5M Air Force STTR Phase II**



**\$256k NSF STTR Phase I**  
**\$1M NSF STTR Phase II**



**SUNY STARTUP SUMMER SCHOOL**

## S4 IMPACTS

**1,021** ENTREPRENEURS  
TRAINED

**25** NEW  
COMPANIES  
FORMED

**\$24.8M+** NON-DILUTIVE  
FUNDING SECURED  
BY S4 ALUMNI

REPRESENTATION IN S4 CLASS OF 2024

**64%** MINORITY **38%** WOMEN

**236%** GROWTH IN S4 ENROLLMENT  
FROM 2020 TO 2024