

**6th Annual Global Consortium of Entrepreneurship Centers'
Excellence in Entrepreneurship Awards**

Award Nomination

Outstanding Contributions to Advance the Discipline of Entrepreneurship

August 1, 2012

Lawrence N. Field Center for Entrepreneurship

Baruch College

Ramona K. Zachary, Ph.D., Academic

Director; ramona.zachary@baruch.cuny.edu, 646-312-3649

Monica Dean, Administrative Director; monica.dean@baruch.cuny.edu,
646-312-4786

Lawrence N. Field Center in Entrepreneurship

The Lawrence N. Field Center for Entrepreneurship plays a crucial role in establishing the Zicklin School of Business at Baruch College (see Appendix A for Baruch College Background Information) as a leading business school with a specialty in entrepreneurship. The Field Center is a global business incubation hub dedicated to fostering community, wealth creation and economic health, adding value to a highly diverse clientele of students, entrepreneurs, policy makers and institutions through a unique blend of entrepreneurship education, research and outreach. We create and disseminate knowledge to facilitate innovation and enrich the futures of all those we serve. Our vision is to be thought of as action leaders in entrepreneurship education, research and outreach, with a global footprint for programs of measurable excellence.

1. Economic Development and Community Outreach

As an entrepreneurship center at a public institution, the Field Center plays an active role in NYC's economic development process. Principally we have played a leadership role in supporting the entrepreneurial community through our Baruch College Small Business Development Center which is housed at the Field Center.

As immigrants have become a significant part of the City's entrepreneurial economy, making up 49 percent of all self-employed workers in the City¹, we supported this community through Competition Thrive. Competition Thrive was a partnership with the NYC Economic Development Corporation, the City's primary vehicle for promoting economic growth in each of the five boroughs.

Baruch College Small Business Development Center (SBDC)

At the Field Center, faculty and students from Baruch's Zicklin School of Business, Baruch's Small Business Development Center (SBDC) Business Advisors, alumni and volunteers are brought together to support the entrepreneurial endeavors of 1,200 start-ups, established businesses and college's constituents on an annual basis. Field Mentors—drawn from the Zicklin School of Business faculty and offering expertise in such areas as law, operations, strategy, marketing, management, finance, and human resource management—work with the Baruch SBDC's clients. Baruch students who are selected as Field Fellows work with faculty Field Mentors to provide technical assistance to Baruch SBDC's clients. Areas of technical assistance include reviewing business and marketing plans, evaluating and selecting funding alternatives, and developing accounting and management information systems.

The Baruch SBDC and Field Center offer free non-credit-bearing workshops (see Appendix B – Spring 2012 Baruch College SBDC Brochure). Offered year-round they are taught by the Field Mentors and other established professionals. Since its inception, the Center's role as an engine for economic impact has been substantial – 16,664 businesses have been served, \$112,835,702 invested in the area's economy and 5,676 jobs have been saved or created and 17,988 attendees have been trained at our Center.

New York City Economic Development Corporation (NYCEDC)

In 2011, the Field Center was chosen by the NYCEDC as the consultant to manage an immigrant entrepreneur support competition (Competition Thrive). Our other partner in this effort was the Deutsche Bank Americas Foundation.

Competition Thrive, an immigrant entrepreneur support competition, was one of several new pilot initiatives announced in March 2011 by New York City's Mayor Bloomberg to support immigrant-owned businesses to start, operate, and expand their businesses in New York City. These initiatives were the result of a year-long series of roundtables with community groups (including the Field Center) and are part of the City's agenda to support immigrant communities to grow and create jobs.

¹ NYCEDC. (2012) NYCEDC, Deutsche Bank Americas Foundation, and Baruch College Announce Winning Business Plan of Immigrant Entrepreneur Support Competition THRIVE [Press Release]. Retrieved from <http://www.nycedc.com/press-release/nycedc-deutsche-bank-americas-foundation-and-baruch-college-announce-winning-business>

Graduate students surveyed NYC's entrepreneurial service organizations (ESOs) landscape and we subsequently issued a request for proposals (see Appendix B – Competition Thrive Application). 39 organizations submitted concepts for pilot programs. The five organizations chosen as Finalists had the greatest promise to develop business plans addressing the challenges faced by immigrant entrepreneurs and innovative pilots that could be scalable and have both economic and social impact.

Each Finalist chosen received a \$25,000 cash award to support their business plan development and pilot launch over a six-month period. During the pilot, the Finalists were provided technical assistance by Professor Tom Lyons, Professor Edward Rogoff and Ulas Neftci. The Finalists were required to develop a full-fledged business plan with financials. (See Appendix B - Description of Finalists' Pilots)

This assistance helped the Finalists, all nonprofit organizations, to think and act more entrepreneurial. They learned how to better define, deploy and communicate their innovations. They became more adept at thinking beyond a sole reliance on philanthropy to strategizing appropriate earned income activities. They began thinking bigger about their undertakings – emphasizing scalability to maximize mission achievement. They learned how to measure their impact and how to use this knowledge to better manage organizational performance. In short, they became more effective, efficient support intermediaries to immigrant entrepreneurs.

The Queens Economic Development Corporation project - **Open for Business, a Home Improvement Contractor Training program** was the winner of Competition Thrive and received a \$100,000 prize.

During the evaluation of the Finalists, the judges were also impressed with the Business Outreach Center Network project - an **Innovative Impact Platform** which was a web-based single point of access for all technical assistance. Deutsche Bank decided to provide an additional prize of \$25,000 to be matched by the organization. The success of year one of Competition Thrive resulted in the decision to move forward with year two. Baruch College and Deutsche Bank have also decided to write a scholarly paper on the project for dissemination to potential parties (academicians, city agencies, policy makers) who may be interested in replicating the model. This latter effort is now underway.

2. Service Discipline

The CUNY Institute for Virtual Enterprise (CUNY IVE) is comprised of three program elements - the Global Virtual Enterprise Network, Business Incubation Network and Technology Innovation Initiative. These three programs address a current paradigm shift in which businesses are taking advantage of social media and the social web to optimize their practices. These social businesses as defined by SideraWorks are '...optimized to benefit its entire ecosystem (customers, employees, owners, partners) by embedding collaboration, information sharing, and active engagement into its operations and culture. The result is a more responsive, adaptable, effective, and ultimately more successful company.'

CUNY IVE is housed at the Field Center and run by Professors Stuart Schulman and Christoph Winkler and is supported by several MBA students. By developing an entrepreneurship pedagogy, running national and international simulations and competitions which employ social business practices, they are advancing the discipline of entrepreneurship in a new and unique manner.

The Global Virtual Enterprise is a global entrepreneurship simulation network. About 150 schools around the world– 80 of them in the U.S. – participate in a virtual marketplace using the *Marketmaker* tool, where simulated goods and services are exchanged in a closed ecommerce network. The Business Incubation Network is a social-network driven program for students interested in creating and starting businesses for the real world. It includes the SmartPitch Competition which is detailed in **Section # 5 – Stimulation of Entrepreneurial Opportunity**. The Technology Innovation Initiative infuses business and entrepreneurship learning into STEM (Science, Technology, Education and Mathematics) education at undergraduate and graduate colleges which is detailed in **Section #3 – Entrepreneurship Education Development and Mentoring**. Currently, IVE serves over 6,000 students enrolled in CUNY through courses, events, colloquia and social networks.

3. Entrepreneurship Education Development and Mentoring

The Field Center has worked with other colleges/universities internal and external to the CUNY system to develop curricula and provide assistance with center development and program enhancement.

Advanced Technological Education Program at the National Science Foundation (NSF)

CUNY IVE has been funded by the NSF Advanced Technological Education (ATE) program for STEM entrepreneurship content development in 2005 and in 2008, as well as planning the services for a center that would actively support integrating innovation and entrepreneurship into STEM programs in 2011.

As part of the content development grants, IVE developed the STEM Virtual Enterprise pedagogy that helps to contextualize STEM content in a business and/or entrepreneurial setting. It's being used successfully by faculty at several US community colleges (including, Bunker Hill Community College, Salt Lake Community College, City College of San Francisco, Glendale Community College, Brookdale Community College, and others) to guide STEM students through the process of forming and running simulated science and technology businesses specifically in the area of Information Technology, BioTechnology, and Electronics.

CUNY Graduate School of Journalism

The Field Center received a grant from the National Collegiate Inventors and Innovators Alliance for a project entitled Entrepreneurial Ventures for Journalists. These funds were to be used to fund the institutionalization of a partnership between the Graduate School of Journalism and Baruch College's Zicklin School of Business. Staff from the Field Center assisted the Journalism School with the development of both a certificate as well as a master's degree in entrepreneurial journalism. We shared our curriculum and provided a review of the entire curriculum. We also worked more deeply on the development of two courses - the *Fundamentals of a Business* course and the *Incubation* course.

The Field Center also created a support network for the development and launch of new journalistic products and enterprises and provided students with funds to support this effort. Students received funding toward legal consultation (specifically for trademarking), and toward prototype development of their products/services through specialized consultants. Over the past two years, 22 students from the two CUNY units worked together on projects supported by Baruch SBDC business advisors, four Baruch faculty, a Field Center Entrepreneur-in-Residence, a Baruch librarian and two Journalism School faculty.

CUNY Center for Advanced Technology (CAT)

The CUNY CAT (located on the campus of City College) promotes industry-university collaborative research and development and spurs industrial economic impact through applied research, technology transfer in commercial arenas and encouragement of faculty entrepreneurship. In the fall of 2011, the Field Center developed a six part workshop series (taught by Field Center faculty, pro bono patent attorneys, a venture professional) for CUNY scientists and researchers. This workshop series introduced them to entrepreneurial topics that would assist them in either commercializing their inventions or starting their own venture. Faculty and researchers from 11 campuses participated.

Grupo Guayacán

Grupo Guayacán is a private-sector driven, non-profit corporation, whose mission is to foster, promote and develop a vibrant market for private equity in Puerto Rico together with a rapidly growing community of global entrepreneurs and global ventures. Charged with leveraging their resources to develop Puerto Rico's entrepreneurship ecosystem, they contracted the Field Center for two projects in 2011 – Train the Trainer and Media Day. For the Train the Trainer workshop, we shared our story on how we strategically grew our entrepreneurship program the suggested steps to developing a center. For Media Day training, we explored the journalist's role in the entrepreneurship ecosystem and entrepreneurship's relevance as a business news topic from a local and international perspective. We also addressed why journalists are key participants in the entrepreneurial ecosystem and why entrepreneurs should be covered by the press.

4. Outreach Programs

Program	Description	Target /Frequency
Field Fellowship (See Appendix C)	A 2-year internship program for students who are interested in entrepreneurship and consulting, where they get first-hand experience about the day-to-day issues that entrepreneurs face.	Open to all Baruch students but targeted to graduate students. 10 positions are available during the semesters and 4 during the summer.
Sigma Nu Tau (See Appendix C)	Entrepreneurship Honor Society managed by Field Center faculty. The Center funded cash awards for the highest undergraduate and graduate GPAs for \$500 each.	Entrepreneurship students/launched 2012
Baruch Entrepreneurial Intern Program (Heller Foundation) (See Appendix C)	Financial assistance to 20 undergraduate students who complete an unpaid summer internship in a small entrepreneurial company, or entrepreneurial unit of a large company.	Undergraduate students/spring, summer, fall
Building Entrepreneurial Bridges (see Appendix C)	Discussions on entrepreneurial development between global technology hubs and their connections in NYC featuring an established panel of entrepreneurs and investors.	Students/spring and summer 2012, spring 2013
Future Angels – A program of New York Angels	Intern program for MBAs to network with Angel investors, support programming, attend meetings and participate in due diligence process. NYU, Columbia and Pace also participate.	MBAs/launched summer 2012
Flatiron 23 rd Street Partnership Business Improvement District (BID) Programming (see Appendix C)	Co-produce events with our community partner for property owners, businesses and others who have a stake in the Flatiron district.	Flatiron businesses/launched 2009, one to two events per year
Sunshine Suites	Sunshine has 3 NYC locations housing over 1,500 businesses. As a strategic partner, Sunshine provides ventures for consulting class and contributes to the SmartPitch Challenge.	Students and entrepreneurs/launched 2010
Ladies Who Launch	Baruch has hosted 3 workshops for this large community of women entrepreneurs that has 9 chapters in the US as well as an online presence.	Women entrepreneurs/launched spring 2012/ several workshop per year

5. Stimulation of Entrepreneurial Opportunity

Our primary vehicle for stimulating entrepreneurial opportunity for our students has been both the business plan and pitch competitions. Initially a Baruch College only program, the business plan competition grew into a city-wide venture with students from multiple schools participating. Students found that the mentoring support, milestone requirements and startup funding provide them with an invaluable opportunity to test out their ideas in a safe environment.

Baruch College founded its entrepreneurship competition in 2000 in response to growing student involvement and interest in entrepreneurship as demonstrated by increasing enrollment in entrepreneurship courses. The competition formed the centerpiece of Baruch's academic and practical approach to teaching entrepreneurship. With this successful model we made the competition available to students at 24 colleges in the New York City metro area. The goal of the competition was not only to help college entrepreneurs to launch new businesses, but to ensure they received an educational experience whose learning they can use for a lifetime.

Participants from all 11 CUNY senior colleges and 13 private universities and colleges were invited to submit concepts for entrepreneurial ventures. These initial ideas for potential real-world businesses fit into one of two tracks: the *Traditional Entrepreneurship* and the *Social Entrepreneurship* track.

Key facts about the entrepreneurship competition which ran from 2000-2011:

- Number of business concepts entered by student teams to date: **777**

- Number of students entered: **2,791**
- Prize money awarded: **\$293,000**
- Total seed funding awarded: **\$370,000**
- Businesses launched: **16**
- Businesses that received seed funding (based on post-competition benchmarks met): **12**

In 2011, the college competition ceased to exist after our multi-year gift was not renewed. In response to the changing funding and competition landscape, we launched two pitch competitions. These new programs are less labor intensive and shorter in length and subsequently less expensive to run. See Appendix D – Entrepreneurship Competition Brochure.

SmartPitch Challenge

The SmartPitch Challenge re-launched this year at Baruch through a partnership formed by the Field Center, IBM, Sunshine Suites and the Institute for Virtual Enterprise (see Appendix D – Student Invitation). Beginning in early February, undergraduate and graduate students from 23 public and private colleges in New York City, representing over 100 business ventures and 2,000 students, registered to participate in the competition. The goal of the competition is to create uniquely supportive “scaffolding” that is made up of education, mentoring, technology, and post-competition networking. The scaffolding reflects years of experience among the partners in reacting to changes in the way young entrepreneurs develop business ideas and move toward launch and beyond and their dependence on technology to execute.

Using an online, Ning-based social media platform, registered competitor teams submitted materials to meet multiple benchmarks (e.g. a YouTube video about their business idea, an executive summary and Powerpoint presentation) and interact with mentors. They also participated in multiple events hosted by the partners to provide additional face to face support in such areas as product positioning, cash flow management, financing, pricing, global sourcing, etc. The nine finalists made four-minute presentations from which five winners were chosen in late May and the top five teams received \$1,000 each. Over the summer, these winning teams have been receiving mentoring from IBM with expertise in their business area, who will continue to work with them through the fall. Additionally, the finalists have received space from Sunshine Suites to continue work on their ventures. In early October they will make final presentations to demonstrate their progress toward launch.

The Field Center and the Institute for Virtual Enterprise also built a partnership with the Gazelle group of 17 colleges in the UK and conducted a modified version of the SmartPitch Challenge. The UK institutions have expressed a strong desire to participate in the full SmartPitch Challenge.

AT&T and Baruch College Fast Pitch Competition

In 2012, we launched the AT&T and Baruch Fast Pitch Competition (See Appendix D – Competition Postcard). We solicited start-up ventures with technologies that were aligned with AT&T’s interests and fit into one of three tracks - health and education, wealth and enjoyment. We received executive summaries and 2-minute pitch videos from 109 entrepreneurs who had at a minimum a developed prototype. For each of the three tracks at least one student team presented in addition to other existing entrepreneurs. Teams from Baruch College, Columbia University, MIT and Princeton were chosen present. Four prizes were given out totaling \$2,000 each and the teams from Baruch and Princeton were winners.

6. Other

The Center’s budget for 2012 is \$1.28 million comprised of several private and governmental funding sources. Faculty time at the Center is by rank and committed annually. Three lecturers spend 300 hours each; three associate/assistant professors spend 225 hours each, and three full professors spend 150 hours each. Ramona Zachary the Academic Director is 50% time and Edward Rogoff is a special Advisor at 15% time (See Appendix E – Faculty Commitment). The Center also benefits from countless student hours (typically 15 hours per week) as part of the Field Fellows program and volunteer hours from alumni and in-residence advisors.

Appendix

List of Appendices

Appendix A	Baruch College Background Information <ul style="list-style-type: none">• <i>Baruch College Overview</i>• <i>Lawrence N. Field Programs in Entrepreneurship Org Chart</i>
Appendix B	Economic Development and Community Outreach <ul style="list-style-type: none">• <i>Spring 2012 Baruch College SBDC Brochure</i>• <i>Competition Thrive Application</i>• <i>Description of Finalists' Pilots</i>
Appendix C	Outreach Programs <ul style="list-style-type: none">• <i>Field Fellowship</i>• <i>Sigma Nu Tau Brochure</i>• <i>Baruch Entrepreneurial Intern Program</i>• <i>Building Entrepreneurial Bridges Flyer</i>• <i>Flatiron 23rd Brochure</i>
Appendix D	Stimulation of Entrepreneurial Opportunity <ul style="list-style-type: none">• <i>Entrepreneurship Competition Brochure</i>• <i>SmartPitch Student Email Invite</i>• <i>AT&T and Baruch College Fast Pitch Competition postcard</i>
Appendix E	Field Center Faculty Commitment

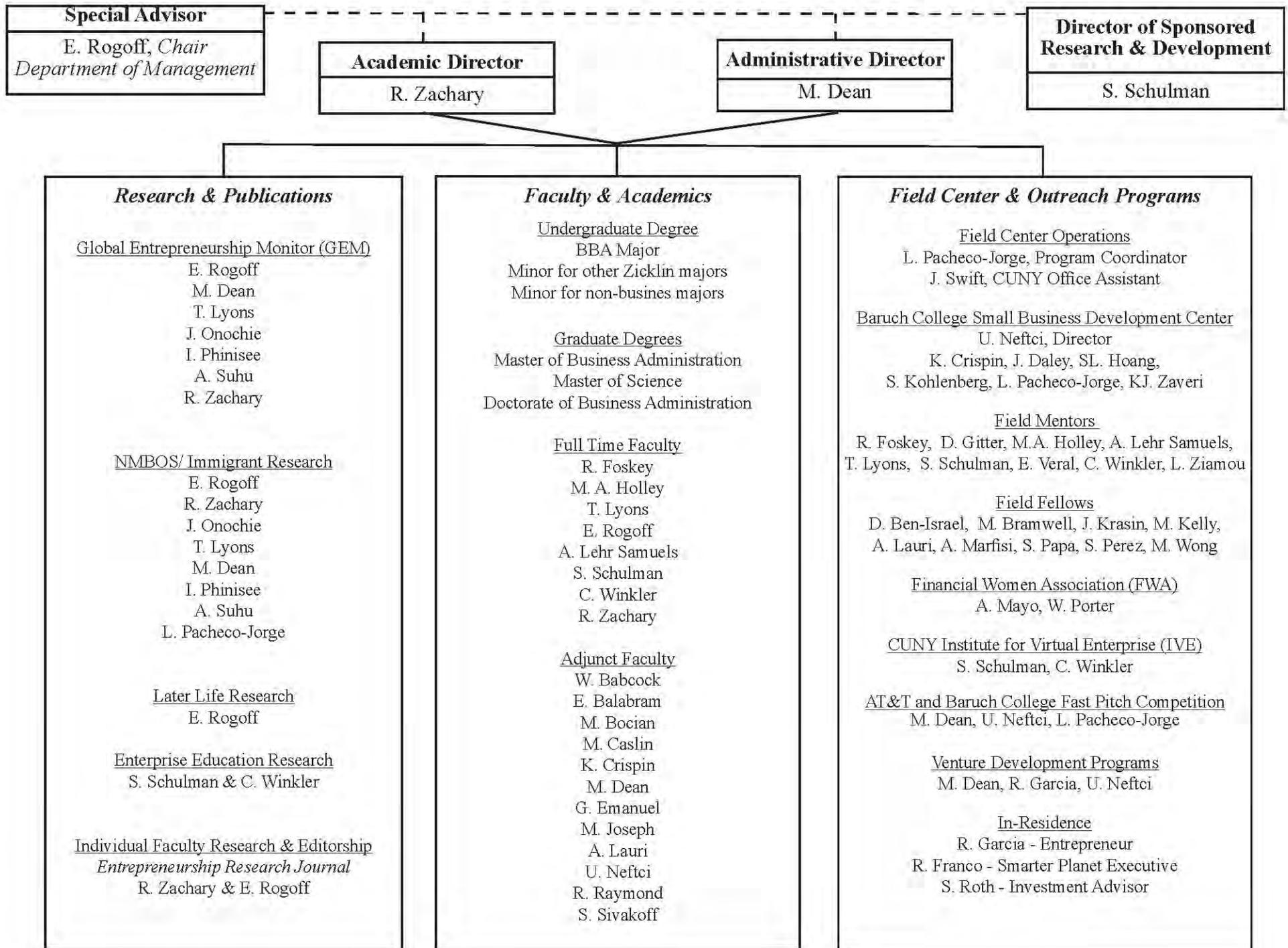
Appendix A – Baruch College Background Information

Baruch College Overview

Baruch College is a senior college of the City University of New York and home to the largest, accredited and most diverse business school in the United States. Baruch has its roots in the Free Academy, opened in 1847 as the first tuition-free institution of higher education in New York. The mission of the College is to provide a superb higher education to the students of New York City regardless of their income or background. Eighty percent of our 18,000 students - 85% of whom are residents of New York City – choose to major in business. Ranked among the top schools in the nation by *Forbes*, *Newsweek*, *The Princeton Review* and other publications, Baruch is also cited by the Education Trust, an independent education policy institute, as one of only five colleges in the nation (out of nearly 1,200 surveyed) that successfully educates poor and low-income students while maintaining outstanding graduation rates (+60%). Ranked 26th by the Social Science Research Network, its faculty research is among the most widely read by other academicians in the nation.

Baruch College has over 1,000 faculty in its three schools: the Zicklin School of Business, the Weissman School of Arts and Sciences and the School of Public Affairs. There are 1,000 full-time and 700 part-time staff and hundreds of business volunteers who serve as professional mentors to students, guest lecturers and members of the College's many advisory boards for its schools, departments, programs, research centers and institutes. Baruch College, its centers and institutes, work closely with other academic institutions and business and nonprofit sectors globally to assist in educating its citizens. It is unique in its profound diversity, focus on the professions, and role as home to the City's only public, accredited business school, providing both undergraduate and graduate degrees at a reasonable cost. Baruch College is proud to have been recognized as the most ethnically diverse campus in the nation by both *U.S. News & World Report* and the *Princeton Review* more times than any other college in the United States. The Baruch community is a true reflection of its location in the heart of New York City. 160 countries are represented in our student body of 18,000, and many of Baruch's students, faculty, and staff are drawn to the College because of its multiculturalism.

The Lawrence N. Field Programs in Entrepreneurship



Appendix B - Economic Development and Community Outreach



SCHEDULE OF
**Workshops
& Seminars**

Small Business Development Center &
Lawrence N. Field Center for Entrepreneurship at Baruch College

Spring 2012

REGISTRATION REQUIRED

visit: <http://zicklin.baruch.cuny.edu/centers/field/seminars>
call: 646.312.4790

WE ARE >> *Well-informed.*

As a major satellite center of the Albany-based New York State Small Business Development Center (NYS-SBDC)—the state's premier business assistance network—we're staffed by professional business advisors specially trained to serve the needs of New York entrepreneurs. As part of the NYS-SBDC Research Network, our advisors have access to the latest economic, demographic, and regulatory data impacting small business.

Recurring Seminars

BUSINESS PLAN BASICS

Presented by Allison Lehr, Lecturer

This seminar introduces the entrepreneur and small business owner to the basic format and concepts expected in a business plan. Participants will learn tips on how to think like a potential investor as well as have a chance to start writing their own plan.

Wednesday, April 25, 2012 6 - 8 PM

Wednesday, May 30, 2012 6 - 8 PM



BASIC PRINCIPLES OF MARKETING

Presented by Stanley Kohlenberg, Retired Marketing Executive

Workshop attendees will be exposed to the operating principles of the most important activity they must engage in once a business has started. Marketing may be generally defined as the systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products. Whether attendees are in the start up or expansion phase of their small business, an effective marketing strategy will ensure that they reach the goals set for the enterprise.

Monday, April 30, 2012 6 - 8 PM

Monday, May 21, 2012 6 - 8 PM

All SBDC Workshops and Seminars are FREE!

Recurring Seminars

MANAGING YOUR COMPANY'S FINANCES

Presented by Mary Anne Holley, Lecturer

This seminar offers practical do-it-yourself methods of managing the finances of start-up companies. Participants will explore simple ways to set up record-keeping systems, develop budgets and generate reports that will help them control costs, improve cash flow and contribute to the ongoing strategic planning for their businesses. Basic techniques and a quick look at QuickBooks will be discussed.

Wednesday, April 18, 2012

6 - 8 PM

Wednesday, May 2, 2012

6 - 8 PM

WE ARE >> *Well-connected.* Our lead sponsor is the U.S. Small Business Administration (SBA) in Washington, D.C., an independent government agency that has been helping entrepreneurs fund, launch, and grow their businesses for over fifty years. Through a nationwide network of field offices and partnerships with organizations like ours, the SBA helps strengthen America's economy, one small business at a time.

WE ARE >> *Well-respected.* Located within Baruch College's Zicklin School of Business—the largest accredited business school in the country and one of U.S. News & World Report's Top 50—our brain trust includes some of the nation's most sought after business school faculty.

Workshops

SERVICE BLUEPRINT

Presented by Emre Veral, Professor of Management

Wednesday, April 4, 2012 6 - 8 PM

This presentation offers a simple-to-use and implement tool for understanding the service process: Service blueprints are tangible, visual documents that lay out where and how customers and companies interact. They facilitate companies to put themselves in their customers' shoes to find out what's working, what's not, and what needs to be changed.

IDEA GENERATION: CREATIVE TECHNIQUES

Presented by Lilia Ziamou, Associate Professor of Marketing

Monday, April 16, 2012 6 - 8 PM

This seminar will cover the most successful creativity techniques that will enable you to think "out of the box" and increase your creativity. We will also examine how large organizations and start-ups have applied these techniques successfully. During this seminar, each participant will be expected to apply the tools and techniques to the industry/company of his/her choice.

DEVELOPING YOUR CORE VALUE PROPOSITION

Presented by Lilia Ziamou, Associate Professor of Marketing

Tuesday, April 17, 2012 6 - 8 PM

This seminar will focus on one of the most challenging issues for entrepreneurs: The company's core value proposition (i.e., what is the value of the product for the consumer). A framework that will enable you to build your core value proposition will be presented step by step. Specific challenges common to the development of a core value proposition will be reviewed and addressed. During this seminar, each participant will be expected to apply the tools and techniques to the industry/company of his/her choice.



Workshops

TRADEMARK AND COPYRIGHT ISSUES FACING ENTREPRENEURS

Presented by Donna Gitter, Associate Professor of Law
Monday, April 23, 2012 6 - 8 PM

This workshop will introduce entrepreneurs to a vital part of their business, their intellectual property, and explain how to protect their brand and their ideas through patent, trademark, and copyright law.

WHY BUY A FRANCHISE?

Presented by Robert Foskey, Lecturer
Monday, May 7, 2012 6 - 8 PM

This workshop will introduce entrepreneurs to the different types of franchising. Participants will learn about the trends in franchising, as well as the advantages and disadvantages of buying a franchise.

FRANCHISING AND THE LAW

Presented by Robert Foskey, Lecturer
Wednesday, May 9, 2012 6 - 8 PM

This workshop will help the entrepreneur to understand the laws related to franchising. Participants will learn about the Trade Regulation Rule, Uniform Franchise Offering Circular, Franchises Contracts, and Franchise Fraud.

EQUITY FINANCING

Presented by Robert Foskey, Lecturer
Monday, May 14, 2012 6 - 8 PM

This workshop will explain the differences between equity and debt financing. The advantages and disadvantages of equity sources of capital will be discussed.

DEBT FINANCING

Presented by Robert Foskey, Lecturer
Wednesday, May 16, 2012 6 - 8 PM

The various sources of debt financing will be reviewed at this session. The role of the Small Business Administration (SBA) in debt financing will also be discussed.

WE BELIEVE >> *In Your Success* - and providing high quality, cutting edge small business tools and services to help you achieve it.

EMPLOYMENT LAW ISSUES FACING ENTREPREURS

Presented by Donna Gitter, Associate Professor of Law
Wednesday, May 23, 2012 6 - 8 PM

This workshop will introduce entrepreneurs to the laws relating to employees. Participants will learn about laws relating to employment discrimination, overtime, workers' compensation, and family and medical leave.

THE ART OF INNOVATION: DEVELOPING IDEAS AND BUSINESS OPPORTUNITIES

Presented by Darline Augustine, Assistant Professor
Monday, May 28, 2012 6 - 8 PM

This seminar focuses on developing ideas that can be converted into opportunities. We demonstrate how a simple “point of pain” can be the start of something big. Also, we discuss how the internet is providing new opportunities for entrepreneurs as well as different customer expectations. There is a discussion of other “macro” changes in the business environment intended to broaden the view of participants. Innovation types are covered: we show that incremental innovation can be a powerful way to grow a business – disruptive innovation is not always required! We then provide a number of frameworks for innovation.

MANAGING THE TEAM

Presented by Darline Augustine, Assistant Professor
Tuesday, May 29, 2012 6 - 8 PM

One of the greatest challenges entrepreneurs face is the day-to-day management of human resources. A company is mixture of changing interplay among all organizational functions, individual aspirations and behaviors of creative, high-energy employees. This seminar emphasizes the importance of learning management skills to become successful entrepreneurs. It introduces participants to issues associated with corporate culture, ethics, and governance.



Baruch College SBDC
(Small Business Development Center)
55 Lexington Avenue, Suite 2-140
New York, New York 10010-5585

WE ALSO OFFER >> One-on-One Small Business Counseling

- >> For Start-ups and Existing Businesses
- >> Specializing in Business Plan Development and SBA Loan Assistance
- >> Either Short or Long-Term Guidance with the Same Team of Advisors

To schedule an appointment, call 646-312-4790 or
email us at sbdc@baruch.cuny.edu



The Small Business Development Center (SBDC) is partially funded by the U.S. Small Business Administration. The support given by the U.S. SBA through such funding does not constitute an express or implied endorsement of the co-sponsor(s) or participant(s) opinions, products or services. All SBDC Programs are nondiscriminatory and available to individuals with disabilities.

Competition Thrive - Pilot Proposal Application

Organization Name:
Executive Director/CEO:
Address:
Phone Number:
Email:

HOW SHOULD THE PILOT PROPOSAL BE DEVELOPED?

1. Organization Background

- Describe your organization's mission statement and briefly describe the programs and services it currently provides.
- Please describe your organization's target population(s) and, if relevant, geographic area served.
- Please describe your organization's prior experience serving immigrant entrepreneurs.
- Please comment on your organization's financial stability over the last few years, including current major funding sources.

2. Pilot Program Proposed

- Describe the key problem your program/service seeks to address and describe the specific immigrant population that would benefit. What makes this program unique, innovative, and creative?
- Are there other organizations providing this service? If so, how is your service distinct from theirs?
- What are the unique strengths and capacities of your organization to deliver the program/service proposed?
- Please describe the key staff who will manage the program/service, and include their resumes in the Addendum.

3. Pilot Program Budget

- Please provide a budget that indicates what resources (staff, capital, equipment, support) are needed to execute this pilot program.
- The budget should clarify what internal resources the organization can commit and how the organization would use the \$25,000 planning/implementation funds.
- The budget should also indicate how the organization would use the \$100,000 award to scale the program. (We expect this aspect to be refined further should your organization be selected to submit a business plan in Round II.)

4. Addendum

Please provide any additional information you may feel is necessary to support your proposal including an annual report, audited financial statements, resumes of key staff, or other program related material pertinent to the pilot proposal (not more than 20 pages).

Description of Finalists' Pilots

Accion – Scaling Access to Credit

The *Scaling Access to Credit* program seeks to address the lack of access to opportunity for many of New York City's immigrant entrepreneurs, in particular those with five or fewer employees (microenterprises). The two key barriers immigrant entrepreneurs in New York City face are (i) lack of knowledge about resources available and (ii) insufficient capital to start or grow their business.

The *Scaling Access to Credit* program is an innovative partnership strategy that allows ACCION to go deeper within the food and beverage industry (vertical market) by leveraging a national "big brand" to create trust and visibility among local partners and clients. This "big brand" partner will provide ACCION with three essential tools: (i) financial capital and operating support to increase lending; (ii) a heightened visibility with immigrant entrepreneurs; and (iii) industry knowledge and expertise.

Brooklyn Outreach Center Network – Innovative Impact Platform

BOC Net conducted an internal analysis of its staff members and recognized the need for better data management and reporting tools, easier access to the latest versions of forms and documents, and reduction in duplicative data entry for various programs. Additionally, client services requiring access to forms and information could not be conducted in the field.

In order to reduce administrative time and increase client time, BOC conceived of an *Innovative Impact Platform* - a web-based single point of access to all TA, training and lending tools and resources for business counselors/lenders. The goal of the Platform is to create increased access to business development resources in immigrant neighborhoods and deliver greater end results for immigrant entrepreneurs. This goal will be accomplished by reaching more immigrant businesses (including busier business owners), making more and better loans, and improving the client experience.

Make the Road New York – Conscious Consumers – Conscious Businesses

MRNY's members, who form both the workforce and consumer base of local small businesses, consistently identify issues of socially irresponsible business (i.e. wage theft, lack of benefits, mistreatment at the workplace, and disregard for occupational health and safety) as among the largest problems affecting their lives.

Conscious Consumers – Conscious Businesses is an Immigrant Small Business Program that provides social responsibility capacity building marketing series in order to strengthen immigrant-owned small business as well as the communities in which they operate. The program has two components including:

- A Socially Responsibility Business Training and Branding Initiative which trains, highlights, and markets socially responsible businesses through press and community events, and connects these businesses to an increasingly socially-conscious consumer base
- Training and Technical Support Services – which compliments the SRB work by ensuring that those business owners taking a stand for social responsibility receive the support and training necessary to sustain and grow their business.

Queens Economic Development Corporation – Open for Business, a Home Improvement Contractor Training (HICT) program

QEDC recognized there was a growth in the home-improvement contractor industry and its attraction as a career choice for immigrant, as well there was a simultaneous growth of unlicensed home-improvement contractors as documented by the Department of Consumer Affairs.

Prior to the competition there were no formal training programs in the Chinese community to assist individuals to become licensed home-improvement contractors in New York City. The City has made a push for offering government services in a variety of languages, and through cooperation with the DCA, the licensing exam was offered for the first time in Mandarin to the *HICT* group. The study material, however, was not offered in Chinese or any other language but English. It was for this reason that QEDC piloted the *HICT program* to Chinese contractors.

The *HICT program* provides a seamless, individual, client-focused service to help Chinese immigrant contractors become licensed. Through an 18-hour training program, follow-up one-on-one consultations, guest speakers, and trips to the Department of Consumer Affairs licensing department for examination, the client receives all the necessary guidance to become licensed and apply better business practices.

To date all 72 participants have passed the licensing exam.

Washington Heights/Inwood Development Corporation – Helping Immigrant Entrepreneurs Succeed

The shortage of care for children under the age of three is especially acute. There is only one licensed slot for every five children in need.

In the low-income predominantly immigrant communities of Northern Manhattan the critical need for child care providers combined with the large number of immigrants looking for financial independence has stimulated the formation of at-home businesses and galvanized the childcare cottage industry.

Helping Immigrants to Succeed is a multi-culture, multi-language expansion of the WHIDC's existing Childcare Business Development Program that provides classroom training and one-on-one business development assistance to immigrant entrepreneurs to help them establish quality childcare businesses by empowering them with the tools, technical assistance, financial resources, professional skills and information they need to succeed.

Appendix C – Outreach Programs

Lawrence N. Field Center for Entrepreneurship

Field Fellowship Program

The Field Center provides valuable professional development experience for students alongside a rigorous academic program at the Zicklin School of Business. The interns (undergraduate and graduate students), business development counselors, and faculty, work side by side in serving approximately 1000 clients annually. They provide technical support services including assistance in developing business and marketing plans; evaluating and selecting funding alternatives, accounting systems and technology; supervising employees; and studying the implications of business decisions.

In addition to client work, interns may be involved with other Center projects involving research and business analysis.

Program Details

The Field Fellowship is a paid internship opportunity open to undergraduate and graduate business students in good academic standing. Only students with a 3.0 GPA or higher and at least in their sophomore year will be considered. Fellows are accepted on a per semester basis to work 15 hours a week at the Field Center. Undergraduate students are paid at a rate of \$12 per hour, while graduate students are paid at the rate of \$16 per hour. At the end of the semester, Fellows will be reviewed. Continuation of the internship beyond the semester is based upon review. Acceptance criteria depend on academic background and/or work experience.

To Apply for Upcoming Semesters

To apply, students must submit the complete Field Fellowship Application (see link below).

<http://zicklin.baruch.cuny.edu/centers/field/field-fellowship-program>

The application consists of the following:

- Completed Application Form
- Copy of Transcript
- Writing Sample
- Faculty Recommendation
- Resume

To be considered for the Fall 2012 semester, completed applications should be submitted by September 15, 2012 before 3 pm. Only students graduating Spring 2013 or a later date will be considered, since the initial commitment must be of one year. The Undergraduate positions are very limited in number, Graduate degree students are encouraged to apply.

Submit Entire Application Package to:

Lendynette Pacheco-Jorge
Internship Coordinator
Lawrence N. Field Center for Entrepreneurship
Baruch College,
55 Lexington Avenue, Box B2-140
New York, NY 10010

If you have any questions, feel free to email Lendynette at: Lendynette.Pacheco@baruch.cuny.edu

Entrepreneurship Honor Society Chartering Ceremony

Lawrence N. Field Programs in Entrepreneurship

Friday, April 20, 2012

Welcome Remarks

Monica Dean, Administrative Director
Ramona K. Zachary, Academic Director

Presentation of Awards

Dr. James Csipak
Sigma Nu Tau Entrepreneurship Honor Society

List of Inductees

Undergraduate

Sharon Noriko Evoy
Wendy Leung
Charles Mertz
Steven Zak

Graduate

Louisa Kerenska
Anastasia Podlipskaya
Marco Antonio Sachet
Shonta Singleton

Entrepreneurship Honor Society Chartering Ceremony

Lawrence N. Field Programs in Entrepreneurship

Friday, April 20, 2012

Welcome Remarks

Monica Dean, Administrative Director
Ramona K. Zachary, Academic Director

Presentation of Awards

Dr. James Csipak
Sigma Nu Tau Entrepreneurship Honor Society

List of Inductees

Undergraduate

Sharon Noriko Evoy
Wendy Leung
Charles Mertz
Steven Zak

Graduate

Louisa Kerenska
Anastasia Podlipskaya
Marco Antonio Sachet
Shonta Singleton

Baruch Entrepreneurial Intern Fellowship Program

Application Packet ~ Summer 2012

- Gain financial support for your unpaid summer internship .
- Eligible internships include those in a start-up, small entrepreneurial company, or entrepreneurial unit of a larger company.
- Open to undergraduates of any major .
- Apply by May 14, 2012 for this opportunity.

This program is made possible by generous support from Ronald J. Heller, '67.

Program Description

The Weissman Center for International Business and Baruch's Lawrence N. Field Center for Entrepreneurship have partnered to facilitate the *Baruch Entrepreneurial Intern Fellowship Program* for Baruch College undergraduate students.

The Baruch Entrepreneurial Intern Fellowship Program provides financial assistance to undergraduate students who complete an unpaid summer internship in a start-up, small entrepreneurial company, or entrepreneurial unit of a large company while encouraging them to develop their professional and intercultural skills through programs offered by the Weissman Center for International Business at Baruch College.

An internship provides valuable experience and is an important stepping stone to a full-time position in a student's chosen profession. However, internships are often unpaid, which can be a significant hurdle for students who already are stretched financially. The Baruch Entrepreneurial Intern Fellowship Program generously offers a \$1,250 stipend to help students overcome the financial hurdle of an unpaid internship.

The Baruch Entrepreneurial Intern Fellowship Program focuses on the entrepreneurial spirit of the ever growing global marketplace and the program supports students who want to pursue an internship that has an entrepreneurial focus.

To learn more about the program, contact Beth Miller, senior internship coordinator at the Weissman Center for International Business, at beth.miller@baruch.cuny.edu.

Benefits of the Program

- \$1,250 stipend for a minimum 15-20 hours a week internship.
- Special orientation session provided by the Weissman Center for International Business and the Lawrence N. Field Center for Entrepreneurship to prepare students for the internship and to review the program elements.
- Invitations throughout the academic year to participate in events from the Weissman Center for International Business and the Lawrence N. Field Center for Entrepreneurship, which are designed to supplement the summer internship experience with professional skills training and intercultural learning activities.

Student Qualifications

- Undergraduate student with any major with a 2.5+ GPA.
- Student has secured an unpaid summer internship by no later than May 14, 2012.
 - A student may seek assistance with searching for internship opportunities through the Internship Placement Program at the Weissman Center for International Business or from the Lawrence N. Field Center for Entrepreneurship.
- The student's internship is in a start-up, small entrepreneurial company, or entrepreneurial unit of a large company for a minimum 15 but no more than 20 hours per week.

Program Elements

- The program will start June 1, 2012 and will run through August 31, 2012.
- Student receives a \$1,250 stipend that is paid out in two installments.
 - The first payment of \$625 is distributed at the start of the internship.
 - The second payment of \$625 is paid upon receipt of a brief report from the student regarding his/her internship experience.
- Student will complete an unpaid summer internship (June-August).
- Student will participate in a mid-summer event hosted by the Weissman Center for International Business and Lawrence N. Field Center for Entrepreneurship to access each student's experience and share with the fellow participants.
- Student will write a 1-2 page summary of his/her internship experience, which is submitted to Beth Miller, Senior Internship Coordinator of the Weissman Center for International Business.

Application Steps

- Complete the enclosed application and personal statement.
- Submit the application form, personal statement, and your résumé to:
Beth Miller, Senior Internship Coordinator
Weissman Center for International Business
137 E. 25th Street, 8th Floor - Annex
- **Submission due by May 14, 2012.**

Application Checklist

- Complete application form
- Your résumé
- Personal statement

Baruch Entrepreneurial Intern Fellowship Program

APPLICATION FORM
PRINT LEGIBLY OR TYPE

Contact Information:

Mr. Ms.

First Name

Last Name

--	--

Street Address

--

City

State

Zip

--	--	--

Home Phone

Cell Phone

()	()
-----	-----

Email Address

--

Education Information

School at Baruch (Zicklin, Weissman, Public Affairs)

--

Major:

Graduation Date

GPA

--	--	--

Internship Information

Company Name

Position/Title/Business Area

--	--

Company Contact Name

Company Contact Phone

	()
--	-----

Internship Start Date

Internship Completion Date

--	--

Baruch Entrepreneurial Intern Fellowship Program

PERSONAL STATEMENT PRINT LEGIBLY OR TYPE

Please describe your reasons for applying to the Baruch Entrepreneurial Intern Fellowship Program.

Please include information that you believe would be helpful to the Weissman Center for International Business and the Lawrence N. Field Center for Entrepreneurship in understanding you better. Your essay may include, but is not limited to the following:

- How would participation in the Baruch Entrepreneurial Intern Fellowship Program help you reach your professional goals?
- Explain how you balance different activities, such as school and extracurricular activities.

(Limited to 500 words)

You may print or type your responses below or provide your statement on a separate sheet.

TEL AVIV & NEW YORK

Building Entrepreneurial Bridges

Want to know how to raise capital for your own start-up?

Want to know how Israel became one of the top three entrepreneurial countries in the world?

Come hear from the people who made it happen - How they created international companies and broke cultural barriers on their way to success.

TO REGISTER:

<http://bit.ly/wB83B8>

Organized and sponsored by:

The Lawrence N. Field Center
for Entrepreneurship
Baruch College, City University of New York
Hillel at Baruch

Thursday, April 19, 2012 • 12 - 2 pm

Baruch College Information
and Technology Building

151 East 25th St.

Rackow Conference Room, (Room 750)

Lunch will be served.

Keynote Speaker

AMBASSADOR IDO AHARONI

Consul General of Israel in New York

Keynote address: Israel's Creative Spirit

Moderator

PHD. RAJARISHI NAHATA

Professor of Finance

Panel

CHENI YERUSHALMI

Co-Founder and Managing Partner, Sunshine Suites

BRIAN COHEN

Chairman, New York Angels

DANIEL NISSAN

Founder and CEO, StructuredWeb

EMMANUEL GILL,

Chairman, BioView Ltd.

Baruch
COLLEGE

ZICKLIN
SCHOOL OF
BUSINESS
Lawrence N. Field
Center for
Entrepreneurship



Thank you for attending this business assistance event. Please scan the QR code below to complete a satisfaction survey for the event and have the opportunity to win a gift certificate to a Flatiron district restaurant.



You may also go to:

www.surveymonkey.com/s/smallbizrising2011

The Flatiron/23rd Street Partnership and the Lawrence N. Field Center for Entrepreneurship at Baruch College present:

Small Business Rising:

Leveraging Technology to

Grow Your Business

Wednesday, November 30, 2011
8 am to 10 am

Baruch College –
Newman Conference Center
151 East 25th Street, 7th Floor
New York, New York



Event Overview

A first-rate online presence is crucial to growing your business. It is how you connect with current customers and how you will develop a new client base. This business assistance forum will offer attendees the option to participate in one of three workshops and learn how using Facebook, Twitter or Google AdWords can help their company grow.

Program

8:00 am – 10:00 am

Registration and networking breakfast

Remarks:

*Brad Hargreaves,
Founding Partner, General Assembly*

Information Tables:

*NYC Dept. of Small Business Services –
Business Solutions Center*

*NearSay.com -
The Voice of Local Business*

Organizers



The Lawrence N. Field Center for Entrepreneurship at Baruch College is a model of entrepreneurship education built around the collaboration of a higher education institution, government, and the non-profit and private sectors. Faculty and students from the Zicklin School of Business, Baruch SBDC Business Advisors, Baruch College alumni, and volunteer professionals come together to support the entrepreneurial endeavors of college faculty and students as well as start-up and established businesses. The Field Center offers entrepreneurs noncredit courses that focus on the needs of start-up and growing businesses.

Baruch College has a history of more than 160 years of making a world-class education accessible to highly motivated students through three acclaimed schools: the Zicklin School of Business; the Weissman School of Arts and Sciences; and the School of Public Affairs. The College's diverse students (more than 160 languages spoken and 110 countries represented) experience a rich social and academic environment. The choice of 27 undergraduate majors, 62 undergraduate minors, 30 graduate-level specializations, and 14 research centers and institutes truly prepares our more than 17,000 students for a global marketplace. Ranked among the top 15% of U.S. colleges, Baruch College has been named among the region's and nation's top colleges by U.S. News & World Report, Forbes, Princeton Review, BusinessWeek and others

Web: www.baruch.cuny.edu

Twitter: @BaruchCollege

Facebook: www.facebook.com/baruchcollege



The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the area's reputation as one of New York's most vital and exciting neighborhoods. This is accomplished by maintaining a clean and safe environment for the district's businesses, residents, and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.

Web: discoverflatiron.org

Twitter: @FlatironBID

Facebook: discoverflatiron.org/facebook

Email: info@flatironbid.org

Supporting Businesses



GENERAL ASSEMBLY

General Assembly is a campus for technology, design, and entrepreneurship. They provide educational programming, space, and support to facilitate collaborative practices and learning opportunities across a community inspired by the entrepreneurial experience.

General Assembly is located at:
902 Broadway, 4th Floor
New York, NY 10010

Web: www.generalassembly.ly/

Twitter: @GA

Facebook: www.facebook.com/gnrassembly



NearSay

Nearsay.com is the largest publisher of local business and lifestyle news in New York City and has a large base of readers through content syndication across New York City media partners and blogs. NearSay's local business platform LocalVox lets businesses target consumers by neighborhood through newswire syndication, search engine optimization, email newsletter management, online coupon deals and social media management.

Web: nearsay.com

Twitter: @NearSayNY

Facebook: www.facebook.com/NearSay

Program (continued)

9:00 am – 10:00 am

Workshops, to run concurrently

Workshop I:

*Preparing Your Business and Website for
Google AdWords* **Room 763**

Workshop II:

Leveraging Twitter to Grow Your Business
Room 765

Workshop III:

*Managing Your Company's Facebook
Presence* **Room 755**

Speaker



Brad Hargreaves **Founding Partner, General Assembly**

Brad Hargreaves is a Founding Partner at General Assembly, an urban campus for technology, design and entrepreneurship. As an entrepreneur Brad has created market-changing products and companies that bridge online and offline worlds including GoCrossCampus, the largest college gaming network in the US. Prior to founding General Assembly, Brad was an Entrepreneur in Residence at Tipping Point Partners, an early-stage investor and incubator in Tribeca. Brad attended Yale, where he co-founded Yale's first university-run entrepreneurship initiative. He blogs about entrepreneurship, New York City and life at <http://bhargreaves.com>.

Workshops Produced with the support of **General Assembly**

Workshop I: **Preparing Your Business and Website for Google AdWords**

Is Google AdWords right for your business? Is your website ready for paid traffic? If so, what is it going to cost you to run an effective campaign and should you manage it yourself? How will you know whether or not it's working? Too often, businesses fail at using search engine marketing because they were not properly set up for success before starting their campaigns. Knowing the right steps to take before launching a Google AdWords campaign will save you a great deal of time and money. This workshop will guide you through how Google AdWords works and the preparation required for running a successful campaign.

Experience level: No experience required as this workshop is best suited for individuals and businesses just getting started with Google AdWords. This workshop is specific to Google AdWords (SEM) and will not cover search engine optimization (SEO) for improving your ranking in regular Google search results.



Presented by Gina Valo, Google AdWords expert and digital media strategy consultant.

Gina Valo spent three years at Google as an AdWords Strategist specializing in e-commerce, tech B2B, and agency campaigns. She has launched and trained AdWords support teams in India for both Google and Clickable, where she worked as an operations manager and account director. Gina continues to manage search

engine marketing (SEM) and digital media campaigns as an independent consultant.

Workshop II: **Leveraging Twitter to Grow Your Business**

Everyone is told to use Twitter, but what's the point? In this workshop, participants will learn how to leverage Twitter to grow their business. The workshop will illustrate how to find the key people to know on Twitter and connect with them, and how to use Twitter effectively and efficiently. Examples from Twitter successes and failures across a wide variety of topics from food, travel, art, design, science, music and more will be presented.

Experience level: Participants are encouraged to already have a Twitter account.



Presented by Natan Edelsburg, Vice President at Sawhorse Media and experienced social media marketer.

Natan Edelsburg works for Sawhorse Media (sawhorsemedia.com), the producers of the Shorty Awards. Natan has served in marketing roles for 360i, Bain & Co., Quinn & Co. PR, JetBlue, P&G, LinkedIn, Philo,

Jatached, Hopstop.com and Showtime. You can find and follow Natan at <http://twitter.com/twatan>.

Workshop III: **Managing Your Company's Facebook Presence**

This workshop will inform attendees about many of the tools they need to utilize to successfully manage their company's Facebook presence. The workshop will present best practices and offer insider tips through a combination of case studies, tutorials, and page critiques.

Experience level: This workshop is appropriate for beginners, and will also be useful for current Facebook users who want to understand some of the more technical features of the platform.



Presented by Jason Mitchell, founding partner of Movement Strategy, a premiere social media marketing company.

Jason Mitchell is a founding partner of Movement Strategy (www.movementstrategy.com), one of the country's premiere social media marketing companies. Established in 2007, the company has quickly grown to represent some of the biggest brands including the New York Knicks, Whole Foods, Parenting Magazine, and over 100 others.

Appendix D - Stimulation of Entrepreneurial Opportunity

Entrepreneurship Competition Calendar 2010-2011

Baruch
COLLEGE

The City University of New York

One Bernard Baruch Way
New York, NY 10010

KICKOFF FAIR	Friday, September 24, 2010, 10 am, NVC 14-220
Workshop: What makes a good concept paper	Monday, September 27, 5:30-6:30 pm; repeated Thursday, September 30, 12:30-1:30 pm, NVC 2-140
CONCEPT PAPER DUE	Thursday, October 14, noon
Workshop: Successfully negotiating the competition	Monday, October 25, 5:30-6:30 pm; repeated Thursday, October 28, 12:30-1:30 pm, NVC 2-140
Round 1 Awards Breakfast	Thursday, November 4, 8 am, NVC 14-250
Workshop series: Constructing your business plan	Saturday, November 6, 10 am-1 pm, NVC, Location TBA
Session 1: Competitive analysis and marketing plan	Saturday, November 13, 10 am-1 pm, NVC, Location TBA
Session 2: Operational plan	Saturday, November 20, 10 am-1 pm, NVC, Location TBA
Session 3: Financials	Thursday, November 18, 12:30-2:00 pm, repeated Thursday, November 18, 5:30-7 pm, NVC 2-140
Workshop: Running a social venture business	Wednesday, December 1
Milestone 1 due (Competitive analysis and marketing plan)	Monday, January 31, 2010
Milestone 2 due (Operational plan)	Wednesday, March 2
Milestone 3 due (Financials)	Thursday, March 10, noon, NVC 2-140
DRAFT PLAN DUE	Thursday, March 10, noon, NVC 2-140
Workshop Series: Finalizing your business plan	Thursday, March 31, 12:30-1:30 pm, repeated 5:30-6:30 pm, NVC 2-140
Session 1	Thursday, April 14, 12:30-1:30 pm, repeated 5:30-6:30 pm, NVC 2-140
Session 2	Thursday, April 14, 12:30-1:30 pm, repeated 5:30-6:30 pm, NVC 2-140
FINAL PLAN DUE	Tuesday, April 28, noon, NVC 2-140
Workshop: Making your two-minute pitch	Thursday, April 28, 12:30-2:20 pm, NVC 2-140
Pitches	Tuesday, May 3, 5-9 pm (and if necessary, May 4, 5-8 pm), NVC 14-270
Callbacks	Monday, May 9, 11 am-4 pm (and if necessary, May 11, 11 am-4 pm), NVC 14-275
Awards Ceremony Dinner	Date TBA, 6:00-8:30 pm, Newman Library, room 750

Items and/or times and locations may change. Check the competition website frequently.

Baruch College Invitational Entrepreneurship Competition

Bringing Ideas to Market 2010-2011

WINNERS ARE
ELIGIBLE FOR OVER
\$75,000
IN CASH PRIZES
AND STARTUP FUNDS

Celebrating our 11th Year



Baruch College's Pangea,
2009-2010 First Place Traditional Business Track Winner
(\$10,000 cash prize and \$20,000 seed money)

Pangea provides unique full outsourcing services
to commercial visual effects companies.

Baruch
COLLEGE
The City University of New York

Zicklin
School of
Business

Eligibility

Junior through doctoral level matriculated students in good academic standing at one of the invited colleges are eligible to participate in self-selected teams of two or more persons. Others may be team members, but at least half the team and the team leader/contact person must be eligible students. No one may be on more than one team at a time.

Invited colleges: All CUNY senior colleges, Columbia University, The Cooper Union, Fashion Institute of Technology, Fordham University, Manhattan College, Milano The New School for Management and Urban Policy, New York Institute of Technology, New York University, Pace University, Parsons The New School for Design, Polytechnic Institute of NYU, School of Visual Arts, Yeshiva University.

Process

The competition comprises three rounds:

Round 1: Submit a concept paper

Round 2: Develop a detailed draft business plan

Round 3: Submit and present a fully developed business plan

Submissions are evaluated by a panel of judges. They determine which teams qualify to advance from Round 1 to 2 and Round 2 to 3, and determine winners and awards after Round 3.

During Round 2, teams must show appropriate progress to remain in the competition, including meeting three milestone requirements (see calendar). Progress is evaluated by team mentors.

Awards

For each track:

- First place \$10,000
- Second place \$5,000
- Third place \$2,500

For either track:

\$40,000 in seed money, based on plan viability and team potential to launch the business

Note: All awards are merit-based according to the evaluations and opinions of the judges. There is no guarantee that any particular award will be given.

Tracks

Teams compete in one of two tracks:

Traditional Entrepreneurship Track

- For businesses that focus on profit making

Social Entrepreneurship Track

- For businesses whose primary mission is filling significant social needs

Resources

Mentors

Business professionals and faculty serve as mentors. They act as coaches/facilitators and guides as you develop your plan. Mentors are assigned to all teams passing Round 1.

Workshops — Free and open only to competition participants:

- What makes a good concept paper (one session)
- Successfully negotiating the competition (one session)
- Constructing your business plan (three-session series)
- Running a social venture business (one session)
- Finalizing your business plan (two-session series)
- Making your two-minute pitch (one session)

To Participate

1. Attend the Kickoff Fair, Friday, September 25, 10 am, at Baruch College, Newman Vertical Campus (NVC), 55 Lexington Avenue at 24th Street, Room 14-220 (not required, but highly advisable).
 - Orientation and Q&A
 - Talk with some of our mentors, judges, faculty
 - Mingle, exchange ideas, begin team formation
2. Register at www.baruch.cuny.edu/bcec/conceptpaper
3. Submit a concept paper by noon, Tuesday, October 13. For submission instructions see www.baruch.cuny.edu/bcec/conceptpaper

For additional information, visit www.baruch.cuny.edu/college. Check the site often for updates.

Still have unanswered questions?
E-mail Professor Dumas at
barry.dumas@baruch.cuny.edu

2009-2010

SOCIAL TRACK WINNER



Pi - Baruch College

FIRST PLACE: \$10,000 CASH PRIZE AND \$20,000 SEED MONEY

Pi will produce a wide variety of delectable gluten-free foods for people with dietary restrictions that are also wise, delicious choices for all. Their foods will be produced in a specially designed, dedicated facility and sold in stores throughout the New York area.

Where Are They Now? A Few Recent Developments

Newly Wish, the innovative wedding gift registry division of Pandora's Wish (2008-2009 Traditional Track), is up and running. (www.newlywish.com)

Bennu (2008-2009 Social Track) creates quality products from recycled materials, serving practical needs while protecting the environment through sustainable business practices and products. Bennu's launch product is Greenpack, a customizable children's backpack composed of fabric made entirely of recycled plastic bottles. (www.bennuworld.com)

OnYourOwn (2009-2010 Social Track), which creates agricultural training, development, and ownership opportunities for unemployed Nigerian youth, is moving to NGO status when it will become operational.

MintFinder (2007-2008 Traditional Track) shows personalized product recommendations to shoppers in real time, at and near the stores they are in, with suggestions based on customer patterns. Launched last year, their business is growing rapidly. (www.mintfinder.com)

BARUCH ENTREPRENEURIAL NETWORK

BEN prepares finalist teams to successfully launch and grow their businesses. BEN mentors are seasoned business executives who share their real-world perspectives.

Finalist teams may qualify for BEN services, which include:

- Assisting teams with strategic direction
- Introducing teams to potential clients
- Preparing teams for angel or private equity funding

The logo for the SmartPitch Challenge features a stylized orange and white graphic on the left that resembles a 'V' or a wing. To the right of this graphic, the words 'SmartPitch' are written in a white, sans-serif font, and 'CHALLENGE' is written below it in a larger, bold, black, sans-serif font.

SmartPitch CHALLENGE

Dear Students:

We are excited to announce the inaugural [SmartPitch Challenge](#) business competition presented through the coordinated efforts of CUNY's Institute for Virtual Enterprise (IVE), Baruch's Lawrence N. Field Center for Entrepreneurship, IBM, and the City-sponsored Sunshine Bronx Business Incubator. The SmartPitch Challenge offers you the chance to develop, pitch, and launch your business idea with the help of business mentors, IBM's Smarter Cities and Mayor Bloomberg's PlaNYC frameworks.

This competition will link you into New York City's small business social networking environment and prepare you for launching your business by Fall 2012. [The SmartPitch Challenge Kick-off Event](#) is Friday, February 3, 2012 at Baruch College at 9:00am. The event will be held at the The William & Anita Newman Conference Center, 151 East 25th Street (Room 750), New York, NY 10010. The Challenge and its application process will span the upcoming months and will culminate with a pitch competition on June 6, 2012.

The **winners** of the competition will receive a trip to the **Entrepreneurial Boot Camp in Vermont** in June 2012, **incubator space** at Sunshine Bronx, **IBM mentorship** and **access to angel investors** and **stipends** for their small business. You will then go on to present your business in Fall 2012 as part of New York City's Sunshine Bronx Business Incubator program and the CUNY IVE.

Be sure to [sign up](#) for the Kick-off event on February 3. If you can't attend, check the box for "more info" and then look us up on [Facebook](#) and [Twitter](#). Send any direct questions to info@smartpitch.org.

We're excited for the SmartPitch Challenge 2012 events and look forward to meeting you and hearing your ideas.

Sincerely,
The SmartPitch Challenge Team

www.smartpitch.org
www.ive.cuny.edu
www.bronx.sunshineny.com
<http://zicklin.baruch.cuny.edu/centers/field>
www.ibm.com

ENTER TO **WIN**
THE AT&T AND
BARUCH COLLEGE

FAST PITCH COMPETITION

See reverse
for details

Baruch
COLLEGE

ZICKLIN
SCHOOL OF
BUSINESS
Lawrence N. Field
Center for
Entrepreneurship

CU
NY



ENTER THE AT&T AND BARUCH COLLEGE FAST PITCH COMPETITION

**Pitch your
best business
concept for**

- **Wealth** (e-commerce, retailing business services, advertising)
- **Education & Health** (classroom collaboration, teaching aids, educational gamification, sports, diagnostics)
- **Enjoyment** (social networking, gaming, entertainment of all kinds)

Pitch can be made by a team or an individual

AWARDS **\$2,000** awarded in each category.
An additional **\$2,000** prize will be awarded to the best student pitch.

DEADLINES

March 23	Executive Summary template
April 16	2-minute video pitch
May 15	5-minute pitch final presentation

JUDGES From Baruch College, AT&T and other members of the tech and financial community.

To enter the competition, visit <http://www.baruch.cuny.edu/attpitch> and receive a promo code for free access to developer APIs from AT&T

Appendix E – Field Center Faculty Commitment

Field Mentors/ Department	Area of Expertise	Field Center hours
Robert Foskey/ Department of Management – Entrepreneurship	<ul style="list-style-type: none"> • Franchising & Restaurant Businesses • Construction & Real Estate • General management 	<ul style="list-style-type: none"> • 300 hours per year
Donna Gitter/ Law Department	<ul style="list-style-type: none"> • General legal assistance • Intellectual Property Law 	<ul style="list-style-type: none"> • 225 hours per year
Mary Ann Holley/ Department of Management – Entrepreneurship	<ul style="list-style-type: none"> • General Management • Financial Planning • Marketing 	<ul style="list-style-type: none"> • 300 hours per year
Allison Lehr Samuels/ Department of Management – Entrepreneurship	<ul style="list-style-type: none"> • General Management • Marketing 	<ul style="list-style-type: none"> • 300 hours per year
Thomas Lyons/ Department of Management – Entrepreneurship	<ul style="list-style-type: none"> • Strategy & Strategic Planning • Social Entrepreneurship • Resource Marshaling & Economic Development 	<ul style="list-style-type: none"> • 150 hours per year
Edward Rogoff/ Department of Management – Entrepreneurship	<ul style="list-style-type: none"> • General Management • Regulated Industries 	<ul style="list-style-type: none"> • 15%
Stuart Schulman/ Department of Management – Entrepreneurship	<ul style="list-style-type: none"> • Relationship between technology and innovation • General Management 	<ul style="list-style-type: none"> • 150 hours per year
Emre Veral/ Department of Management - Operations	<ul style="list-style-type: none"> • Corporate Code of Conduct Design & Monitoring • Operations & Quality Management • Health care management systems design • Decision and Risk Analysis & Forecasting 	<ul style="list-style-type: none"> • 150 hours per year
Christoph Winkler/ Department of Management – Entrepreneurship	<ul style="list-style-type: none"> • Entrepreneurship education (socio cognitive) • General Management 	<ul style="list-style-type: none"> • 225 hours per year
Ramona Zachary/ Department of Management– Entrepreneurship	<ul style="list-style-type: none"> • Family Businesses • Time & Human Resources 	<ul style="list-style-type: none"> • 50%
Lilia Ziamou/ Department of Marketing and International Business	<ul style="list-style-type: none"> • Market Research & Consumer Needs • General Marketing 	<ul style="list-style-type: none"> • 225 hours per year

All Entrepreneurship faculty have a time commitment to the Field Center. Their time is reassigned from teaching based on their professional ranking. Faculty from other departments participate in the reassignment as well.