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1. Introduction & Overview

The Entrepreneurship Lab (eLab) was founded on February 16th 2012 as a collaborative workspace designed to bring together students from Pace’s six Schools and Colleges in order to promote cross-disciplinary problem solving, experiential learning and the development entrepreneurial mindset.

The eLab is staffed by highly motivated personnel and offers a variety of technology resources, including high-performance computers, sophisticated software, a professional video studio, a surface computer, and a 3D printer; as well as a wide variety of desktop, laptop and tablet computers. The eLab’s dedicated facilities include a private meeting room, a collaborative work studio, casual work space, and a classroom.

In addition to providing staff assistance, valuable technology resources and dedicated space, the Entrepreneurship Lab organizes a wide variety of events and activities. These include competitions, such as the Pitch Contest, Business Plan Competition and Mobile App Design Contest; a host of different speakers; social and networking functions; as well as workshops and mentoring programs.

The eLab has space for students to launch and manage a new venture, and serves as a ‘home base’ for those wishing to explore entrepreneurship.

Pace’s entrepreneurship program combines a well-established core curriculum and innovative new courses, such as Entrepreneurial Implementation, with integrated co-curricular support, through centers such as the Entrepreneurship Lab and the Wilson Center for Social Entrepreneurship, as well as exciting extra-curricular activities, such as the Pace Pitch Contest, Business Plan Competition and App Design Contest to provide a meaningful educational experience.

Combining all of this with a rich integration in New York City’s vibrant entrepreneurial ecosystem provides our students with a truly distinctive entrepreneurship program.

Entrepreneurship is much broader than the creation of a new business venture. At its core, it is a mindset - a way of thinking and acting. It is about imagining new ways to solve problems and create value. Fundamentally, entrepreneurship is about opportunity; the ability to recognize a new opportunity, to methodically analyze the opportunity and, ultimately, to actually capture the value of that opportunity. These skills are important not only for those seeking to establish a new venture, but are increasingly critical in a wide variety of professional careers given today's hyper-competitive marketplace, where rapid technological innovation and globalization has led to corporate downsizing and a dramatic change in the very nature of work.

<table>
<thead>
<tr>
<th>Opportunity through entrepreneurship</th>
<th>Not just a series of required courses</th>
<th>Achieving an entrepreneurial mindset</th>
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<tr>
<td>MISSION</td>
<td>PROGRAM</td>
<td>OUTCOMES</td>
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<td>You create opportunity by creating value</td>
<td>Innovative, integrative &amp; experiential</td>
<td>The ability to recognize, analyze &amp; capture opportunity</td>
</tr>
</tbody>
</table>


1.1. Contact Information & Directions
Bruce Bachenheimer
Director, Entrepreneurship Lab
E-mail: bbachenheimer@pace.edu
Phone: 212-618-6580
Fax: 212-618-6532

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Associate Director, Entrepreneurship Lab
E-mail: nkalyankar@pace.edu
Phone: 212-618-6667
Fax: 914-989-8101

Entrepreneurship Lab address:
163 William Street, Room 344
New York, NY 10038

1.2. eLab Hours
Monday thru Friday from 10 AM to 6 PM.

1.3. Social Media

http://www.facebook.com/pacepitch

http://www.linkedin.com/groups/Pace-Entrepreneurship-Lab-5040182/about

http://www.twitter.com/paceelab

http://www.youtube.com/user/paceelab

http://www.instagram.com/paceelab

https://foursquare.com/paceelab

https://plus.google.com/103502514937074535850/posts

http://paceelab.tumblr.com/

http://paceelab.imgur.com/

www.pace.edu/elab
1.4. Facilities
1.4.1. Conference Room

1.4.2. Work Room

1.4.3. Meeting Room
2. Organization & Partners

2.1. Administration

2.1.1. Bruce Bachenheimer, Director
Bruce Bachenheimer is a Clinical Professor of Management and the Director of the Entrepreneurship Lab at Pace University. He is also the organizer of the annual Pace Pitch Contest and Business Plan Competition. Mr. Bachenheimer is a member of the Board and past Chair of the New York City Chapter of the MIT Enterprise Forum and has served on the organization’s Global Board. He is a board advisor for several private firms, an ELabNYC Mentor and has served as a consultant to governmental organizations and a variety of new ventures. He has been widely quoted in a variety of domestic and international publications, interviewed on radio and television, and has spoken on entrepreneurship at numerous organizations, including the Youth Assembly at the United Nations and the U.S. Department of State’s International Visitor Leadership Program. Mr. Bachenheimer began his career in investment banking and has worked for global corporations and new ventures. He has conducted business in over two dozen countries and was the founder of Annapolis Maritime Corp. and the Co-Founder of StockCentral Australia. Mr. Bachenheimer holds a BBA, Summa Cum Laude, from Pace University. He received the McKinsey & Company Leadership Scholarship to pursue an MBA degree, which he earned from the Australian Graduate School of Management.

2.1.2. Nikhil Kalyankar, Associate Director
Nikhil Kalyankar is the Associate Director of the Entrepreneurship Lab (eLab). Nikhil plays the role of a mentor and a guide to students interested in entrepreneurship. He helps students fashion their business strategy and implement technology. He leads a team of student assistants to create and organize events including Annual Pace Pitch Contest, Speaker Series and Workshops. Nikhil has worked as a Graduate Assistant for the Management Department. He played a key role in organizing the Seventh Annual Pace Pitch Contest. Nikhil is tech savvy and started programming at a very young age. He has worked for Capgemini India as an Associate Consultant which involved developing an Enterprise Application Software. Nikhil holds an MBA degree in Entrepreneurial Studies from Lubin School of Business, Pace University and Bachelors in Engineering from Osmania University, India.

2.1.3. William Du, Graduate Assistant
William is an MBA student in the Lubin School of Business majoring in Financial Management. He holds a Bachelor’s degree in Telecommunication and a Master degree in Telecommunication and Information System. He taught Calculus and Signal System classes in two colleges in 2011. In addition, he has experience in diverse domains such as website designing, fund placement and wealth management. William has an academic background in both finance and computer science and is committed to helping startup businesses with the business plan and increase synergy where technology intersects with business operations.

2.1.4. Yash Jhala, Graduate Assistant
Yash is an MS student in the Lubin School of Business majoring in Accounting. Originally from Naperville, Illinois, he holds a Bachelor’s degree in Economics from the University of Wisconsin-Madison. Yash has experience in the corporate finance sectors at GE Capital and IBM, with a focus on financial planning & analysis and forecasting. His primary duties at the Entrepreneurship Lab at Pace University are to promote various eLab events and assist budding entrepreneurs with their business plans and financial statements. Yash is an avid sports fan and enjoys exploring New York City and traveling.
2.1.5. Jia Kang, Student Assistant
Jia Kang is a graduate student at Lubin School of Business, majoring in Investment Management. He used to work at private banking division of China Construction Bank as a Lobby Leader. In addition, he has technical skills in multimedia software, such Photoshop, Premiere and After Effects. At eLab, his work covers photography, video editing and graphic design. Also, he has a Bachelor's Degree in English with a concentration in interpreting.

2.1.6. Previous Graduate & Student Assistants
Jason Brandt, MBA in Entrepreneurial Studies, 2013
Javier Dutan, BBA in Entrepreneurship, 2014
Alec DeRoss, BBA in Accounting Management, 2013
Brian Hannan, MBA in Financial Management, 2012
Dieu Anh Ho, BBA in Entrepreneurship, 2012
Hui Ju, MBA in Marketing Management, 2012
Swati Koranne, MBA in Financial Management, 2013
Leah Norris, MBA in Entrepreneurial Studies, 2013
Sweta Rana, MBA in Information Systems Management, 2013
## 2.2. Student Associates

190 Students currently registered and part of the eLab:

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<thead>
<tr>
<th>Name</th>
<th>School</th>
<th>Major</th>
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<tbody>
<tr>
<td>Vakul Aggarwal</td>
<td>Lubin School of Business</td>
<td>Strategic Management</td>
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<td>Olusesan Ajina</td>
<td>Seidenberg School of CSIS</td>
<td>Information Systems</td>
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<td>Ismael Aktulun</td>
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<td>Aleisha Allen</td>
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<td>Michael Alvarez</td>
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<tr>
<td>Richard Alvarez</td>
<td>Dyson College of Arts and Sciences</td>
<td>Film and Screen Studies</td>
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<td>Lumumba Angoy</td>
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<td>Maxwell Bahramipour</td>
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<td>Demi Bennett</td>
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<td>Luke Bergstedt</td>
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<td>Lauren Carter</td>
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<td>Uri Charles</td>
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<td>Wenyua Chen</td>
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<td>Lani Cherry</td>
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<td>Deja Cox</td>
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<td>Language, Culture, and World</td>
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2.3. Student Businesses

2.3.1. Accern

Company Description
Accern is here to take the side of retail investors and supply them with sophisticated news research analytic
tools to be on par with similar technologies used at institutions and hedge funds. Institutional investors have
been known to manipulate the market whereas retail investors are always following what they hear in the
media. The Big Data Era has left retail investors more vulnerable to institutional investors now more than
ever due to all the noise being released in the media. Our mission is to create a level playing field for retail
investors when it comes to trading.

Kumesh Aroomoogan, Lubin School of Business
Kumesh Aroomoogan is the co-founder and CEO of Accern and currently a senior at Pace University
majoring in Public Accounting. He had pursued various startups in the past with each possessing its own
lessons which was transferred to Accern, his current startup. Prior to startups, Kumesh had held positions
as an analyst and accountant at Citigroup, SIFMA, and Ford Foundation. In addition to work, Kumesh likes
to attend various networking events where he have made connections and friends with industry leaders,
advisors, startup entrepreneurs, and much more.

2.3.2. AIT

Company Description
AIT was founded by a high school sophomore in 2010 and is continuing to grow across various sectors,
including Franchises, Corporate Chains, Small Businesses, Technology Startups, Counties, and
eCommerce. AIT has enabled its customers to be game changers in their industry through disruptive and
innovative solutions.

Our excellence and performance has facilitated our clients ranging from individual entrepreneurs to fortune
500 companies in reducing costs and making operations smoother and more efficient. Today, AIT continues
to grow by gaining market share rapidly through innovation. We enjoy bringing solutions to our customers
that contributes towards their success, we believe as our customers grow, we grow.

At AIT, we believe in quality over quantity, innovation over what the market already has and desire to
succeed over accepting failure. Our team consists of experts who feel there is always a way and do not
accept NO as an answer. We always find a way to make the impossible possible.

Amit Shah, Lubin School of Business
Amit Shah is the Founder of AIT Consulting Solutions, and started the company during his sophomore year
of high school. He wants AIT to provide technology solutions that can impact individuals and businesses in
a positive way.

Amit was recently recognized as one of the top 40 entrepreneurs under the age of 40. Amit enjoys working
with the entire AIT team because his technology skills were born from passion and curiosity. He enjoys
solving challenging issues and being a team player. Exceeding our customer’s expectations is a core
principal to Amit.
2.3.3. **Blue-Green Solutions (BGS)**

**Company Description**
Blue-Green Solutions (BGS) is Jamaica’s only producer of B100 biodiesel. BGS strives to provide its customers with quality biodiesel and timely delivery to meet their energy needs.

**Geordi Taylor, Dyson College of Arts and Sciences**
Geordi Taylor is an undergraduate Economics Major who is currently utilizing the tools of the Entrepreneurship Lab at Pace University to construct a business plan and for a biodiesel production facility in his home-country of Jamaica. Geordi hopes to provide Jamaican businesses and citizens with a cheaper alternative to high-priced petroleum diesel by producing B100 (100% biodiesel) while providing a means for them to reduce their carbon footprint on the environment and our atmosphere.

2.3.4. **Brownstone Bee (BB)**

**Company Description**
Brownstone Bee (BB) will be a manufacturing business that will sell all natural beeswax cosmetics and candles. The company has three missions: a social mission, sustainable mission, and an economic mission. Brownstone Bee will sell their products business to business. Its target businesses are boutiques, all natural food stores, eco-friendly cafes, hair salons, nail salons, and eco-friendly restaurants. BB will officially launch this summer 2013 and begin selling in Astoria, NY. As the business grows, BB's target locations are L.I.C., Williamsburg, West Village, East Village, and Soho.

**Spiridoula Cardona, Dyson College of Arts and Science**
Spiridoula is a senior Political Science student concentrating in International Relations. Political Science has enabled her to think critically and analytically about the world. She has conducted theoretical, qualitative, and quantitative research in the topics of her interest. Spiridoula's academic, professional, and personal work experience has helped her to discover that she has a real passion for social entrepreneurship.

Spiridoula sets out to creatively apply her skills and experience to building a strong business model for Brownstone Bee. On her spare time, she also runs a small business painting and selling Byzantine icons. Her interests are Theology, foreign politics, social entrepreneurship, the arts, architectural design, crafting, creating, and green living. Spiridoula is an action oriented visionary and aspiring social entrepreneur. She will combine her skills to serve a single purpose (@BrownstoneBee).

2.3.5. **Cross River Games**

**Company Description**
Cross River Games is a video game development studio dedicated to producing quality games. Its first game, Endless Fall, is currently available in the Apple App Store. Cross River Games intends to expand to other platforms including Android, PC, and consoles.

**Douglas Pope, Seidenberg School of Computer Science and Information Systems**
Douglas Pope is the founder and sole proprietor of Cross River Games and a senior at Pace University majoring in Computer Science. He started his first business, Pendleton Summer Duck Cookies, at the age of nine and since then knew that entrepreneurship would be the career for him. In his spare time, Douglas enjoys playing computer games.
2.3.6. **Kuztomyze.com**

**Company Description**
Kuztomyze.com will be a website where you can customize everything from t-shirts to iPhone cases, creating a unique, one-of-a-kind product, just for you. Upload your own images, or import photos from Facebook or Instagram to create a memorable accessory or to give to someone special as a gift.

Kuztomyze.com is at the forefront of printing technology, using a unique printing process called dye sublimation, which produces superior image quality with vibrant colors and intricate details.

**Jon Hand, Lubin School of Business**
Jon Hand is the founder and owner of Custom Athletic Promotions. He has four years of experience in producing experiential marketing events for brands such as Walmart, Sara Lee, Fox, and Nike. It was during his time producing Nike events that Jon was exposed to the technology of dye sublimation and saw an opportunity to combine his passion for fitness with his desire to be an entrepreneur.

2.3.7. **Nova Software**

**Company Description**
Nova Software designs software designated for food and beverage establishment. It will create programs that will handle financials and logistics of running small businesses all the way up to large facilities such as hotels or franchises. Their key focus is to make a restaurant owners life more organized and efficient.

**Javier Dutan, Lubin School of Business**
Javier Dutan, is a senior in the Lubin School of Business at Pace University. His major is Management with a concentration in Entrepreneurship with an expected graduation date of May 2014. He has experience in many different fields ranging from Photography, Web Design, Marketing, and Financial Analytics.

Javier worked in startups such as Applico Inc. that are now the market leader in its mobile development field. He has worked in financial analytics with Cians Analytics and have learned a great deal of business to consumer communication as well as managing a team overseas. His marketing experience with business to consumer has come from working with Apple and its award winning marketing team. His ambition to target an obstacle in the restaurant industry stems from his experience with restaurants. Javier grew up with restaurants as part of his childhood. He has seen his parent’s small restaurant slowly evolve through market changes, expansion, and innovation. He inherited my parent’s drive to succeed and as a result he would like to create his own success through an entrepreneurial endeavor.
2.3.8. Ravasco Transmission Pvt Ltd

Company Description
Ravasco Transmission Pvt Ltd. is one of the largest manufacturers of conveyor belts, rubber and electric sheets, EPDM roofing membranes and PVC fabric. The company was established in Mumbai, India, in early 1980s and has since been a key competitor in the Indian market as well as the global market. It has four different manufacturing units located in the state of Gujarat, and serves markets such as mining, steel, cement, OEM (original equipment manufacturers), shipping, etc.

The company has grown consistently and rapidly, year after year and so has been able to expand its portfolio by acquiring Madura Industrial Textiles (MIT) in 2003. MIT produces polyester and nylon fabrics, which have many applications such as automotive, aviation, conveyor belting, medical, etc. MIT recently expanded its operations to create a phase II and has set an example of how operations should be run in the industry.

Tarun Kalra, Lubin School of Business
Exports are very crucial to a producer of commodities or finished products because increasing number of producers are coming out from every corner in the local market. To be able to hedge the risk of losing customers in India, Tarun Kalra, Director of Ravasco, has taken the initiative to establish a strong clientele in North and South America. 40% of Ravasco’s annual revenue is from exports, but Tarun wants to grow that number.

He started working at Ravasco in May'09 as a personal assistant to the CFO of the company where he created pricing quotes for products and interacted and negotiated pricing with clients. He went on to train as a floor manager for one of the manufacturing facilities and acquired comprehensive knowledge about the products and the industry. Tarun Kalra is a senior at Pace University pursuing a BBA in finance, and wishes to create a financing part for Ravasco and MIT, like GE Capital, sometime in the future.
2.3.9. **SheerStock**

**Company Description**

SheerStock is a convenient monthly subscription service for women that delivers a variety of hosiery products, such as tights, stockings, and thigh-highs. SheerStock will offer a variety of styles, brands, colors, patterns, prints, and sizes to tailor to all women. The goal of SheerStock is to provide the customer with multiple pairs of legwear each month that are appropriate for a variety of occasions and will save the customer from "making the trip if they've found a rip."

First, customers will fill out a brief style profile, outlining their personal fashion needs and preferences. For example, a customer can indicate if they primarily wear hosiery in a professional environment or as a fashion accessory. Next, they will specify their size and any features they desire, such as control top or open-toed varieties. This way, we can create a better assortment of hosiery each month for our customers. Lastly, members will then receive a personalized package to meet their needs and preferences containing products from renowned brands, such as Hanes and L’eggs, and other well-known designers. Our goal is to provide the customer with essential hosiery products and introduce subscribers to the latest styles and trends.

SheerStock supports the professional advancement of underprivileged women by donating hosiery to women's empowerment organizations with each new subscriber. These trusted organizations are committed to providing career development tools and support networks that help women achieve their life goals and become financially stable. With SheerStock, we remind the customer that these organizations and women need support as they truly need these products. SheerStock ultimately values the empowerment of women, the goal that remains at the forefront of each stocking delivery.

Currently, subscription commerce is growing in the sector of beauty discovery. Most notably, Birchbox, the leading beauty sample subscription company, has sold over 5 million boxes to 400,000 subscribers since the company’s inception in 2010. The subscription business model has also proven itself effective in a disposable goods market. The company Dollar Shave Club provides subscribers with a monthly delivery of razor blades each month. Dollar Shave Club gained popularity in March 2012 when a promotional video went viral. Since then, the company has scaled to about 330,000 subscribers who purchase razors on a monthly or bi-monthly basis. There is a market for hosiery; at some point in the product lifecycle, stockings rip, tear, snag, and need to be replaced. SheerStock aims to disrupt the hosiery market and become the brand leader in subscription hosiery.

**Paige Cecchi, Dyson College of Arts and Science**

Paige Cecchi is currently a junior, B.S. Business Economics student at Pace University. Throughout her college experience, Paige has taken on leadership positions within the Economics Society on campus and expanded her network to include prominent alumni and likeminded motivated students. She has fostered an entrepreneurial spirit from a young age with the goal of starting her own business.

Paige is now focused on launching her company, SheerStock, a monthly subscription hosiery service. After many unpleasant experiences shopping for hosiery products in drug stores, Paige thought of a way to make buying hosiery online easy, convenient, and reliable, as these products are regularly disposable. Along the way, Paige realized organizations that provide professional clothing to underprivileged women were lacking new hosiery products to supply to their members. With both efforts in mind, Paige plans on launching SheerStock this May.
2.3.10. The Jewel High Collection

Company Description
The Jewel High Collection provides exquisite luxury footwear for women of sizes 6 to 15. Each shoe offers comfort and is enriched with our signature orange lining. I introduce “Poison” and “Tami”, which are the first two styles of my collection. "Poison" is a 5.5 inch platform sandal that will leave others breathless. "Tami" is a beautiful 5.5 inch D'orsay platform pump with an interchangeable ankle strap that represents growth and elegance. I have worked extremely hard over the past 5 years to make my childhood dream a reality.

Jewel T. High, Lubin School of Business
Jewel T. High is a Pace University BBA General Accounting candidate for May of 2013. During her college experience, Jewel became a certified HIV/ AIDS Awareness Trainer for CDC and Sigma Gamma Rho Sorority, Inc., scholarly writer for Dyson Society of Fellows, and a Northeastern Regional and International Award Recipient of Sigma Gamma Rho Sorority, Inc. for outstanding achievement and providing meritorious service. She is now the CEO and Creative Director of Jewel High Collection, exquisite luxury footwear for women of sizes 6 to 15.

Jewel T. High strives to make sure all women have a chance to walk with style and confidence by accommodating women with large shoe sizes. While rigorously studying accounting, Jewel took art classes at the Art Institute to enhance her design skills, researched the footwear industry, and studied under a mentor with over 30 years of experience in the footwear industry. Jewel High Collection is currently an e-commerce business with plans to be accessible at high end department stores and boutiques.

2.3.11. UrbanNYCProperty.com

Company Description
UrbanNYCProperty.com is an exclusive real estate firm that focuses on new developments in the Downtown Brooklyn area. Our strategy is to become the one of the most reputable real estate firms in Brooklyn. We offer round the clock service to a few well qualified individuals. Our goal is to make buying and selling of real estate as simple as possible while maintaining the highest level of service. We offer an efficient buying process and sound real estate advice. Our negotiation skills and ability to close deals saves our clients both time and energy. We strive to make the process of buying and selling a memorable experience for our clients.

Colin O'Leary, Lubin School of Business
Colin O'Leary is a senior at Pace University. He served in the United States Air Force for 4 years. He was stationed in Texas, Idaho, Alaska, Afghanistan, and South Korea where he worked as an Aircraft Armament Systems Technician for the Air Force. After leaving the military in January of 2011, he enrolled in college at Pace University where he studies Entrepreneurship. He served as the President of Student Veterans of America at Pace for 1 year. He is a Real Estate Salesperson at Manhattan Residential Group where he has worked for the past 2 years. Colin is originally from Long Island but now lives in Brooklyn where he practices real estate and entrepreneurship. In his spare time Colin enjoys spending time with close ones, sports, reading, and traveling.
2.3.12. **Venture Forth Analytics**

**Company Description**
Venture Forth Analytics is a question based tool for identifying and evaluating the business opportunity present within the user’s idea for producing a product or service. The idea presented for evaluation can be a new, innovative concept based on cutting edge technology, or it can be a new incarnation of a long lived and proven product or service.

The output of the program is a comprehensive, cross-section report that details the strengths and potential key weaknesses of the business concept. Though no explicit advisement is provided on whether to pursue the new business, the report is intended to act as a guideline for the potential founder(s) on the odds for success should they decide to do so. The report is also intended to provide constructive criticism on how the idea could be improved, as well as identify key factors in the success or failure of the business that the founder(s) either didn’t recognize or didn’t prioritize in thinking up their concept.

**Leah Norris, Lubin School of Business**
Leah is an MBA student in the Lubin School of Business majoring in Entrepreneurship and Information Systems. She has an academic background in both finance and computer science and is committed to helping startup businesses increase synergy where technology intersects with business operations. In addition to developing the analytics program that is the cornerstone of her business, Leah is currently working with several small businesses as a freelance consultant. She has professional experience as a data analyst, writer, and event analyst.
2.4. Faculty Fellows  
(In alphabetical order)

2.4.1. Dr. Gerald P. Ardito  
Assistant Professor, School of Education  
Research Interests:  
- Educational Technology  
- Student's inclusive and independent learning  
- Educational Virtual Environments  
- Information & Communication Technologies In Education ICT&E  
- VR for Learning  
- Educational Web 3D  
- E-learning, Authoring & Intelligent Tutoring Systems  
- Virtual Reality Technology  
- Human Computer Interaction  

2.4.2. Prof. Bruce Bachenheimer  
Clinical Professor of Management, Lubin School of Business  
Director, the Entrepreneurship Lab  
Research Interests:  
- Entrepreneurial Strategy  
- Entrepreneurship Education  

2.4.3. Dr. Melissa S. Cardon  
Professor of Management, Lubin School of Business  
Research Interests:  
- Entrepreneurial passion and motivation  
- HR management in entrepreneurial firms  
- Organizational socialization  

2.4.4. Dr. Imran Chowdhury  
Assistant Professor of Management, Lubin School of Business  
Research Interests:  
- Social entrepreneurship  
- Sustainability  
- Business in emerging economies  

2.4.5. Dr. Jean F. Coppola  
Associate Professor, Seidenberg School of Computer Science and Information Systems  
Research Interests:  
Computers and Society: Intergenerational Computing
2.4.6. Dr. Alan Eisner  
Professor of Management, Management and Management Science Department Chair, Lubin School of Business  

Research Interests:  
- Entrepreneurship  
- Business Strategy  
- Organizational Learning  
- Information Technology Strategy  
- Management Technology  
- Management of Innovation  
- Effects of Learning in Competition  

2.4.7. Dr. Casey Frid  
Assistant Professor of Management, Lubin School of Business  

Research Interests:  
- Entrepreneurial behavior  
- Start-up financing  
- Nascent venture outcomes  

2.4.8. Dr. Jonathan Hill  
Associate Dean, Seidenberg School of Computer Science and Information Systems  

Research Interests:  
- Technology Entrepreneurship  
- Web Development  
- Interaction Design  
- Usability  
- Web 2.0  
- Digital Distribution Systems  
- Software Engineering  
- Abstraction  

2.4.9. Dr. Anthony Joseph  
Associate Professor of Computer Science, Seidenberg School of Computer Science and Information Systems  

Research Interests:  
- Digital signal/image processing  
- Algorithm development.  
- Algebraic representation of computational and software tools.  
- Computational code development.  
- Ecommerce applications.  
- Applied pedagogical research
2.4.10. Dr. Theresa K. Lant  
Associate Professor of Management, Lubin School of Business

Research Interests:
- Organizational learning
- Managerial cognition
- Knowledge management in interdisciplinary teams

2.4.11. Dr. Christelle Scharff  
Associate Professor of Computer Science & Chair of the Computer Science Department, Seidenberg School of Computer Science and Information Systems

Research Interests:
- Automated Deduction and Theorem Proving
- Data mining
- Global software development
- Mobiles for development
- Technologies and education

2.4.12. Dr. Rebecca Tekula  
Assistant Professor, Public Administration, Dyson College of Arts and Sciences  
Executive Director, Helene and Grant Wilson Center for Social Entrepreneurship

Research Interests:
- Education in Social Enterprise and Entrepreneurship
- Nonprofit Management
- Corporate Social Responsibility
### 2.4.13. Entrepreneurship Research

Publications related to entrepreneurship by our Faculty Fellows since the launch of the Entrepreneurship Lab on February 16th 2012.

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Title of Article/Chapter</th>
<th>Journal/Book Title</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Melissa Cardon</td>
<td>Entrepreneurial Passion, self-efficacy, and persistence in entrepreneurship</td>
<td>Entrepreneurship: Theory &amp; Practice</td>
<td>2015</td>
</tr>
<tr>
<td>Dr. Melissa Cardon</td>
<td>Potential buffering effects of positive affect on stress, personal health, and income for entrepreneurs</td>
<td>Applied Psychology: An International Journal</td>
<td>In Press</td>
</tr>
<tr>
<td>Dr. Melissa Cardon</td>
<td>Pathways of passion: Identity centrality, passion and behavior among entrepreneurs</td>
<td>Journal of Management</td>
<td>In Press</td>
</tr>
<tr>
<td>Dr. Melissa Cardon</td>
<td>The Importance Angels Place on Passion when Making Investment Decisions: Why does it matter to some and not all angels?</td>
<td>Journal of Business Venturing</td>
<td>2012</td>
</tr>
<tr>
<td>Dr. Melissa Cardon</td>
<td>The impact of founder experience on the intentions to exit.</td>
<td>Small Business Economics: An Entrepreneurship Journal</td>
<td>2012</td>
</tr>
<tr>
<td>Dr. Melissa Cardon</td>
<td>Exploring the heart: Entrepreneurial emotion is a hot topic.</td>
<td>Entrepreneurship: Theory &amp; Practice</td>
<td>2012</td>
</tr>
<tr>
<td>Dr. Melissa Cardon</td>
<td>Passion and Entrepreneurship</td>
<td>The Routledge Companion to Entrepreneurship (Book)</td>
<td>2014</td>
</tr>
<tr>
<td>Dr. Melissa Cardon</td>
<td>Cultural context, passion, and self-efficacy: Do entrepreneurs operate on different “planets”?</td>
<td>Handbook of Entrepreneurial Cognition (Book)</td>
<td>2014</td>
</tr>
<tr>
<td>Dr. Imran Chowdhury</td>
<td>Social entrepreneurs as institutionally embedded entrepreneurs: Towards a new model of social entrepreneurship education</td>
<td>Academy of Management Learning and Education</td>
<td>2012</td>
</tr>
<tr>
<td>Dr. Casey Frid</td>
<td>Financing the emerging firm</td>
<td>Small Business Economics – An Entrepreneurship Journal</td>
<td>2012</td>
</tr>
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<tr>
<td>Dr. Anthony</td>
<td>Entrepreneurial Health Informatics for Computer Science and Information Systems Students</td>
<td>Information Systems Education Journal</td>
<td>2014</td>
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<tr>
<td>Joseph</td>
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<td>Joseph</td>
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<tr>
<td>Dr. Theresa</td>
<td>Entrepreneurial Storytelling, Future Expectations, and the Paradox of Legitimacy</td>
<td>Organization Science</td>
<td>2014</td>
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<td>Lant</td>
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2.5. Alumni Mentors
(In alphabetical order)

2.5.1. David Arabov
David Arabov graduated from Pace University’s Lubin School of Business in 2012 with BBA in Business Administration and Management. He has always had an entrepreneurial spirit that drove him from very early on. While at Pace, he started his first business Elite Daily which is now one of the most popular sites among millennials. He first saw a void in the marketplace in the traditional media and came up with a different alternative, a medium that is diverse and a voice of this generation. By doing so he managed to create a platform that is disrupting the media as we know it. The site is attracts millions of new users every month and employs over 35 millennials.

2.5.2. Brendan M. Davey
Brendan is a Partner at Reitler Kailas & Rosenblatt LLC, where his practice focuses on venture capital transactions, mergers and acquisitions, joint ventures, fund formation and general corporate representation for early stage companies. Brendan's venture capital practice consists of providing counsel to technology and tech enabled services companies. Brendan's M&A and joint venture practices are related to his venture capital work, primarily liquidation events, or companies seeking growth through joint ventures or acquisitions. He regularly represents early stage companies, from formation through exit event and all stages in between, including fundraising, employment matters and the various agreements that emerging companies enter into during growth.

Brendan is a member of NY Tech Meetup as well as the New York Technology Council, both of which are organizations devoted to increasing the growth of technology businesses in New York. He is a member of the New York State Bar Association and a former member of the New York State Bar Association's Special Committee on Cyberspace Law. Brendan earned a B.A. in history from State University of New York at Albany and a J.D. from Pace University School of Law, where he was a member of the Law Review.

2.5.3. Stefan Doering
Stefan Doering, a 1989 MBA graduate of Lubin’s Information Systems, has been innovating in business and sustainability since 1987. His key Business Accomplishments: Started, ran and funded 7 companies in the past 31 years, having raised over $5MM; Coaching a variety of businesses with programs having reached over 3,000 business innovators in 13 countries since 2003; Developed green intrapreneurship strategy for General Motors that was included in their final bailout plan presented to Congress in December, 2008; Taught landmark courses on green entrepreneurship and intrapreneurship at Columbia University’s Center for Environmental Research and Conservation 2007 – 2011; Taught Clean Tech entrepreneur courses at the Industrial and Technology Assistance Corporation (ITAC), a leading non-profit in NYC for small business development; Entrepreneur In Residence for NYSERDA (New York State Energy Research and Development Authority), coaching clean tech companies to scale up in New York; Mentor, advisor and contest judge for students at Columbia Business School’s Eugene Lang Entrepreneur Center and Pioneered green retailing in the 1990’s, growing Earth General to one of the largest green retailers in the US at that time, with 3,500+ different products screened for their environmental impact. Stefan has been featured on the CBS Evening News, Good Morning America, The New York Times, Wall Street Journal, Bloomberg TV, and dozens more.

2.5.4. Brett Dovman
Brett is an innovative and highly talented digital media entrepreneur with experience in mobile software and entertainment. He is the Founder and Head of Operations of Panelfly Inc., a company he started in 2008 with two friends while studying for his MBA at Pace University. Panelfly is a leader in creating the ultimate digital fan experience. Dubbed SuperMedia, our unique transmedia storytelling approach, coupled with
deep content discovery and social interactivity, Panelfly takes traditional on-screen experiences to a whole new level. Beyond the Internet, we are driven to deliver the world’s most immersive, interactive digital fanfest, whether at home or on the go.

Prior to starting Panelfly, Brett spent time with Telemetry Investments, where he focused on distressed mortgage assets. Brett received an MBA from the Lubin School of Business at Pace University and a BS in Aerospace Engineering from Syracuse University.

2.5.5. Lenny Kharitonov
Lenny Kharitonov has always been involved in various entrepreneurial ventures and did a brief stint in banking at Lehman Brothers, now Barclays. He is the President of Unlimited Furniture Group. Unlimited Furniture Group Inc is an 8 year old parent company to various furniture related entities covering retail, ecommerce, and international distribution. Its global team speaks 10 languages and lives and works on 4 continents. He loves people and enjoy meeting them. Lenny’s hobbies include reading and traveling and more recently ice hockey and biking. Lenny received his BBA from Pace University in 2002 and Global Executive MBA from Columbia Business School, London Business School in 2012.

2.5.6. Aaron Mandelbaum
Best described as an entrepreneur and digital strategist, Aaron is the founder of Icebreaker Consulting which creates technology, social media, ecommerce, marketing and SEO strategies for businesses and individuals. Icebreaker specializes in boosting efficiency and productivity through customized technology education. After graduating from Pace University with an MBA in strategic management he began working for a prominent social media agency as a senior account director and later as the ROI and metrics specialist. He oversaw clients of all sizes including Netflix, Pepsi, Starbucks, Forbes, ExpoTV, Pandora, Coolio, Nextune and multiple film launches. The foundation of Icebreaker Consulting came after years of work with individual clients. Since 2002 Aaron has been working with businesses and individuals to help them get the most use from their technology resources. Icebreaker Consulting brings together a large network of connections in agencies, service providers, developers and other consultants who all work together to create and fulfill new possibilities for clients and the world. Icebreaker donates 5% of net profits to Netimpact.org

2.5.7. Rumit Mehta
Born in Kenya of Indian descent & raised in Tanzania, Rumit Mehta has a love for Africa that is unmatched. Despite living in the urban jungle of New York City, he still manages to return to Africa and India both for family visits and by request from many of his clients. Rumit grew up leading safaris for friends and colleagues where he refined his keen wildlife spotting skills in the bush.

Originally trained as an architect, Rumit worked in the design and construction industry for 13 years while at the same time dabbling in travel planning for select clients. Very soon, the travel bug caught on and after much deliberation he decided to do it on a full time basis as it was more exciting than visiting muddy construction sites. As they say, the rest is history…

An avid thrill seeker, Rumit plays a pivotal role in developing custom itineraries for luxury and academic clients leveraging a wealth of knowledge and professional networks in both Africa and South Asia to design complex itineraries. With his deep knowledge of the hospitality industry, he is frequently invited as a guest speaker at business and academic forums. Rumit is also Vice President of the Association of the Promotion of Tourism in Africa (APTA) - Northeast Chapter.

2.5.8. Nicholas Schiavo
Nicholas is the Accounting Director at AltResources where he creates accounting, financial and operational solutions that help grow businesses. Prior to AltResources, Nicholas served as a Controller with PineBridge Investments (formerly AIG Investments) and was responsible for direct, fund of funds and secondary funds.
Nicholas oversaw back, middle, and front office functions, and was a key player with front office personnel. Earlier in his career, he held key positions at another alternative investment administrator, consulting firms and financial services companies where he expanded his client service, analytical and industry skill set. Nicholas started his career in the Financial Services Audit Practice at KPMG. His front, middle and back office experience - and client centric approach - equip him to effectively support fund business strategies, individual General Partner visions while understanding portfolio company matters.

Nicholas is a CPA and received his BBA in Accounting from the Lubin School of Business at Pace University in 1984. He has a MBA in Finance/International Business from NYU Stern School of Business. Nicholas is a Board Member and Treasurer of the MIT Enterprise Forum of New York.

2.5.9. Sara Shikhman
Sara Shikhman is the President of BedroomFurnitureDiscounts.com, a leading online retailer of home furnishings in New York. Under Sara's leadership Bedroom Furniture Discounts was able to turn a $20,000 investment into nearly $10 million in revenue despite being 576th to market. Sara earned her B.B.A. in Finance from the Lubin School of Business at Pace University and her law degree from University of Pennsylvania Law School. Prior to Bedroom Furniture Discounts Sara taught Business Law at Pace University, was a portfolio manager at Deutsche Asset Management and practiced corporate law at a top law firm in New York. In her spare time, Sara enjoys traveling, tennis and writing. Sara is a board member of the University of Pennsylvania Law School alumni board and the Lubin School of Business Alumni Board.

2.5.10. Alan Siege
Alan Siege has an MBA in Entrepreneurship from Pace University and a Master's degree in Performing Arts Management from Brooklyn College. He has led business workshops through the Brooklyn Chamber of Commerce, the Support Center of New York, the Brooklyn Business Outreach Center and the Business Division of the Brooklyn Public Library. He is an instructor for the FastTrac Program, (part of the NYC Department of Small Business Services) and an Adjunct Professor in the School of Continuing and Professional Studies at New York University and the City University of New York. In addition, he is the Principal of Small Business Management Consulting - a business coaching company - and has been assisting small businesses for over 20 years by improving the way they tell their business story.

2.5.11. Craig Tashman
Craig’s background is in product, user experience, and interactive technology design. He currently leads LiquidText, a startup founded in 2012 to give people the tools they need to read and understand long, complex documents. Craig earned his Ph.D. in 2012 from Georgia Tech's School of Interactive Computing where he and his teams developed better ways to support deep, critical reading; the work went on to be the foundation for his startup. Prior to LiquidText, Craig worked at IBM Research and Microsoft Research during college and graduate school, where he developed interactive visualizations for desktop window management and data compression technologies.

Prior to Georgia Tech, Craig received his BS in Physics from Pace University in 2003, and his MS in Computer Science from Rensselaer Polytechnic Institute in 2005.
2.6. Special Guests
The eLab has had the privilege of hosting top entrepreneurs, investors, venture capitalists and other distinguished people as Special Guests. These guests have contributed in variety of ways as keynote speakers, conference panelists, judges and workshop facilitators. Gurbaksh Chahal, a prominent tech entrepreneur and great supporter of the eLab, has founded the Chahal Entrepreneurial Endowed Scholarship Fund. The eLab administration actively pursues eminent personalities seeking engagement with the University.

(In alphabetical order)

- Bal Agrawal, CEO, LifeWorx, Inc
- Sang Ahn, Principal, Dawntreader Ventures
- Mumtaz Alvi, Counselor-at-Law
- Marc R. Angel, Senior Business Manager, Primedia
- David Arabov, Co-Founder and CEO, EliteDaily.com
- Rohit Arora, Co-Founder and CEO, Biz2Credit
- Fred Aslan, MD & Vice President, The Michaelian Institute
- Mitchell Barnett, Vice Chairman, Cushman and Wakefield
- Alan Baum, Vice President, JPMorganChase
- Thatcher Bell, Associate, Draper Fisher Jurvetson Gotham Ventures
- Karsten Berlage, Global Head of Weather Risk Solutions, Allianz Risk Transfer
- Alan Brody, CEO, Convean
- Matthew Brown, Co-Founder, Emergent Properties, Inc.
- Warren N. Bimblick, Senior Vice President and General Manager, Primedia
- Steve Brotman, Managing Director, Greenhill & Co
- Ellen Carey, Manager, Global Impact Investing Network
- Majora Carter, Founder and Executive Director, Sustainable South Bronx
- Miguel Centeno, Chief of Marketing, U.S. Small Business Administration
- Gurbaksh Chahal, Founder, RadiumOne
- Somak Chattopadhyay, Vice President, Greenhill SAVP
- Carolyn Chin, CEO, Cebiz
- Matthew Commons, Chief Financial Officer, FloDesign Wind Turbine Corp.
- Eric Diamond, Founder and CEO, Tribeca Digital
- Brett Dovman, Founder, Panelfly, Inc.
- Vitaly Feldman, Co-founder, MetroHorse
- Wendy Felton, Social Media Manager, Lubin School of Business
- Carlos Flores, Managing Director, Golden Seeds Angel and Venture Capital Investment Group
- William Fontana, Manager, Second Century Innovation and Ideas Corp.
- John Fox, President and Co-Founder, Homeland Energy
- Robert Fuhrer, NexToy LLC
- Ronen Gafni, Creator and Founder, FreshBiz
- Ashling T. Ganes, Project Manager, Cushman and Wakefield
- Eric Gertler, Executive Vice President, New York City Economic Development Corporation
- Simcha Gluck, Founding Partner, FreshBiz
- Michael Gochman, Gochman Group Inc.
- Victor Goldsmith, Executive Director, Second Century Innovation and Ideas.
- Liz Hamburg, co-host of Launchpad and President of Upstart Ventures LLC
• Sam Hamadeh, CEO and Co-Founder of PrivCo
• Mark Herschberg, CTO, MadisonLogic
• Orin Herskowitz, VP of Intellectual Property and Tech Transfer, Columbia University
• Steve Hindy, Co-Founder and President, Brooklyn Brewery
• Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
• Howard Homonoff, President, Homonoff Media Group LLC
• Sabrina Horn, Founder, President & CEO, Horn Group
• Mary Howard, Principal, Design Technologies
• Debera Johnson, Executive Director, Center for Sustainable Design Studies and Research
• Rob Johnston, Executive Director, The Wilson Center for Social Entrepreneurship
• Clarence B. Jones, Executive Consultant, Marks Paneth & Shron
• Peter Kash, Co-founder and Chairman, Two River Group Holdings
• Mark Kay, CEO, Strikeforce Technologies
• Anna Khan, Venture Capitalist, Bessemer Venture Partners
• Lenny Kharitonov, President, BedroomFurnitureDiscounts.com
• Alexander Koretsky, Co-founder, MetroHorse
• Alice Korngold, Author, Leveraging Good Will
• Lynne Lambert, Founder, NYCSubwayLine.net
• Miles Lasater, COO and Co-Founder, HigherOne
• William R. Lee III, Associate Director, Cushman and Wakefield
• Karen Leland, karenleland.com
• Geoffrey C. Lewis, Editorial Director, Primedia
• John Lewis, Finance Manager, WeWork
• Regina Lian, Founder and President, Financial Comfort Inc.
• Mary P. Lieto, Executive Director, Auxiliary Services, Pace University
• Stanley S. Litow, President, IBM International Foundation
• James B. Lockhart, Associate, Greenhill SAVP
• Emanuel Martinez, Managing Director, Greenhills Ventures
• Cynthia W. Massarsky, President, CWM Marketing Group
• Gustavo de Medeiros, Founder, NationPhone
• Rumit G. Mehta, Founder, Immersion Journeys
• Modest J. Mero, Minister Plenipotentiary at the Permanent Mission of the United Republic of Tanzania to the United Nations (UN)
• Michael Moretti, Senior Relationship Manager, Silicon Valley Bank
• Howard Morgan, Director, Idealab
• Thomas Mulligan, Relationship Manager, JPMorganChase
• Brian J. Nickerson, PhD, Director LLC
• Charlie O'Donnell, Partner, Brooklyn Bridge Ventures
• Aundre Oldacre, VMIX
• David Oreck, Founder and Chairman, Oreck Corporation
• Robert E. Ortiz, Program Director, Students in Free Enterprise
• Douglas Palumbo, Vice President, JPMorganChase
• Henry Park, Principal at Law Office of Henry Park LLC
• Larry Perlmstein, Ombudsman, Gartner
• Jerald Posman, Director, Project Enterprise
• David S. Rose, Chairman, New York Angels
• Charles F. Ryan, Vice President, JPMorgan Chase
• Wallace Santos, Co-founder, Maingear Computers
• Kane Sarhan, Co-Founder, Enstitute
• Nicholas Schiavo, Accounting Director, AltResources
• Hugh A. Schwartz, Chadwick Communications
• Jonathan Serko, Vice Chairman, Cushman and Wakefield
• Archana Shah, Executive Director, Morgan Stanley
• Jim Sharpe, Vice President, Gerson Lehrman Group
• Sara Shikhman, President, BedroomFurnitureDiscounts.com
• Alan Siege, Principal, Small Business Management Consulting
• Bernard M. Siegel, CPA and Certified Professional Coach
• Lori S. Smith, Partner, Goodwin Procter LLP
• Geoffrey W. Smith, Director, Center for Technology, Innovation, and Entrepreneurship
• Stephen Sokoler, President & CEO, Altrum Honors
• Melissa Stepanis, Relationship Manager, Silicon Valley Bank
• Craig Tashman, Co-Founder and CEO, LiquidText
• Stella Templo, Executive Officer, WeWork
• Prudence Thiry, Counsel at Law Office of Henry Park LLC
• Michael Vesey, CFO, Majesco
• Lori Anne Wardi, President and CEO, Pebble Alley LLC
2.7. Scholarships, Sponsorships & Grants

2.7.1. Scholarships

2.7.1.1. The Steve Godoy Endowed Scholarship Fund
Steve Godoy established the scholarship fund to reward students with exceptional entrepreneurial and leadership qualities.

2.7.1.2. The Ehrgott Endowed Scholarship Fund
Donald A. Ehrgott ’50 instituted the David A. Ehrgott and Ruby Ehrgott Endowed Scholarship Fund to assist students enrolled in the Entrepreneurship program.

2.7.1.3. The Chahal Entrepreneurial Endowed Scholarship
Gurbaksh Chahal, a successful serial tech entrepreneur, honorary doctorate and great supporter of the eLab, founded the Chahal Entrepreneurial Endowed Scholarship Fund to help entrepreneurship students.

2.7.2. Sponsorships

2.7.2.1. Cushman & Wakefield
The Entrepreneurship Lab attracted $2,000 in sponsorship from Cushman and Wakefield for the ‘Commercial Real Estate Insights for NYC Start-Ups’ event held on February 21st 2013.

2.7.2.2. HigherOne
HigherOne sponsored ‘A Fireside Chat with Miles Lasater’ held on March 21st 2013 with a donation of $2,000.
2.7.3. Grants

2.7.3.1. Verizon Thinkfinity Foundation
Professors Bruce Bachenheimer (Lubin) and Jean Coppola (Seidenberg) successfully won the grant of $15,000 for purchase of MakerBot 3D Printer, two iPads and two Samsung Tab 2 devices. A portion of the grant will be used to develop a mobile app for the Entrepreneurship Lab.

2.7.3.2. Blackstone Charitable Foundation
From fall 2014 through summer 2015, Professor Bruce Bachenheimer will lead a series of seven-week Entrepreneurship Boot Camps at the eLab that will offer focused training for up to 96 veterans in the Tri-State area. The boot camps are part of the Blackstone Charitable Foundation’s First Annual Veterans Grant worth $50,000.

2.7.3.3. Michal Dezer BBA ’68, Hon. DCS ‘14
A leading figure in real estate, Pace alumnus Michael Dezer ’68 Hon. DCS ‘14 is one of our most accomplished graduates. In 2013, Michael made a $1 million gift towards two distinct initiatives at Pace—the Entrepreneurship Program at the Lubin School of Business and the New York City Master Plan, giving back to Pace in the very areas where he has achieved great success.

Born in Israel, Michael Dezer attended Pace soon after coming to the U.S. in the early 1960’s. After graduating, he became an entrepreneur in the advertising industry, eventually selling his business to enter real estate, with the purchase of 35 buildings. Today, Dezer Development – the company he founded and his son, Gil, now serves as president of – is the largest landowner in Chelsea, with office space holdings totaling more than 1 million square feet. In the mid-80’s, Dezer Development expanded to Miami, where its holdings now include a portfolio of hotel properties totaling more than 1,000 rooms. Given his extraordinary success as an entrepreneur, Pace is awarding Michael an honorary degree at this year’s Commencement.

A proud Israeli-American, his gift also reflects his desire to help the University foster a closer relationship with industrial and commercial leaders in the State of Israel, building upon the impressive strides Pace has already made in developing these relationships, including hosting a forum on technology innovation and entrepreneurship in Israel and organizing a speaker series for Lubin students featuring executives from top Israeli tech firms. These efforts will continue thanks to Michael’s support, as $250,000 of his $1 million investment will fund this work through the Entrepreneurship Program at Lubin.
2.8. International Connections
Students from international universities Universidad Europea de Madrid, Spain and European Business School, France took Entrepreneurship courses in the eLab and students from H.R. College of Commerce and Economics, India visited the eLab during their US tour.

2.8.1. Universidad Europea de Madrid, Spain & European Business School, France
2.8.2. H.R. College of Commerce & Economics, India
3. Events & Activities

3.1. Networking Activities

3.1.1. Entrepreneurship Lab Opening Ceremony (February 16, 2012)
Pace University officially launched the Entrepreneurship Lab with a Grand Opening Ceremony on February 16th 2012. The eLab hosted an open house for those wishing to tour the facility, followed by a formal dedication hosted by Neil S. Braun, Dean of the Lubin School of Business. Speakers at the event included Bruce Bachenheimer, Clinical Professor of Management and Director of the Entrepreneurship Lab; Harold Levy, a member of the Board of Trustees of Pace University and a Managing Director at Palm Ventures; Robert W. Walsh, Commissioner of the New York City Department of Small Business Services; Harriet Feldman, Pace University’s Interim Provost and EVP of Academic Affairs; Somak Chattopadhyay, a Partner at Tribeca Venture Partners; Robert Caucci, a former student of Lubin School of Business student and Jeremy Pease, senior at Pace University’s Seidenberg School of Computer Science and Information Systems.
3.1.2. Alumni Entrepreneurship Reception (September 6, 2012)
The Alumni Entrepreneurship Reception allowed Pace alumni to take a tour and learn about the new Entrepreneurship Lab. The Director of the eLab, Professor Bruce Bachenheimer, explained the purpose and initiatives of the Entrepreneurship Lab and asked for recommendations from alumni. Following the reception, guests were invited to network and socialize across the street at the Beekman Pub. Among the guests were the Lubin School of Business Dean Neil Braun and Management Department Chair Alan Eisner.
3.1.3. Startup Mixer (October 19, 2012)
The Entrepreneurship Lab hosted a ‘Startup Mixer’ event to promote interschool collaboration in the pursuit of entrepreneurship. Students, alumni, and faculty from all six of Pace University’s schools were invited to enjoy food, wine, and the company of their peers and colleagues. Over 40 guests took advantage of this opportunity to exchange ideas and meet students with different skills and backgrounds.
3.2. Competitions

3.2.1. Pitch Contest

April 19, 2012
The Pitch Contest featured 8 finalists’ teams presenting new business concepts. Finalists came from four of Pace University’s schools: Lubin, Dyson, Seidenberg, and Pace Law.

Judging Panel:
Matthew Brown, Co-Founder, Emergent Properties Inc.
Brett Dovman, Founder, Panelfly Inc.
Rumit Mehta, Founder, Immersion Journeys
Sara Shikhman, President, BedroomFurnitureDiscounts.com

Winners:
First Place - John Robb (Dyson) and Peter Franceschini (Seidenberg) for Candoo
Second Place - Robert Caucci (Lubin) and Jeremy Pease (Seidenberg) for SpaceSplitter
Third Place - Henry Kusjanovic (School of Law) for Prof-Source.
April 18, 2013
The Annual Pace Pitch Contest featured 6 student finalists and a panel of local business experts serving as judges. Finalists came from three of Pace’s six schools (Dyson, Lubin, and Seidenberg). Guests included over 120 Pace students and alumni, two undergraduate business classes, and additional faculty and outside visitors. The judging panel consisted of local entrepreneurs and experts in the New York City startup and venture capital community. The panel asked the finalists tough questions about their business pitches and offered advice to aspiring entrepreneurs in the audience.

Judging Panel:
Mark Herschberg, CTO, Madison Logic
Charlie O’Donnell, Partner, Brooklyn Bridge Ventures
Stephen Sokoler, President and CEO, Altrum Honors
Michael Vesey, CFO, Majesco Entertainment Company

Winners
First Place - Christian Velez (Dyson) for Nuque Tie New York
Second Place - Geordi Taylor (Dyson) for B100 Production Facility
Third Place – Javier Dutan (Lubin) for Nova Mobile Applications
April 17, 2014
The Annual Pace Pitch Contest was held on April 17, 2014 featured 7 student finalists and a panel of local business experts serving as judges. Finalists came from three of Pace’s six schools (Dyson, Lubin, and Seidenberg). Guests included over 150 Pace students and alumni, two undergraduate business classes, and additional faculty and outside visitors. Kane Sarhan, the Co-Founder of Enstitute, delivered the keynote address. The judging panel consisted of local entrepreneurs and experts in the New York City startup and venture capital community.

Judging Panel
Bal Agrawal – CEO, LifeWorx, Inc.
Ellen Carey – Manager, Global Impact Investing Network
Mary Howard – Principal, designtechnologies
Anna Khan – Venture Capitalist, Bessemer Venture Partners

Winners
First Place - Paige Cecchi (Dyson) for SheerStock.
Second Place - Camille Hugh (Lubin) and Patrick Roche (University College Dublin) for The Interview Master.
Third Place - Kumesh Aroomogan (Lubin) and Anshul Vikram Pandey (New York University) for Accern.
Pitch Pace Contest Series
To help students prepare for the prestigious Annual Pace Pitch Contest, the Entrepreneurship Lab held a series of mini-pitch contests called the Pitch Pace Contest Series. Fernando Fung won the Pitch Pace Contest held on April 2, 2014, David Manukjan won the Pitch Pace Contest held on March 5, 2014 and Ana Sosa won the Pitch Pace Contest held on February 19, 2014.
3.2.2. Business Plan Competition

2012
Winner: Jonathan Prato, "Stoked"

Stoked or The STKD 67 Concept Shop is a retail and community space located at Beach 67 at the vacant retail spaces in Arverne By The Sea. The space will be used to empower youth during the summer months and address the summer learning and physical education gap for New York City youth.

Jonathan Prato is a senior at Pace University where he is pursuing his Bachelor of Business Administration degree in both Entrepreneurship and Finance. Jonathan’s passion for Entrepreneurship started in his freshman year of college when he started a residential and commercial painting company under the Collegiate Entrepreneurship program. Currently, Jonathan is the President and Co-Founder of the Pace University Student’s in Free Enterprise (S.I.F.E.) Team where he leads a dedicated group of 20 students in accomplishing goals in line with S.I.F.E.’s mission “to create a better, more sustainable world through the positive power of business”. In 2012 Jonathan lead this new team to the S.I.F.E. Regional Competition for the first time since 2004. As a part of S.I.F.E.’s work Jonathan partnered with Stoked, a non-profit organization that is dedicated to helping underserved youth through action-sports, to create and write the plan for a social venture in Rockaway Beach, New York. Jonathan worked with Stoked’s founder Steve Larosiliere to create the idea for a surf shop that would act as a job training program for the underserved youth in the Rockaway Beach community. Jonathan put together a 55-page business plan for the organization, which has allowed Stoked to actively pursue funding and execute the detailed plan.

2013
Winner: Peter Courtney, Wapsi 67 Brewing Company

Wapsi 67 Brewing Company will be a 10 barrel distribution brewery with a tasting room located on the Eastern border of Iowa in the Quad Cities. The tasting room will consist of several different beers on tap available in sampler glasses, pints, or growlers. The brewery will serve one type of food, a “sloppy-joe” type sandwich originating from a family-owned store in the area.

Peter Courtney is a graduate student at Pace University. He is working towards a Master’s in Business Administration, with a focus on Entrepreneurial Studies in Management. Peter has a Bachelor’s of Science in Mechanical Engineering from the University of Notre Dame. He has worked for the past five years as a mechanical engineer in the mechanical construction field as a project and construction manager. He is a Project Management Professional, Certified Energy Manager, and plans to take the Professional Engineering Exam in April 2013. Peter began brewing his own beer in early 2012. He has visited several breweries over the last year, had discussions with brewers and owners of breweries, and performed a case study on the growth of craft beer in the United States and success of the Samuel Adams brand.
3.2.3. Mobile App Design Contest

December 6, 2012
The Inaugural Pace Mobile App Design Contest featured eight finalists who created concept designs for mobile applications. The finalists were required to write a description of their application and create images of each application page. The finalists presented their app designs in a public exhibition held at the Entrepreneurship Lab. Pace students and faculty members packed into the eLab to meet the finalists and vote on their favorite mobile app design. The winners were decided by votes.

Winners:
First Place - Julie Gauthier (Seidenberg) for We Go Together
Second Place - Shiemi Lim (Lubin) for Stress Me Not
Third Place - John Robb (Dyson) and Peter Franceschini (Seidenberg) for Seamless Messaging
December 5, 2013
The Pace Mobile App Design Contest 2.0 featured five finalists who created concept designs for mobile applications. The finalists presented their app designs in a public exhibition held at the Entrepreneurship Lab. Pace students and faculty members packed into the eLab to meet the finalists and vote on their favorite mobile app design. Dr. Christelle Scharff judged the contest finalists and presented a topic on “Advice to Mobile Entrepreneurs”. The winners were decided by a combination of votes and judge’s selection.

Winners:
First Place - Martine Nezerwa (Seidenberg) & Keith Wright (Seidenberg) for Alive Inside
Second Place - "Winston" Yen-Chi Hsu (Lubin) for NoteTaker 1.0
Third Place - Sabiya Bacchus (Seidenberg) for Event Book
3.3. Speaker Series

3.3.1. The CTO’s Role in a Tech Startup (March 20, 2013)
Mark Herschberg, the Chief Technology Officer at MadisonLogic, came to speak to a class of international Entrepreneurship students on the topic of ‘The CTO’s Role in a Tech Startup’. He offered great insights to students as to what the CTO title entails and the type of day-to-day responsibilities he has while working at a startup company.

Mark has worked at and consulted to number startups typically taking on roles in general management, operations, and technology. He has been involved from inception and fundraising through growth and sale of the company. These startup companies have included a wireless application platform, online advertising, lead generation, OLAP, and new language development. Mark was instrumental in launching ServiceLive.com Sears online home services labor market; he also helped fix NBCs online video marketplace (now Hulu.com).
3.3.2. Entrepreneurship in Today’s Media World (April 22, 2013)
Howard Homonoff, President, Homonoff Media Group LLC presented his insights on the changing landscape of today’s media world. Traditional media is falling out of favor for types of new media, and Howard provided his perspective on where the media industry is headed.

Howard Homonoff is a media executive, management consultant, lawyer, and academic, with expertise at evaluation and execution of digital media growth strategies and balancing complex regulatory requirements with expansion of new business opportunities. He has served as an expert witness on these issues before the Federal Communications Commission, the Copyright Royalty Board and federal and state courts.

Howard recently served as Director at PwC in their Entertainment, Media & Communications practice. Prior to running his own consulting firm and joining PwC, Howard served as VP/General Manager of CNBC Strategic Ventures, where he oversaw the exploitation of CNBC content on digital media platforms; as General Counsel of NBC Cable Networks; and as Director of Corporate and Legal Affairs for Continental Cablevision.
3.3.3. Web Hosting For Startups (September 24, 2013)

Web Hosting for Startups was presented by Eric Diamond, CEO of Tribeca Cloud. The presentation focused on creating and maintaining an effective and professional website for new companies using web based platforms.

Eric Diamond has over 20 years of experience in developing and implementing strategies and infrastructure for technology and digital businesses. As a leading expert in e-commerce, digital strategies and the open source communities, he has been responsible for building and managing large technology and product teams within the publishing, e-commerce, advertising and content syndication spaces.
3.3.4. Creating & Building a Fashion Brand (October 29, 2013)

Lynne Lambert, Founder of NYC Subway Line, discussed financing, production, marketing and operations of her venture, which features tees and hats featuring these iconic NYC subway circles.

Lynne Lambert inspired by the colored circles of the Boro Hall subway sign, launched a line of tees and hats featuring these iconic NYC subway circles, and the NYC Subway Line was born. Financed by the $125K life savings from her acting career, sales have ranged as high as $1.2 Million dollars. With no business training at all, but a strong background in marketing herself as an actor, Lynne had a steep learning curve for running her business. In 2007 she was one of the winners of the “Make Mine a $Million Business” competition sponsored by American Express.
3.3.5. Biz2Credit (February 12, 2014)
Rohit Arora, CEO and co-founder of Biz2Credit, spoke about his entrepreneurial journey with the development of Biz2Credit's web platform. Biz2Credit now matches 1.6 million members with 1,200+ lending institutions based on financial criteria that the small business owners provide. Since its inception in 2007, Biz2Credit has arranged more than $1 billion in funding for start-ups and small-to-medium sized businesses and handles an average of more than 6,000 new loan applications each month.

Rohit Arora is one of the country's leading experts in small business finance. He has extensive experience in financial services and the issues facing startups and growing small businesses across the globe. In 2011, he was named New York City's “Top Entrepreneur” by Crain's New York Business and meets regularly with top executives from the Federal Reserve, SBA, and the White House on topics related to small business finance.
3.3.6. Weather Risk Solutions for Businesses (February 25, 2014)
Karsten Berlage, Managing Director & Global Head of Weather Risk Solutions, Allianz Risk Transfer talked about business risk associated with weather conditions.

Mr. Karsten Berlage serves as Principal of South Street Securities Holdings, Inc. Mr. Berlage serves as Head of portfolio management of Allianz Risk Transfer, Inc.'s ("ART") Alternative Asset business. He has joined ART in 2008 as a Principal. Before joining ART, Mr. Berlage worked at UBS for 14 years where he was head of asset backed origination. He focused on esoteric and insurance securitizations and successfully closed a number of innovative, award-winning, first-in-class.
3.3.7. Business Strategy in HealthTech Startups (March 4, 2014)
Fredric Price, Chairman and CEO, Chiasma, talked about how to implement a business strategy in healthtech startups. Mr. Price's experience and expertise is a makes this a must-watch for any new entrepreneur.

Fredric D. Price is Chairman and CEO of Chiasma and a member of the Board of Directors of Enobia Pharma. Previously, he was Chairman of Omrix Biopharmaceuticals, a member of the Board of Directors of Pharmasset, Executive Chairman of Peptimmune, Chairman & CEO of BioMarin Pharmaceutical and CEO and a member of the Board of Directors of Applied Microbiology. As Chairman and/or CEO, he has raised more than $500 million in a variety of securities transactions, led a total of 18 M&A and licensing transactions, built FDA approved facilities and had drugs approved in the US as well as in international markets.
3.3.8. Creating and Building LifeWorx (April 29, 2014)

Bal Agrawal, CEO, LifeWorx, Inc; founded the company where trust and skill in domestic help is assured. In the event, he talked about his entrepreneurial journey.

Bal Agrawal, CEO, LifeWorx, Inc; founded the company where trust and skill in domestic help is assured. From his own experiences and life challenges, he recognized that help at home is random and does not need to be such! LifeWorx provide Nannies, Chefs, Housekeepers, Eldercare and other in-home services to make client’s life simple and home relaxing. Building exceptional organization, target Marketing, investing in technology and growing LifeWorx is Bal’s key focus.
3.4. Featured Speakers, Roundtable & Panel Discussions

3.4.1. Entrepreneurial Strategy by Sam Hamadeh (September 19th 2012)
Sam Hamadeh presented on the topic of entrepreneurial strategy to a large audience of Pace students and guests in the Multipurpose Room. Sam Hamadeh is a veteran media entrepreneur, corporate attorney, and financial expert based in New York. He is the CEO and Founder of Privco and the Co-founder of Vault.com. His presentation covered many of the aspects involved in starting a business, from raising venture capital to selling a company. Mr. Hamadeh provided some great insights from his personal experiences as a successful entrepreneur and took questions from the audience following his presentation.
3.4.2. Commercial Real Estate Insights for NYC Startups (February 21, 2013)
A panel of executives from Cushman & Wakefield, one of the world’s largest real estate firms, spoke to Pace University students and guests on the topic of ‘Commercial Real Estate Insights for NYC Startups’. Additionally, guest speakers from WeWork provided insights on shared working spaces available for startups in New York City and the role of the General Assembly.

Among the discussion topics were the basics of corporate real estate, contracts and negotiations, the real estate life cycle, and government regulations. Students had the opportunity to ask the panel questions, enjoy food and wine, and network with peers and other event guests.

Panel:
Mitchell J. Barnett, Vice Chairman, Cushman & Wakefield
Ashling T. Ganes, Project Manager, Cushman & Wakefield
William R. Lee III, Associate Director, Cushman & Wakefield
Jonathan Serko, Vice Chairman, Cushman & Wakefield
John Lewis, Finance Manager, WeWork
Stella Templo, Executive Officer, WeWork
3.4.3. A Fireside Chat with Miles Lasater (March 21, 2013)
HigherOne COO and Co-Founder Miles Lasater participated in a ‘fireside chat’ with Pace University
students where he shared his story of launching a firm as an undergraduate student. HigherOne now
serves over 5.5 million students, including everyone at Pace. The discussion was moderated by
Entrepreneurship Lab Director Bruce Bachenheimer. Students had the opportunity to ask questions, enjoy
food and wine, and network with peers and Pace alumni. Mr. Lasater was the 2010 Ernst & Young
Entrepreneur of the Year for New England and the recipient of the Elm-Ivy Award.
3.4.4. Entrepreneurship NYC: The role of universities in NYC ecosystem (November 7, 2013)
Pace University’s Entrepreneurship Lab and the MIT Enterprise Forum of NYC hosted a groundbreaking forum to discuss the role of universities in the NYC entrepreneurship ecosystem. The Entrepreneurship NYC forum explored this unique role through a dynamic panel discussion followed by an interactive session with the audience.

Panel:
Eric Gertler, Executive Vice President, New York City Economic Development Corporation
Orin Herskowitz, VP of Intellectual Property and Tech Transfer, Columbia University
Debera Johnson, Executive Director, Center for Sustainable Design Studies and Research
Geoffrey W. Smith, Director, Center for Technology, Innovation, and Entrepreneurship
3.4.5. Entrepreneurs Roundtable (February 20, 2014)
Gurbaksh Chahal, Founder and CEO of RadiumOne spoke about building THREE incredibly successful businesses in Session 1, followed by a roundtable discussion with three highly successful Pace alumni entrepreneurs David Arabov, Co-Founder and CEO, EliteDaily.com, Lenny Kharitonov, Co-Founder and CEO, UnlimitedFurnitureGroup, Craig Tashman, Co-Founder and CEO, LiquidText and an active angel investor Carlos F. Flores, Managing Director, Golden Seeds Angel and Venture Capital Investment Group in Session 2.
3.5. Workshops

3.5.1. Workshop on Leveraging Social Media at New Ventures (October 16, 2012)
Wendy Felton is the social media manager at the Lubin School of Business. Ms. Felton presented on the topic of ‘Social Media for Startups’ to a number of Pace students in the Entrepreneurship Lab. With a decade of experience in communications, Wendy has represented numerous companies and brands in person, in print, online, and on camera. Students learned of the many advantages of social media for new businesses. Wendy gave valuable insights as to how social media can be an inexpensive and effective tool for startups to gain exposure and seek funding.
3.5.2. Workshop on Designing Mobile Apps (October 17 & 18, 2012)
In anticipation of the Inaugural Pace Mobile App Design Contest, Nikhil Kalyankar, the Associate Director
of the Entrepreneurship Lab, hosted a two-day workshop on designing mobile apps. The workshop covered
the basics of different design tools and languages, such as JQuery, HTML5, Adobe Photoshop, and
Microsoft Publisher. The mobile application industry is growing rapidly in New York City and students found
these workshops to be very informative and helpful.
3.5.3. Choosing a Business Structure and Protect Intellectual Property (November 13, 2012)

Henry Park and Prudence Thiry, law professionals from the Law Office of Henry Park, P.C. presented to students on the legal aspects of starting a business. The guest speakers emphasized that selecting your business structure should be made with certain long term considerations concerning management, assets, growth and exit strategy. Prudence Thiry began the presentation focusing on the advantages and disadvantages of the different types of corporate structures. Henry Park then discussed different types of intellectual property and presented strategies to protect a startup’s branding and information. Students gained valuable corporate insights and Mr. Park has since attended multiple events hosted by the Entrepreneurship Lab.
3.5.4. Workshop on Branding for New Ventures (November 20, 2012)
Mr. Alan Siege hosted a workshop on branding for startups at the Entrepreneurship Lab. Alan Siege is the principal of Small Business Management Consulting, a consulting firm that helps small businesses refine their market niche and non-profit organizations expand their sources of contributed income. Along with an MBA in Entrepreneurship from Pace University, he has a Master’s degree in Performing Arts Management from Brooklyn College. He is a Certified Fundraising Executive (CFRE), an instructor of Business Basics for the New York City Department of Small Business Services, and has led workshops on marketing and business development through the Brooklyn Chamber of Commerce. He is also a professional storyteller, having performed at venues throughout the NYC metropolitan area.
The Basic Financial Statements Workshop focused on the three main financial statements and the definition of each financial statement line item. The workshop was hosted by Nicholas Schiavo. Currently, Nicholas is the Accounting Director at AltResources where he creates accounting, financial, and operational solutions that help grow businesses. Nicholas is a CPA and received his BBA in Accounting from the Lubin School of Business at Pace University in 1984. He has a MBA in Finance/International Business from NYU Stern School of Business. Nicholas is a Board Member and Treasurer of the MIT Enterprise Forum of New York.
3.5.6. Workshop Series on Photoshop and Illustrator (February 6, 13 & 20, 2013)

This Workshop Series focused on learning the tools within Adobe Photoshop and Illustrator, as well as a few design principles in the context of being able to create flyers, logos, and other useful marketing tools. Seidenberg student Julie Gauthier hosted these workshops in the Entrepreneurship Lab. Besides being a full-time student, Julie works for Seidenberg Creative Labs Research and Development as a web and mobile developer and designer, as well as teaching Lego robotics at the Chapin School. Julie has experience in HTML/CSS, PHP, Java, jQuery mobile, JavaScript, Ruby on Rails, Photoshop/Illustrator, and user experience and design.
3.5.7. Search Engine Marketing on a Bootstrap Budget (April 29, 2013)

Sara Shikhman, President, BedroomFurnitureDiscounts.com taught students the basics of Search Engine Marketing (SEM) using Google Adwords and Google Analytics. Sara stressed the importance of Search Engine Marketing as an effective and inexpensive tool to promote a business and increase sales.

Sara Shikhman is the President of Bedroom Furniture Discounts, a leading online retailer of home furnishings in New York. Under Sara’s leadership, Bedroom Furniture Discounts was able to turn a $20,000 investment into nearly $10 million in revenue despite being 576th to market. Sara earned her B.B.A. in Finance from the Lubin School of Business at Pace University and her law degree from University of Pennsylvania Law School. Prior to Bedroom Furniture Discounts Sara taught Business Law at Pace University, was a portfolio manager at Deutsche Asset Management and practiced corporate law at a top law firm in New York. In her spare time, Sara enjoys traveling, tennis and writing. Sara is a board member of the University of Pennsylvania Law School alumni board and the Lubin School of Business Alumni Board.
3.5.8. FreshBiz Entrepreneurial Thinking Workshop (October 1, 2013)
Pace University's Entrepreneurship Lab collaborated with FreshBiz to present the FreshBiz Entrepreneurial Thinking Workshop. The workshop was aimed at developing entrepreneurial thinking skills. It also featured a game simulation where participants could observe themselves acting in a business environment and gain insights into their relationship and money management skills.

Facilitators:
Ronen Gafni, the Creator and Founder, FreshBiz
Simcha Gluck, Founding Partner, FreshBiz
3.5.9. Building a Sales Force for Startups (October 8, 2013)

Lenny Kharitonov, an Entrepreneur and graduate of Pace University, discussed how to create a powerful and winning sales force from the ground up in his presentation 'Building a Sales Force for Startups'.

Lenny Kharitonov has always been involved in various entrepreneurial ventures and did a brief stint in banking at Lehman Brothers, now Barclays. He is the President of Unlimited Furniture Group. Unlimited Furniture Group Inc is an 8 year old parent company to various furniture related entities covering retail, ecommerce, and international distribution. Lenny received his BBA from Pace University in 2002 and Global Executive MBA from Columbia Business School, London Business School in 2012.
3.5.10. Modern Marketing Pyramid & Brand Mapping Process (December 3, 2013)

President of Sterling Marketing Group, Karen Leland, gave two intriguing and informative presentations regarding marketing and brand development for college students. Both of Karen's presentations, entitled 'Modern Marketing Pyramid' and 'Brand Mapping Process', teach students essential tools necessary to build a personal brand and attain success in the business world.
3.6. Co-curricular Events

3.6.1. Entrepreneurial Implementation - Student Presentations to a Panel of Experts

December 18, 2012
Pace University students taking the new Entrepreneurial Implementation course formally presented their business ventures to an external panel of seasoned entrepreneurs, industry experts, and professional investors. Students were required to actually launch some aspect of a new business over the course of the fall 2012 semester. Students pitched their concepts and presented an implementation plan and market validation report. The judging panel consisted of Somak Chattopadhyay (Partner, Tribeca Venture Partners), Robert Fuhrer (Nextoy, LLC), and Charles F. Ryan (Senior VP, HSBC).

Among the student ideas were:

DoGood - a business that generates widespread awareness for socially responsible businesses
SlipKuik Wax - a product that is made for skiers and snowboarders to allow them to wax their equipment quickly and easily
Torny Trade - a website that gives novice investors a chance to practice investing in stocks
Wapsi 67 Brewing Company - a craft beer brewery located along the Wapsi River in Iowa
December 17, 2013

Pace University students taking the new Entrepreneurial Implementation course formally presented their business ventures to an external panel of seasoned entrepreneurs, industry experts, and professional investors. Students were required to actually launch some aspect of a new business over the course of the fall 2013 semester. Students pitched their concepts and presented an implementation plan and market validation report. Student presentations were judged by Alan Brody, CEO, Convean.

Among the student ideas were:

**Kustomyze.com** - a business customizes everything from t-shirts to iPhone cases.

**STRIP** - the product allows you to test for the presence of MSG, a commonly used flavor enhancer, with just a swipe on or through your food.

**UrbanNYCProperty.com** - an exclusive real estate firm that focuses on new developments in the Downtown Brooklyn area.
3.6.2. Entrepreneurship students attending special class at the eLab

3.6.3. ‘Introduction to Computing’ class visiting the eLab
3.6.4. ‘Information System Principles’ class being held in eLab

3.6.5. ‘University 101’ students visiting the eLab
3.6.6. 3D Printer showcase
3.7. Other eLab Activities

3.7.1. Information Session on Student Managed Businesses (March 11, 2013)
Students interested in student managed businesses had the opportunity to share their ideas and learn how to start a student managed business at Pace University. Students were given guides that outlined what is required to run a student business at Pace University and listed examples of successful student businesses, such as the Pace Perk Café at the Briarcliff campus. Students learned about business plans and specific programs offered at Pace University and the Entrepreneurship Lab to help start a student business.
3.7.2. Alumni Entrepreneur Sara Shikhman’03 visiting eLab with her management team
3.7.3. Finance Club meeting at eLab

3.7.4. eLab hosting prospective students on tour with the Pace Welcome Center
3.7.5. eLab Student Associate conducting focus groups

3.7.6. Student taking professional quality pictures with a light box
3.7.7. Dean Neil Braun speaking to students at the Global Recruitment meeting

3.7.8. Students recording video for a class project
3.7.9. Distinguished Pace alumni David Sederholt ’73 & James Duffy ’75 visiting eLab

3.7.10. Informal networking activities
3.7.11. Photo shoot at the eLab

3.7.12. A formal board meeting of a private company
3.8. Visitors from External Organizations

3.8.1. The eLab welcomed Dylan Ratigan

3.8.2. ROI Community members at the eLab
3.8.3. Students from HR College in Mumbai, India visit the eLab

3.8.4. NYC high school students as a part of STEM Camp 2013 had a lecture on entrepreneurship at the eLab
3.8.5. Noelle Marcus, Project Manager at NYCEDC, speaking to students at the eLab
3.8.6. Enstitute Fellows visiting the eLab
3.8.7. Kazuto Nakamura from Japan's Ministry of Economy, Trade and Industry (METI) visiting the eLab

3.8.8. Ivan G. Seidenberg, Pace alumni and former Chairman & CEO of Verizon visiting the eLab
3.8.9. Small Business Development Center (SBDC) event being held in the eLab
3.9. Activities Outside of the eLab

3.9.1. eLab students participating in SIFE (now Enactus) Regional Competition
3.9.2. Students attending FreshBiz Entrepreneurial Thinking workshop at Hive at 55
3.9.3. eLab students attending an MIT Enterprise Forum of NYC event

3.9.4. eLab hosting a booth at Pace’s Spring 2013 Student Activities Fair
3.9.5. eLab students attending the ‘Dream It Code It Win It’ event at Cooper Union

3.9.6. eLab students at the HealthTech 2014 event
4. Resources

4.1. Website: www.pace.edu/elab

The official webpage of the Entrepreneurship Lab is www.pace.edu/elab. Updated regularly, the website features extensive information on upcoming events and activities, event photos and videos, and useful resources for Pace student entrepreneurs. It serves as a platform for students to register for events, and also provides information about the eLab, its' faculty, and past guests of honor who donated their time to promote Entrepreneurship at Pace University. Students can visit the website to apply to become an eLab Associate as well.

In addition to the official website, the eLab has secured the domain www.paceelab.com and is hosting it on external web hosting server to provide an experimental development platform for students.
4.2. Developmental Web Platform: www.paceelab.com

PaceElab.com provides a platform for students to collaborate on projects and ideas. It will also provide web space for students to build mockups of their business websites.

PaceElab.com will host a collaboration tool which will allow students to create profiles and interact with other students via forums. The database will power the PaceElab designed and developed by student Javier Dutan, Lubin School of Business.
4.3. Online Forum

The eLab provides all Pace students and the public (interested in collaborating with Pace students) a platform to post entrepreneurial experience opportunities, business prospects, ideas, questions, suggestions and invitations. Josephine Geraci, Radio Host at Paying It Forward posted job positions for Assistant. My Mom Knows Best Inc posted several job opportunities including Accounting Manager, Marketing Associate, Sales Associate and Business Developer. Macs Lighting, a startup run by Pace Alumni Mike Elbaz posted a job position for Regional Sales Manager.

Forum
4.4. Database of Resources for Entrepreneurs

The Entrepreneurship Lab has created a comprehensive database of resources essential for entrepreneurs. The resources range from accounting services to web designing services and business card printers to web hosting service providers. There are a total of 109 categories with total of 829 listings. This database is presented in single page for easy to search A-Z format. It is regularly updated as more categories are identified.

Resources for Entrepreneurs

For additions or corrections please email entrepreneurship@pace.edu

A  B  C  D  E  F  G  H  I  J  K  L  M  N  O  P  Q  R  S  T  U  V  W  X  Y  Z

ACCEPTING PAYMENT
ACCOUNTING
ACCOUNTING SOFTWARE
ADVERTISING AND MARKETING
ALERTS SERVICE
ANGEL INVESTING
  • Angel Investor Forum
  • Arc Angel Fund
  • Buffalo Angel Network
  • Dutchess County Angel Network (DCAN)
  • Esther Dyson
  • Golden Seeds
  • Long Island Angel Network
  • NY ANGELS
  • Southern Tier Opportunity Coalition
  • Tech Valley Angels
  • Tevel Angel Club
  • The Angel Fund
  • TriState Private Investors Network
4.5. Technology Resources

- Computers
  - iMac Computers (6)
  - Dell Desktops (6)
  - Alienware High Performance Computers (2)
  - Merel Technologies Surface Computer
- Laptops and Tablets
  - Asus Touch Screen Ultrabook
  - Dell Laptops (2)
  - MacBook Pro Laptop
  - Apple iPads (2)
  - Samsung Galaxy Note 2 10.1 (2)
  - Microsoft Surface Pro
- Flat Screen TVs (3)
- Canon Digital SLR Camera
- Epson Projector
- Microsoft Xbox 360 with Kinect
- ClearOne Conference Speaker Phone
- Printers
  - Dell Color Laser Printers (2)
  - Dell Mono Laser Printer
  - MakerBot 3D Printer
  - HP Color Laser Jet Poster-sized Printer
- Video Studio Equipment
  - Sony NXCAM Professional Camcorder
  - Sony Video Cameras (3)
  - Audio Technica Microphones (3)
  - Rode Boom Microphone
  - LED Lighting Studio Lighting
  - Port Stand and special background papers (TechGreen, Black and White)
Sony NXCAM Professional Camcorder and Alienware Computer for Video Editing, CAD Solid Modeling and Game Development

Surface Computer
MakerBot 3D Printer

In March 2013, the Entrepreneurship Lab became the home of Pace University’s first 3D printer. 3D printing technology has become very popular among young entrepreneurs for its ability to create product prototypes at a low cost. Students can design products on a computer using AutoDesk Ultimate Product Suite, a solid modeling software available at the Entrepreneurship Lab and then use the printer to create the physical product.

The MakerBot Replicator 2 has been put to use since its installation at the eLab, creating a number of sample products such as iPhone cases, nuts & bolts, and more. Pace students are already using the technology to create prototypes as well. Jewel High is designing a shoe model for her business, while Javier Dutan is working on a unique type of business card. Additionally, eLab staff members are working on creating a replica of One Pace Plaza and other Pace mementos to use as gifts for guest speakers and panelists. This technology will encourage students to create prototypes for new products right here at Pace University. A Grant from the Verizon Thinkfinity Foundation funded the MakerBot 3D printer.
4.6. eLab’s YouTube Channel

https://www.youtube.com/user/paceelab

The eLab’s YouTube Channel was launched on September 26th 2012. The library of videos are built with original content featuring its guest speakers and events. The channel has over 200 videos with 19,000 views which have been watched for over 123,000 minutes by 101 subscribers and others.
## Top 10 Videos

<table>
<thead>
<tr>
<th>Video</th>
<th>Views (%)</th>
<th>Estimated minutes watched (%)</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurs Roundtable - Session 1 with G...</td>
<td>4,623 (24%)</td>
<td>60,055 (48%)</td>
<td>2</td>
</tr>
<tr>
<td>The CTO's Role in a Tech StartUp</td>
<td>1,487 (7.6%)</td>
<td>15,506 (12%)</td>
<td>12</td>
</tr>
<tr>
<td>Commercial Real Estate Insights for NYC Sta...</td>
<td>1,106 (6.7%)</td>
<td>7,848 (6.3%)</td>
<td>1</td>
</tr>
<tr>
<td>Search Engine Marketing on a Bootstrap Bud...</td>
<td>785 (4.0%)</td>
<td>4,293 (3.4%)</td>
<td>8</td>
</tr>
<tr>
<td>2008 Fifth Annual Pace Pitch - Introduction - ...</td>
<td>363 (3.9%)</td>
<td>7,561 (6.1%)</td>
<td>2</td>
</tr>
<tr>
<td>Reginald Abraham Mengi - Founder and Exec...</td>
<td>648 (3.3%)</td>
<td>5,653 (4.5%)</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurial Strategy by Sam Hamadeh</td>
<td>409 (2.1%)</td>
<td>2,386 (1.9%)</td>
<td>1</td>
</tr>
<tr>
<td>Entrepreneurship Lab Introduction</td>
<td>302 (1.5%)</td>
<td>275 (0.2%)</td>
<td>0</td>
</tr>
<tr>
<td>Entrepreneurs Roundtable - Attracting Talent (...</td>
<td>290 (1.5%)</td>
<td>746 (0.6%)</td>
<td>0</td>
</tr>
<tr>
<td>10th Annual Pace Pitch Contest - Post Pitch ...</td>
<td>237 (1.2%)</td>
<td>322 (0.3%)</td>
<td>0</td>
</tr>
</tbody>
</table>
Building Excitement
Embracing an interdisciplinary purpose brings a sense of excitement to a business school and its entrepreneurial center, says Bruce Bachenheimer, who directs the Entrepreneurship Lab (eLab) at Pace University’s Lubin School of Business. Opened in February 2012 in a building near New York City Hall, eLab’s purpose is not only to augment the school’s entrepreneurship curriculum with events and services, but also to bring together the schools of business, arts and sciences, health professions, education, and computer science and information systems in cross disciplinary problem solving.

“I recently met with education students who want to develop new educational technologies to teach STEM subjects to New York City high school students—they call themselves ‘edupreneurs,’” says Bachenheimer. “We’re working with nursing students to help them collaborate with computer science students to develop mobile apps for the field of gerontology. Bringing together students from different colleges has been exciting.”

WHAT MAKES A GREAT CENTER?
Listen to users. “There’s an old saying, ‘Why give customers what they want when we know what they need?’” jokes Bruce Bachenheimer of Pace University. But he emphasizes that entrepreneurship centers must let users help direct their design. Pace’s eLab is equipped with the latest computer equipment, but it turns out most students “just need big tables, power outlets, fast Wi-Fi, and a refrigerator.”
WHAT MAKES A GREAT CENTER?

Building a successful academic entrepreneurship center takes time, energy, and a lot of creativity. Several center directors offer this advice to those who want to take their centers to the next level:

Think like entrepreneurs. Get minimal product out there, gather feedback, and rapidly update the prototypes of your programs, says Elena Fine of the University of Maryland. “It’s about how quickly you can seize opportunities, try new things, and get rid of programs that don’t work.”

Start small. “Expand only when you know that a program has enough energy and momentum behind it to sustain it,” says Il Luceri of Villanova.

Listen to users. “There’s an old saying, ‘Why give customers what they want when we know what they need?’” jokes Bruce Bachenheimer of Pace University. But he emphasizes that entrepreneurship centers must let users help direct their design. Pace’s eLab is equipped with the latest computer equipment, but it turns out most students “just need big tables, power outlets, fast wifi, and a refrigerator.”

Talk to colleagues across the university. Centers should discover what entrepreneurship means to each discipline, so they can tailor their services to each department.

Build on existing opportunities. Centers don’t always have to reinvent the wheel. Find courses and programs across the campus that already exist and “dump some gas on them, fan the flames, and make them bigger,” says Luceri.

Don’t expect to make money. Entrepreneurial centers are not profit centers, says Donald F. Kuratko of Indiana University. “If you think yours will be, you will fail,” he adds. “You’ll need donors and sponsors to sustain you.”

Celebrate! Celebration is part of establishing an entrepreneurial culture, says Fine. “We hold big celebrations on campus; we celebrate on social media,” she says. “We celebrate not just when a new company is founded, but when it gets its first customer, launches a Kickstarter crowdfunding campaign, makes a new hire. We want to show entrepreneurs how impressed we are that they’re taking such risks.”

Join like-minded groups. Two organizations are especially valuable, say these directors. The Global Consortium of Entrepreneurship Centers sponsors regular gatherings of center directors as well as an annual conference each October. The 1,900-member National Business Incubation Association trains faculty and staff to effectively assist early stage companies. For information, visit www.globaletc.org and www.nbia.org.
5.2. Press in reverse chronological order

Owners get squeezed
Crain's New York Business, June 9th 2014
“...”The middle-class income squeeze is definitely hurting small businesses,” said Bruce Bachenheimer, clinical professor of management and director of the Entrepreneurship Lab at Pace University. The situation is particularly acute in New York. "Because of the high cost of living in general in New York, you see these pressures on the middle class even more,” said Mr. Bachenheimer.....”

The Woman's Playbook – Leaning Out
Talking Alternative, June 5th 2014
“...Professor Bruce Bachenheimer directs the Entrepreneurship Lab at Pace University. He was interviewed about 'Leaning Out: Women are weary of corporate ladders to nowhere and launching businesses of their own to find success and satisfaction’ on the weekly Internet radio show The Woman’s Playbook, which aired on Talking Alternative Broadcasting from 12:00 pm – 1:00 pm on June 5, 2014…”

Blackstone Awards Pace Grant Money
MetroMBA, June 4th 2014
“...The Blackstone Charitable Foundation today announced that it has awarded grants totaling $300,000 to six organizations that support veterans' employment and business development. Pace University and the Lubin School of Business received $50,000 in grant money. That funding will support an intensive seven-week Entrepreneurship Boot Camp at Pace University's Entrepreneurship Lab that will offer focused training for up to 96 veterans in the Tri-State area…”

Could Entrepreneurship Be the Great Equalizer?
Entrepreneur, May 30th 2014
“...On a recent visit to the Entrepreneurship Lab at Pace University in New York City, my friend Jim Duffy and I watched a presentation by a student describing the business he was seeking to launch. The budding entrepreneur figured out how to produce small quantities of high-quality printed promotional products for small businesses and organizations and make money to boot. From both a business and tech proposition, this was a smart kid. The real brilliance emerged when he started his pitch by introducing himself and the Pace Entrepreneurship Lab. “This is not a place where they teach you the skills to get a job,” he said. “We are learning how to create jobs.” I turned to my buddy Jim and said, “I love this kid.” Both Jim and I are serial entrepreneurs and alumni of Pace, so we felt a real sense of pride in watching this young small-business owner deliver a well-conceived pitch in order to raise some seed capital. In hearing his remarks, I realized that these students were working to combat one of the most pressing social and economic issues of their generation: income inequality....”

Enstitute Co-Founder Kane Sarhan to Keynote Tenth Annual Pace Pitch Contest
MetroMBA, April 21st 2014
“...Pace University's Lubin School of Business will hold its tenth annual Pitch Contest on Thursday, April 17 at the University's lower Manhattan campus. The event is presented by Lubin’s state-of-the-art Entrepreneurship Lab....”
Biz-school courses focus on giving back

Crain's New York Business, March 17th 2014

"...Today's M.B.A.s are well aware that big corporations now expect executives to be conversant in matters related to a company's broader impact, such as its carbon footprint and practices in vetting its supply chain for human-rights violations—and expect to have access to courses that help them learn this area of business. "This is coming from the bottom up," said Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University..."

White House urges 'geeks' to get healthcare coverage, launch startups

ComputerWorld, March 12th 2014

"...Bruce Bachenheimer, a professor of management at Pace University and director of its Entrepreneurship Lab, said the White House effort "is a not so thinly veiled attempt to get younger and healthier Americans to register for Obamacare." Bachenheimer said this latest effort is in the same vein as President Obama's recent appearance on Between Two Ferns, a Web-based video show with Zach Galifianakis, on the FunnyOrDie website. Bachenheimer said the term geeks "may still be perceived with a somewhat negative connotation and not broadly associated with entrepreneurs in general. Meaning an entrepreneur would be the business leader that makes the decision to get coverage, while the geek may be the employee that expects to have coverage at the start-up he or she works for..."

Ace Grad School, Decades after Your BA

AARP, March 6th 2014

"...Motivated by a desire to get ahead in their careers or pivot into new ones, they bring tremendous drive to their studies, say professors who work with them. "People of typical college age might be going through the motions. Adult students are determined," says Bruce Bachenheimer, 53, who runs the Entrepreneurship Lab at Pace University in New York (and went back to school for an MBA just before he turned 40)."

January 27th, 2014 Disruptive Technologists in NYC

OfficeLeaseCenter.com, January 27th 2014

"...Bruce Bachenheimer, Professor and Director of Entrepreneurship Lab at Pace University, discussed social media uses and growing trends on topics of anonymity and authenticity on the internet. Questions raised by the audience include the role privacy plays to which Bachenheimer emphasized the "importance in developing a means for authentic anonymity" to thrive online. To learn about the Pace University Entrepreneurship Lab, visit their website..."

The Perils of Starting a Business on Your Own

Inc., January 16th 2014

"...Myopia is another hazard. Without constant reality checks from a co-founder, it's easy to fall in love with your own plans and waste resources on bad ideas. Setting up an active advisory board of startup veterans can help you avoid that trap, says Bruce Bachenheimer, a management professor who runs the Entrepreneurship Lab at Pace University. He's talking about the kind of people who will ask in-your-face questions that you--and, later, your employees--might be afraid to pose, such as: "Why are you putting all your time into this?" "How come we're not going after a different client?" "Shouldn't we be raising our prices and investing in infrastructure? ..."

Pace's eLab helps make entrepreneurial dreams a reality

Pace Magazine, Fall 2013

"..."The Entrepreneurship Lab is a collaborative workspace designed to bring together students from Pace's six schools and colleges in order to promote cross disciplinary problem solving, experiential learning, and the development of an entrepreneurial mindset," says Bruce Bachenheimer (above), clinical professor of Management and director of the Entrepreneurship Lab..."
**Tips for making the perfect pitch**
*CNBC, January 4th 2014*

“You must effectively communicate genuine passion and real expertise,” said Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University. “Investors know that even truly great business ideas are incredibly hard to successfully execute, so you better convince them you are committed and know what you're doing if you want their money.”

**Crowdfunding for Investors**
*Newsday, December 1st 2013*

“...These start-ups represent a new asset class for individual investors, allowing them to diversify and participate in a potentially lucrative sector of the market, says Bruce Bachenheimer, director of the Entrepreneurship Lab and professor at Pace University in New York...”

**Young American Entrepreneurs Abroad**
*MyInternationalAdventure, November 25th 2013*

“...To provide perspectives on entrepreneurial opportunities abroad, we spoke with Bruce Bachenheimer, clinical professor of management and director of the entrepreneurship laboratory at Pace University in New York, and Katie Davies, senior director of consulting services for High Street Partners, which provides consulting services for international business expansion and operations. Bachenheimer set the stage for our discussion with a parable: "Most who visit an emerging country with high poverty rates only see people with no shoes. Entrepreneurs see an opportunity to sell shoes"...”

**Panel Convenes to Spotlight Universities’ Role in NYC’s Entrepreneurial Ecosystem**
*NYCMediaLab, November 8th 2013*

“...On Thursday, November 7, Pace University’s Entrepreneurship Lab and the MIT Enterprise Forum of NYC hosted a forum to discuss the significance of universities in today’s rapidly changing ecosystem. Bruce Bachenheimer, Clinical Professor of Management and Director of the Entrepreneurship Lab at Pace University, moderated a panel stacked with those who can speak best to the potential of university collaborations: panelists included NYC Media Lab Oversight Board members Eric Gertler, Executive Vice President for the New York City Economic Development Corporation and Managing Director for the Center for Economic Transformation and Orin Herskowitz, VP of Intellectual Property and Tech Transfer at Columbia University; as well as Debera Johnson, Executive Director, Center for Sustainable Design Studies and Research at Pratt and Geoffrey W. Smith, Director, Center for Technology, Innovation, and Entrepreneurship at the Icahn School of Medicine at Mount Sinai Hospital...”

**MBA Entrepreneurship Centers Reaching Out To More Students**
*MetroMBA, November 5th 2013*

“...The Entrepreneurship Lab (eLab) at Pace University’s Lubin School of Business in New York City also has been pursuing interdisciplinary relationships. The center was opened in 2012, and it intends to support the school’s entrepreneurship classes by offering services and events, and to bring together Pace’s schools of arts and sciences, education computer science, business, and health. When speaking to BizEd, the director of the eLab, Bruce Bachenheimer, observed that the eLab has worked with students who wanted to develop new educational technologies to teach STEM subjects to high school students, and nursing students who want to develop mobile apps...”

**Entertaining Clients? Save Your Money**
*The Street, October 9th 2013*

“In the 1980s, you couldn’t spend enough money,” says Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University in New York. “But today clients are saying, ‘Forget the hunting trip, forget the lavish treatment -- just give me a better price.”
Pace Professor Discusses Obamacare’s Impact on Tech Startups
Briarcliff Daily Voice, October 4th 2013

“The director of Pace University’s Entrepreneurship Lab in Pleasantville recently discussed the positive impact that Obamacare could have on tech startups with computerworld.com. Bruce Bachenheimer stated in the article that people often take jobs that they don’t want just to obtain health insurance. If the Affordable Healthcare Act lowers insurance premiums, it would make health insurance more accessible and therefore make a tech start up less of a financial risk, according to Bachenheimer.”

Pace Featured in Articles about Campus Resources for Entrepreneurs
MetroMBA, October 3rd 2013

“…..business schools can benefit student entrepreneurs by providing them with free or reduced cost technology. To illustrate this point, Entrepreneur talked to Bruce Bachenheimer, the director of Pace’s entrepreneurship program, about the Entrepreneurship Lab. The lab is intended to be a space for students to produce innovative ideas and work with others. The lab provides students with an array of technological devices, including a wide selection of computers (desktop, laptop, and tablet), a 3D printer, advanced software programs, a professional-level video studio, and a surface computer.”

Residents overwhelmed with 'Obamacare'
News12, October 2nd 2013

“…..To illustrate this point, Entrepreneur talked to Bruce Bachenheimer, the director of Pace’s entrepreneurship program, about the Entrepreneurship Lab. The lab is intended to be a space for students to produce innovative ideas and work with others. The lab provides students with an array of technological devices, including a wide selection of computers (desktop, laptop, and tablet), a 3D printer, advanced software programs, a professional-level video studio, and a surface computer.”

You Have a Great Idea. Now What Do You Do?
Wall Street Journal, September 30th 2013

“…..Most of the caveats about outright sales apply here, too, and there’s something else to bear in mind: Some companies include a “best efforts” clause in their licensing agreements, noting that they’ll try to sell as many products as possible. But some companies may interpret that very loosely—if not ignore it altogether. Bruce Bachenheimer, a clinical professor of management and director of the Entrepreneurship Lab at Pace University, gives an example from the gem industry. A conglomerate, he says, may seem keen to license a device that can transform carbon into diamonds—and agree to pay $1,000 for every carat produced. Yet they may take the agreement, “file that in a drawer and never produce a single carat,” he says. “They want to control supply.”

Top Campus-Based Resources for Aspiring College Entrepreneurs
Entrepreneur, September 30, 2013

“The Entrepreneurship Lab has assembled an impressive collection of technology resources, including high-performance computers, sophisticated software, a professional video studio, a surface computer, and a 3D printer; as well as a wide variety of desktop, laptop and tablet computers.”

Obamacare Could Help Fuel a Tech Startup Boom
Computerworld, September 30th 2013

“…..A relatively short stay in a hospital can bankrupt someone,” said Bruce Bachenheimer, a professor of management at Pace University and director of its Entrepreneurship Lab. He said that, anecdotally, he’s seen many people who will take a job they don’t even care about just to get health coverage. “It’s become such an important factor,” he said…”

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"The Accidental Entrepreneur"  
*Disruptive Technologists, June 21st 2013*

"...Bruce Bachenheimer, the accidental entrepreneur, is a clinical professor of management and the director of Pace University’s Entrepreneurship Lab. He tells his students that passion is a must for entrepreneurs and that if they don’t yet know what that passion is, they should keep looking. Sometimes it can happen when it’s least expected – and he is a great example of this..."

"The Apprentices: Learn-By-Doing Entrepreneurship at Enstitute"  
*Forbes, April 17th 2013*

"...Twice a week the housemates cook dinner for a guest speaker. Among them: fashion designer Marc Ecko and Scott Belsky of Behance. Tonight they’re hosting Bruce Bachenheimer, head of Pace University’s entrepreneurship lab. Turns out he quit as a Wall Street trader to sail for several years, then started a teak lumber import company, taught himself boatbuilding, then latched on to high-tech forensics, got an M.B.A., launched a financial website and learned Japanese.
A good entrepreneurial lesson in his story: If you can, exploit every unexpected twist in life."

"Delivering the Perfect Pitch"  
*Crain’s, April 14th 2013*

"...In this era of the lean startup, when entrepreneurs must continuously refine their business models in a fast-moving marketplace, these competitions are like rocket fuel," said professor Bruce Bachenheimer, director of entrepreneurship at Pace University's Lubin School of Business, which hosts its own business-plan competition...."

"6 ‘Shark Tank’ Lessons for Entrepreneurs"  
*Open Forum, April 8th 2013*

"...Shift your focus to attracting other owners: Bruce Bachenheimer, director of the Entrepreneurship Lab at Pace University, says too many entrepreneurs pitch their business with the mindset of getting investors to help them. But investors want to know what’s in it for them, not what’s in it for you. Your focus should be on attracting other owners “by demonstrating real value creation and an acceptable level of risk and return...”

"Professor of Innovation"  
*The Transformational CIO, January 3rd 2013*

"...I was recently introduced to Bruce Bachenheimer, Clinical Professor of Management at Pace University’s Lubin School of Business and Director of the University’s Entrepreneurship Lab. I think it’s fair to say that Bruce lives and breathes innovation and entrepreneurship. A serial entrepreneur himself, Bruce is an expert on the important role that innovation plays in business growth. In a lengthy interview, Bruce outlined some of the reasons he’s passionate about innovation and entrepreneurship. Here’s a brief summary of what he said in the interview: “As Thomas Friedman says, the world is flat. Countries compete on a much more equal basis that in the past. On a national level, the only sustainable competitive advantages come from innovation...."

"Digital: New York built its Valley"  
*L’usine Nouvelle, September 20th 2012*

".....Surprisingly, the 2008 financial crisis has been a catalyst for the technological scene in New York. “Many programmers, engineers and analysts have landed in Silicon Alley after losing or leaving their jobs on Wall Street” says Bruce Bachenheimer, director of the Entrepreneurship Laboratory at Pace University in New York. “And it has become sexier to say that you work in a start-up rather than on Wall Street. It is a situation that the mayor understood......"
“6 Steps to a Successful Start”
*Startups*, Summer 2012

“...GO BEYOND THE BUSINESS PLAN: Planning carefully before launching a new business is not limited to preparing a business plan, says Bruce Bachenheimer, clinical professor of management and director of the Entrepreneurship Lab at Pace University in New York City. "While preparing a business plan is generally a valuable exercise, there are other ways to plan carefully," he says. Bachenheimer recommends three planning methods...."
Pace University’s Entrepreneurship Lab Will Train People to Think Differently”

In the Empire, February 17th 2012

“…..Pace University officially opened the doors to its Entrepreneurship Lab (aka, E-Lab) last night, and there to cut the ribbon was Professor Bruce Bachenheimer, who was named the lab’s first director. “It takes innovation and entrepreneurship to develop things that are meaningful,” Bachenheimer tells us over the phone…..”

“New York Gets New Startup Lab”

Inc.wire, February 17th 2012

“…The lab’s director, Bruce Bachenheimer, who also organizes the Pace Business Plan Competition and Pitch Contest, said he’d gotten a call from a nursing students asking if she could apply for the lab, hopefully to find a collaborator for a piece of health-care software or an app…..”

“Pace University launches Entrepreneurship Lab”

Crain’s, February 15th 2012

“…The lab will include space for students to conference with investors, a studio for them to work and a large meeting room for speakers. Bruce Bachenheimer, the director of the lab and a professor at Lubin, says he plans to reach out to some of the thousand-plus Pace-area alums who self-identify as entrepreneurs to be potential guests…..”