

# Entrepreneurship @ Cornell

## **EPE E-NEWSLETTER** **May 2005**

### **Students Flock to EPE Courses**

More than 1,500 students have enrolled in spring EPE classes, bringing the total for the year to close to 4,000. [Click here for our Course Map Across the Curriculum](#), which shows the wide range of classes related to entrepreneurship that are offered to Cornell students.

### **Cornell Entrepreneur Network (CEN) Update**

CEN events so far in 2005 have brought together people in Boston, NYC, Washington, DC, Atlanta, South Florida, Seattle, Silicon Valley and Los Angeles for networking events and connected hundreds of other alumni on our web site. The April 28<sup>th</sup> CEN event in NYC featured Jay Walker and was held in conjunction with Computing and Information Sciences and the Cornell Theory Center/Manhattan. Video clips of Jay Walker's speech will be posted to <http://eclips.cornell.edu> in the next few weeks. You can also find an earlier speech by Jay in the collection. The event drew 210 participants. Check out the web site, [www.cen.cornell.edu](http://www.cen.cornell.edu), for the entire schedule of events, including attendance lists from past events.

### **Cornell e-Clips Collection – Over 200 Interviewees and 4,000+ Clips**

"Life is a sales call." So begins a video clip from an interview featuring Jeff Parker (Class of '65, M ENG '66, MBA '70, Founder First Call and CCBN.com) that is available free of charge on Cornell's e-Clips Collection (<http://eclips.cornell.edu>), the premiere collection of digital video on business, entrepreneurship and leadership. Created by Professor Deborah Streeter, with contributions from fellow EPE faculty Suzanne Loker and Sheila Danko, the e-Clips collection is the largest of its size in the world (with over 200 individuals and 4,000+ clips) and is now in use in over 50 business schools and various international venues. Professor Streeter is in the final stages of setting up a pilot project with both Fortune Magazine and Entrepreneur.com to make parts of the collection more widely available to entrepreneurship educators and practicing entrepreneurs. To see a short intro video about the collection, see <http://eclips.cornell.edu/intro>.

### **CEY 2005 Selection Underway**

Nominations for Cornell's 2005 Entrepreneur of the Year have been submitted and the selection is under way. Stay tuned for a final announcement coming soon!

### **EPE Faculty Forums**

On February 17<sup>th</sup>, EPE faculty and program directors gathered to discuss courses for the upcoming semester. On March 30<sup>th</sup>, 20 EPE faculty met with Lynn Brown, Associate Director, Management (Johnson School) and Nestle (Hotel School) Libraries, who spoke about "Resources and Support for Entrepreneurship Education Across the Campus." The May forum focused on end-of-the-year

updates and the new Zalaznick Teaching Assistantship Awards. On May 23<sup>rd</sup>, faculty members gathered for the annual end-of-the-semester wrap-up session.

### **New Format for Louis H. Zalaznick Teaching Assistantships**

Beginning in the fall semester, faculty associated with the EPE Program will be able to apply for a teaching assistantship grant of up to \$2,000 a semester to maximize student benefit in their class. Formerly, the fund, created by David W. Zalaznick '76 and his wife Barbara '76 to honor David's father, was used to support a fully funded scholarship for one student to serve as a teaching assistantship for a year.

### **Clark Professor Luncheon**

On April 9, Tom '63, MBA '64 and Nancy Clark '62, M. Ed. '64, hosted a lunch for the current J. Thomas Clark Professors of Entrepreneurship. In attendance were Ralph Christy (CALs), Bruce Ganem (ARTS), Suzanne Loker (HEC), Michael Lounsbury (ILR), Zach Shulman (JGSM) and Michael Timmons (CALs). Sheila Danko (HEC) and Judy Siguaw (HOTEL) were unable to attend. You can read about the Clark Professors and their projects in the EPE Program Report at [www.epe.cornell.edu](http://www.epe.cornell.edu).

### **Leveen Visits Campus**

Steve Leveen MS '79, PhD '82, who co-founded Levenger with his wife Lori in 1987, was the Moses and Loulu Seltzer Speaker Series presenter on campus April 22<sup>nd</sup>. [Read more about Steve and Lori by clicking here](#). Read more about Levenger, by visiting its web site, [www.levenger.com](http://www.levenger.com). Video clips of Steven Leveen's public speech and Deborah Streeter's in-person interview of Steve will be available soon at <http://eclips.cornell.edu>.

### **New Name for Entrepreneur Legal Services**

Entrepreneurial Legal Services (ELS) is a joint program between the Johnson School and the Law School which provides start-up legal services for the Cornell community has changed its name to BR Legal. Along with BR Incubator which provides consulting services to start-ups and BR Ventures which provides seed-stage capital to start ups, the three organizations provide a triad of services needed by entrepreneurs. For more information, visit the BR Legal Web site at [www.brl.cornell.edu](http://www.brl.cornell.edu).

### **BR Quarterly: A News Update from the BR Triad**

With Entrepreneurship Legal Services (ELS) changing its name to BR Legal (BRL), the Entrepreneurship Triad has been established at Johnson (BR Legal, BR Incubator, BR Ventures). Entrepreneurs can now get counsel, consulting, and capital – all critical components of early start-up success. Going forward, the three organizations will work together as a triad to add value for their clients as well as to promote entrepreneurship on campus through events and workshops. Check out their newsletter at <http://bri.cornell.edu/newsletter/newsletter.htm>.

### **Start-Up Cornell**

Start-Up Cornell is a new program designed for students, faculty and staff who want an opportunity to get instruction and practice in presenting business ideas to funders. Start-Up Cornell got its start through conversations initiated by Grant Meyer with EPE Advisory Council member Mark Brandt and EPE Director John Jaquette. It evolved as a joint effort between The Cornell Biomedical & Nanotech Consortium, the EPE Program, and Big Red Ventures. The events have been held since

last fall. Founding members included graduate students Josh Cross and John Mannion from the Consortium and Grant Meyer from the Craighead research group.

Significant streamlining and idea generation from the founding BRV/BRI members Rouzan Agadjanian, Sam Tingleff, Sandeep Kumar and Gil D. Benderly helped catalyze attendance growth and increase event visibility. Extensive support from BRV/BRI/BRL ensured intellectual property security and proper pitch presenter consultation. The EPE Program funded the first event and committed to provide half the funding for future events. A steering committee with representatives from across the campus has also been established. [Click here to learn more.](#)

### **EVC Club Hosts 5<sup>th</sup> Symposium**

The Johnson School's Entrepreneurship and Venture Capital Club (EVC) hosted its 5<sup>th</sup> annual Entrepreneurship and Venture Capital Symposium, "Managing the Entrepreneurial Lifestyle," on Feb 25. Presenters included Mark Brandt '86, the Maple Fund; Len Dolhert, Primet Precision Materials Inc.; John Brenner MBA '97, Cornell Center for Technology, Enterprise and Commercialization (CCTEC); Dan Gibbons, Xilinx; Ralph Terkowitz '72, ABS Capital Partners; Jim McCall, Intel Capital Corp.; Russell Howard, High Peaks Venture Partners; Steve Greenberg '89, MBA '90, ImpreMedia LLC; and Dan Simpkins '80, ME '81, Hillcrest Communications, Inc. Video clips from the Symposium will be available soon at <http://eclips.cornell.edu>.

### **Entrepreneurs Recognized: BIC Winners**

At the EVC symposium, winners of the 2005 Business Idea Competition were announced. Congratulations to first-place winner Sustainable Pharmaceuticals, second-place winner Illuminaria, third-place winner OTS Diagnostics and fourth-place winner Sensus Analytics. [Read more about them by clicking here.](#)

### **Undergrad Practice Pitch Contest**

The Cornell Entrepreneur Organization (CEO) sponsored its first Pitch Practice Competition on April 30th. Judged by Ed Heslop '81, MS '90, Dan Kathan '71, MBA '73 and Professor Deborah Streeter, prizes were awarded to: Aashish Barwale, Rachel Doyle, Alex Meister, Melissa Wrolstad, and Jeffrey Chau. [Learn more by visiting the CEO Web site.](#)

### **Pre-seed Workshop**

EPE joined several other groups from Cornell and Central New York to sponsor a Pre-Seed Workshop for high tech companies that think they may want to become start-up companies. Dates for the two-day workshop held at the 1890 House in Cortland, NY, were April 15 and 22.

### **CEO Members Learn from "the Science Guy"**

Bill Nye '77, "the Science Guy," and the Frank H.T. Rhodes Class of 1956 Professor, was on campus for two weeks in April. He met with 40 members of the undergraduate Cornell Entrepreneur Organization (CEO) on April 12th to talk about his entrepreneurial journey. Nye has also been the featured speaker at a CEN meeting in Seattle.

### **Undergrads Attend International E-ship Conference**

Cornell Entrepreneur Organization President Seth Flowerman '08 and member Steve Kurz '06 represented Cornell at the International Entrepreneur's Conference in March in Abu Dhabi.

### **Community Sustainable Technology Conference**

The EPE Program was a sponsor of Ithaca's first Sustainable Technology Showcase, held Jan. 28 in downtown Ithaca. The event featured Cornell researchers, students and businesses from across the state. Professor Stuart Hart, the S.C. Johnson Professor of Global Sustainable Enterprise, and Gay Nicholson, program coordinator for Sustainable Tompkins, organized the event. [Click here to read the Cornell Chronicle story.](#)

### **Johnson School Hosts Sustainable Enterprise Symposium**

The Johnson School hosted the third-annual Sustainable Enterprise Symposium, "Sustainable Enterprise: An Agenda for Innovation," on April 1. The program kicked off on Thursday, March 31, with keynote speaker Cornell President Jeffrey Lehman. For additional information, visit [www.johnson.cornell.edu/sge](http://www.johnson.cornell.edu/sge).

### **Cornell Society of Engineers Spring Meeting**

The Cornell Engineering Alumni Association presented "[Engineering as a Foundation for Business Leadership: Tales from the Frontlines](#)" on April 21-23, in collaboration with The Cornell College of Engineering and the Park Fellows Program, Johnson Graduate School of Management. [Click here for more details.](#)

### **EPE Faculty Member Presents Two Papers**

In March 2005, Professor Sheila Danko presented two papers -- "Intersecting Public and Private Interest by Design: Embracing Creative Tensions in Social Entrepreneurship" and "Beyond the Business Curriculum: Expanding Student Perceptions of Entrepreneurship as a Social Change Agent" -- at the Global Entrepreneurship Research Conference in Silicon Valley, CA. and also presented "Enlightened Voices: Growing a Socially Responsible Business by Design" at the International Design Educators Conference in Savannah, GA. [Read more about her presentations by clicking here.](#)