TIGER ENTREPRENEURS
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ENGAGEMENT & IMPACT

ENTREPRENEURSHIP THE PRINCETON WAY
Mission
Our mission is to engage the Princeton entrepreneurial ecosystem through educational programming, mentoring and funding in collaborative spaces.

Along with our many partners, we are creating **Entrepreneurship the Princeton Way**.

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PEC Mission
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Entrepreneurship the Princeton Way
Princeton Innovation Center BioLabs
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Tiger Entrepreneurs Conference 2019 Back Cover

Princeton Alumni Entrepreneurs Fund portfolio companies set in orange bold type.

PEC and our partners brought Princeton faculty and alumni together in New York City for four great evenings of panel discussions in 2018. Topics included:
- Bitcoin & Blockchain
- Arts Entrepreneurship
- 1000 Books to Read
- Self-Driving Vehicles

TigerTalks also went **On The Road** in 2018:
- Bay Area: Bitcoin & Blockchain
- Bay Area: AI and Computer Vision
- Los Angeles: Entrepreneurship & Leadership
- Chicago: Venturing Tigers

**TIGERTALKS IN THE CITY | ON THE ROAD**

A ripple effect of entrepreneurial connections and support is starting to becoming evident throughout the Princeton community and in central New Jersey. The Princeton Entrepreneurship Council has focused on growing programming and connections that bring value to alumni, faculty and students in the entrepreneurial world.

In 2018, our signature program, **TigerTalks in the City**, brought together over 1,000 alumni in New York and another 600+ in other cities, to talk about entrepreneurial industries and to network with other entrepreneurially-minded alumni. The **Alumni Entrepreneurs Fund** grew to 30 companies, and added well-received programming to help support these very early career alumni. Our **OfficeHours** mentoring program connected alumni more than 170 times, with the goal of offering valuable advice to founders. And with a tiny bit of support from PEC, the Princeton Alumni Angels were launched by alumni in Northern California and in NYC, and have actively started to fund Princeton alumni-founded startups.

Princeton Innovation Center BioLabs, which opened its doors to new tenants in May, had 14 tenant companies move in, and has already seen two companies graduate. There were 15 ecosystem-building events held at the Center during the year, and a variety of new programming on topics such as funding, hiring, M&A, and ‘How-To’ sessions promises to increase vibrancy of the Center in 2019.

We welcome you to **join us**! Let us know about your startup, your investment goals, your skills, and your interest in being part of our Princeton Entrepreneurial Ecosystem Map. We look forward to seeing you at our second Tiger Entrepreneurs Conference in April, at Reunions, or at one of our other events. And we look forward to hearing more about what you are doing, and about how we can collaborate.

**Alumni Entrepreneurs Fund**

**AEF** invested in 5 new companies in 2018:

**AEF** also held a **Showcase** for portfolio companies in the Bay Area, co-hosted by the Princeton Club of Northern California and Princeton Alumni Angels, and a **Founders Summit** with two days of workshops and networking for AEF portfolio company founders with prominent alumni and industry experts.

With the help of **AEF** Investment of $2.2 million, AEF companies have raised over $48 million in capital to date.

**OFFICEHOURS**

Lewis Center for the Arts and the Keller Center added mentors to the **OfficeHours** platform in 2018, soon to be joined by mentors from Princeton Alumni Angels this year.

Total Mentors: 18
Bookings: 118
Followup Appointments: 52

**OfficeHours**

Learn more: entrepreneurs.princeton.edu/officehours

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Engagement and Impact: The Ripple Effects of PEC Programming

Princeton Entrepreneurship Council’s efforts to promote Entrepreneurship the Princeton Way, initiating transformation through risk-taking actions, are having ripple effects throughout the campus community and beyond.

During a late 2017 TigerTalks in the City event devoted to water sustainability on campus and worldwide, Professor Eric Wood laid out a major problem: by current estimates, nearly two billion people worldwide do not have access to safe, clean water. In ten years, this number will include half the population of the world.

After building momentum through discussions following the TigerTalks event and connections enabled by PEC, the University’s Office of Technology Licensing, alumni advisors and supporters, Professor Wood knew the time was right to spin out his technology from Princeton to solve problems impacting global markets and people in need. Founded by Wood, Princeton executive-in-residence Joe Studholme ’84 and former faculty member Justin Sheffield, Princeton Climate Analytics, Inc. opened up shop on Nassau Street across from Firestone Library. PCA is hard at work bringing precise, research-based solutions for water sustainability and climate change to market.

The company’s backbone is decades of pioneering work by Professor Wood’s research group in the field of global hydro-climatology applied to both the global public interest sphere and the commercial sector. PCA’s mission is to leverage powerful climate data tools for underserved communities across the globe, and to develop the most well-rounded scientific products to address market sectors that rely on climate models in their decision-making. The global climate crisis presents unprecedented challenges that allow their unique skills and knowledge to have global impact in sustainability. PCA is also bringing a commercial product to market in early 2019 in collaboration with the World Bank, the InterAmerican Development Bank, the EU/Copernicus Project and the UN Environmental Programme Finance Initiative.

- Catherine McVay Hughes ’82

She Roars: Engaging and connecting Princeton’s alumnae

Entrepreneurship was a major programming theme throughout the wildly successful return of the She Roars conference in 2018, celebrating the impact Princeton women have had on the University and their communities. From left, Lynn Loo ’01, Director of the Andlinger Center for Energy and the Environment, Lynda Clarizio ’82, PEC Alumni Advisory Board member and Joy Marcus ’83, AEF Feedback Panel member and Keller Center lecturer, at their Entrepreneurship the Princeton Way panel discussion.

Princeton-Harvard Business School Startup Showcase

Matt Handel ’87 of audience choice ExpressCells (left) and Avthar Sewrathan ’18 of Afari (right) led a group of Princeton-connected startups at the annual Princeton-HBS showcase and networking collaboration by Princeton Entrepreneurs’ Network, Princeton Alumni Angels and HBS Angels of Greater New York.

Tiger Entrepreneur Awards: Celebrating the value of entrepreneurship and innovation across the Princeton community

Congratulations to 2018 winners Vaidhy Murti ’15 (left), co-founder of video contest app Wit and social networking app Friendsy, and Nick Ouzounov ’15 (center) and Alex Lorestani ’17 (right) of biomaterials startup Geltor, Inc., seen here at the annual Celebrate Princeton Innovation reception, hosted by the Office of the Dean for Research.
Engagement and impact continue to ripple throughout Princeton Innovation Center BioLabs, the 31,000 SF co-working space at the Princeton Forrestal Center, which opened in early 2018. A total of 14 local life sciences and tech startups, including two Princeton spinouts, have moved into space at the University’s new incubator. The facility hosted a major press conference in July (pictured above) by Gov. Phil Murphy, who announced two significant statewide innovation initiatives. In November, Princeton Innovation Center BioLabs won the “Innovator of the Year” award from the Princeton Regional Chamber of Commerce. As the number of entrepreneurially-minded alumni seeking to connect with each other increases, another PEC initiative is to capture the skills, interests and ways each alumnus – no matter how they fit – wants to engage with others across Princeton’s entrepreneurial ecosystem.

Stay tuned and connected as PEC staff and students design, build, populate, and pilot this map of Princeton entrepreneurs.

Photo courtesy of Carisma

Dora Mitchell ’08, Vice President of Operations, Carisma Therapeutics

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princetonbiolabs.com

Get updates:

etrepreneurs.princeton.edu/ecosystem

REUNIONS 2019

Join us on Friday May 31st for several alumni entrepreneurial panels and keynote speakers during Reunions 2019.

Stay connected:

alumni.princeton.edu

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Princeton Entrepreneurship Council

Princeton Spark podcast, a show about the Princeton University entrepreneurship ecosystem, produced by PEC. Launching spring semester 2019.

Subscribe and listen:

princetonspark.com

Ripple Effects throughout the Central Jersey Ecosystem

PEC Executive Director Anne-Marie Maman ’84 (left), Gov. Phil Murphy (center), Debbie Hart, President/CEO of BioNJ (right) and President Christopher L. Eisgruber ’83 (far right)
Join us on April 11, 12 & 13
Sunnyvale & San Francisco

- Hear from Princeton faculty, alumni panelists and keynote speakers
- Engage with some of Princeton's most exciting startups
- Network with fellow alumni

entrepreneurs.princeton.edu/conference