EXPANDING OUR REACH

INCREASING OUR SUPPORT FOR

ACADEMIC ENTREPRENEURSHIP
Hello to my Princeton friends and colleagues!

Like all of you, our plans for this year had to remain flexible. All of our programming remained online, yet we continue to support the Princeton entrepreneurial ecosystem. In addition to growing our signature programs, we have also added new programming and our community continues to grow. Helping our ecosystem to connect while creating and growing impactful startups helps us to remember that good things are happening.

Thinking back through the five years of TigerTalks, our signature series, reminds us of the many people we have met and of many interesting discussions. We also continue to put together showcases highlighting Princeton connected startups, and conferences which bring together alumni, faculty, students, and friends. And the Princeton Alumni Angels, which is wholly managed by alumni and is always looking for new members, has been very active.

We launched Empower, a new conference series which celebrates the academic entrepreneurship of underrepresented founders. This past year we celebrated Black academic entrepreneurship. It was a great success, with attendees from 38 states and 33 countries. We look forward to presenting the second in our series this coming year, with a focus on women entrepreneurs.

We are launching another new initiative this year—the START Entrepreneurs program. This part accelerator, part fellowship pairs founders with Princeton faculty to launch impactful ventures based on Princeton scholarship. And, as you may have already read, Princeton is leading a new NSF I-Corps Northeast Hub. These are just two examples of how faculty entrepreneurship is growing on campus.

On behalf of the whole PEC team, we welcome you to join us—whether you are actively involved in entrepreneurship, you’d like to be more involved, or you are just curious. After reading through our magazine, if you want to learn more, please reach out to find out how you can become engaged.

Tiger, Tiger!

Anne-Marie Maman ’84
Executive Director
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The mission of the Princeton Entrepreneurship Council is to engage the Princeton entrepreneurial ecosystem through educational programming, mentoring and funding.
When PEC was formed in 2015, one of our first priorities was to build a series of educational programs that featured alumni founders and funders, as well as faculty researchers and innovators.

The objective of this series named TigerTalks was to shine a spotlight on the fearless efforts, devoted passions, and resolute voices of entrepreneurs across the Princeton community. We envisioned TigerTalks to bring the community together, to form new and meaningful connections, and to share the incredible work of so many. In doing so, we have been able to engage in meaningful conversations among founders and funders and in a range of industry sectors across technology, life sciences, social entrepreneurship, and the arts. We have also been able to explore the journeys and challenges of women and minority startup founders.

Looking back, we are proud to see how TigerTalks has identified and energized Princeton’s vast entrepreneurial community, enabling us to connect so many in our community, and inspiring additional programming, such as our skills-based workshops, startup showcases, and full/multi-day conferences.

entrepreneurs.princeton.edu/tigertalks

What’s Next?

With your input and involvement, we will leverage the TigerTalks series across the broad spectrum of entrepreneurship, including major research areas of the University. We will continue to expand our global reach to more and more alumni, faculty, and students (both undergraduate and graduate) who are entrepreneurs or entrepreneurially-minded.
Several new campus programs introduced by PEC for faculty, graduate students, and postdoctoral researchers have been building entrepreneurial skills and helping to turn ideas and scholarship into impact. This programming ranges from lunchtime lectures to week-long programs to 30-month fellowships.

**Wharton Executive Education**

The Princeton-Wharton Entrepreneurship Executive Education course brings Wharton programming to Princeton faculty. The week-long course is designed to help faculty better understand entrepreneurship, and to take on advisory and other roles at companies formed around innovations from their laboratories and scholarship.

[innovation.princeton.edu/wharton](http://innovation.princeton.edu/wharton)

**When:** One week in January or one week in June  
**For:** Princeton faculty (plus three invited faculty members from other NJ-based institutions)
LIFE: Lectures In Faculty Entrepreneurship

Lectures In Faculty Entrepreneurship is a series of lectures by experts in different aspects of creating and growing startups of all kinds. The series is designed to help faculty and their teams understand a broad range of important aspects of starting and running a company.

innovation.princeton.edu/life

When: Lunchtime sessions, throughout the academic year
For: Princeton faculty

Princeton Startup Bootcamp, powered by VentureWell

The Bootcamp is an intensive program offered for graduate students and postdoctoral researchers to learn what it takes to clarify a market problem, to define product/market fit, and to bring an idea to market. Powered by VentureWell, a leading startup accelerator.

innovation.princeton.edu/venturewell

When: 2½ day sessions in January or in June
For: Princeton graduate students and postdocs

START Entrepreneurs

The START Entrepreneurs program is part academic fellowship and part startup accelerator. The goal of START is to support aspiring commercial and social entrepreneurs as they translate academic scholarship into impactful new ventures. START Entrepreneurs are offered funding, mentoring, office or lab space, entrepreneurial education, and more.

start.princeton.edu

When: 12-month on-campus research fellowship, followed by 18-month off-campus accelerator.
For: Entrepreneurs working with a Princeton faculty member
Princeton is leading the new National Science Foundation Innovation Corps (I-Corps) Hub Northeast Region, with seven academic collaborators. The I-Corps Northeast Hub provides entrepreneurial training, mentoring and resources to help researchers explore the potential of their products and services to benefit society. The Hub is dedicated to delivering benefits in health care, the environment and other academic research-based technologies while building skills and opportunities among researchers from all backgrounds, including those historically underrepresented in entrepreneurship.

Accelerating startups to improve lives
With $15M in funding from NSF over five years, the Hub will provide entrepreneurial training, mentoring and resources to enable researchers who translate laboratory discoveries into breakthrough products and services.

Regional and global impact
The Northeast Hub is located in the heart of a region rich in “deep-tech industries” that revolve around fundamental discoveries in areas such as health care and pharmaceuticals, energy, the environment, earth- and water-friendly “green and blue” technologies, financial technologies, agriculture, communications and digital information.

Broadening participation in entrepreneurship
Through a demonstrated commitment to inclusivity and diversity, the Hub will contribute to future prosperity and regional competitiveness by training the next generation of innovators from all backgrounds.

Proven I-Corps approach
The NSF I-Corps entrepreneurship training approach, now in its 11th year, focuses on understanding the needs of potential customers, first-hand exploration of entrepreneurial practices, and confronting the challenges of creating successful ventures based on scientific discoveries.

icorpsne.org
We initiated this first Empower conference to address the inequities faced by Black entrepreneurs from throughout academia. We want to provide more opportunities for diverse entrepreneurs in the region, the nation and internationally to translate their research into innovations and ventures that create benefits for society."

Rodney D. Priestley, Vice Dean for Innovation, Pomeroy and Betty Perry Smith Professor of Chemical and Biological Engineering

ENGAGE
Organized by the Office of Corporate Engagement and Foundation Relations and hosted by Princeton Innovation, the second annual Engage was a success. This two-day virtual conference brought together Princeton faculty, staff, students and alumni, government, industry and the public to highlight how collaboration with Princeton can catalyze the transformation of research into innovation for society’s benefit.

This year’s highlights included sessions on intersections with industry interests; entrepreneurship; timely research topics; the “Triple Helix” of government, industry and academia; and Princeton’s role and commitment to the regional innovation ecosystem. The annual Celebrate Princeton Innovation showcase of life science and tech innovations by Princeton faculty was the conference finale. Conference sessions are available for viewing online.

innovation.princeton.edu/engage2021

AEF
The 30 portfolio companies of the Alumni Entrepreneurs Fund (now fully invested) have leveraged $2.2 million in seed funding from Princeton into $157 million in venture capital funding and grants.

entrepreneurs.princeton.edu/aef

OFFICEHOURS
A signature PEC program, OfficeHours connects Princeton alumni subject matter experts with students, early-career alumni, and entrepreneurially-minded faculty and researchers seeking guidance on specific challenges they are facing in their entrepreneurial pursuits.

entrepreneurs.princeton.edu/officehours

EMPOWER
Organized by PEC and hosted by Princeton Innovation, the national Empower conference strives to broaden opportunities for academic entrepreneurs from different historically underrepresented groups. This fits into Princeton’s larger educational mission and desire to serve society.

The first conference in this series, Empower 2021, focused on Black entrepreneurs from throughout academia and brought together national thought leaders to share actionable knowledge and tools that can help transform university discoveries into companies and ventures that advance societal and economic progress. This virtual conference had strong attendance, with attendees from 38 states and 33 countries, and representation from large and small academic institutions throughout the US.

Empower 2021 also included a national pitch competition, with medical device startup Sonavi Labs winning $100,000 and a generous bundle of in-kind services. All semi-finalists met with select venture capital firms, and received expert mentoring and pitch coaching. All session videos available at: empower.princeton.edu
Join the Princeton entrepreneurial ecosystem by putting yourself on the map at:
entrepreneurs.princeton.edu/map

Join us!
We have many ways for you to engage with us, strengthening Princeton’s innovation and entrepreneurial ecosystem.
Visit entrepreneurs.princeton.edu
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Hire • Invest • Learn • Mentor
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In the Nation’s Service and the Service of Humanity.

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