THE SPECTRUM OF PRINCETON’S ENTREPRENEURSHIP COMMUNITY
Hello to my Princeton friends and colleagues!

We welcome Vice Dean for Innovation Craig B. Arnold, who assumed this role in July 2022. He brings a wealth of experience as a great teacher, an excellent manager, and an innovative entrepreneur. He is already proving himself to be a strong leader of Princeton’s innovation and entrepreneurship community.

The entrepreneurial ecosystem on campus continues to grow rapidly. The E-Club – the undergraduate student run entrepreneurship group – is still the largest club on campus, managing 16 high impact programs that engage more than 3,000 students during the year. There has also been a momentous shift among the faculty toward entrepreneurial activities. Since 2016, when Princeton committed to supporting entrepreneurship, the volume of technology being developed on campus and licensed to startups has doubled to more than 40% of the total volume of licenses executed. And 19 Princeton teams participated in the first year of the I-Corps Northeast Hub.

We continue to grow our support to the overall entrepreneurship ecosystem – expanding our OfficeHours platform and our signature TigerTalks series. Our Alumni Entrepreneurs Fund continues to exceed expectations — the $2.2 million we invested in our 30 portfolio companies has been leveraged to raise more than $177 million in follow-on funding. And we continue to find impactful ways to support historically under-supported and under-funded entrepreneurs. Consider joining us for the Empower 2023 Conference – a practical conference for launching, funding, and scaling startups. This time we are celebrating women academic entrepreneurs.

As we grow, we welcome you to reach out. **If we know about you, your skills and your needs,** we can better connect our big, broad Princeton entrepreneurship community.

Tiger, 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.
Meet Craig B. Arnold, the new Vice Dean for Innovation

Craig B. Arnold, the Susan Dod Brown Professor of Mechanical and Aerospace Engineering, is the University’s second Vice Dean for Innovation, a role established in 2020 to provide leadership for Princeton’s innovation and entrepreneurship activities across campus and among its alumni.

A popular professor, Arnold received the Princeton Undergraduate Engineering Council Teaching Award (2009, 2017 and 2022) and the School of Engineering and Applied Science Excellence in Teaching Award (2019 and 2021). He served, from 2015 to 2022, as director of the Princeton Materials Institute, which brings together scholars across disciplines to develop materials-based solutions to global challenges. He is also an entrepreneur himself, having co-founded two startup companies based on his research, TAG Optics and Invictis Technologies, both of which have been successfully acquired. A winner of numerous industry awards, he began as VDI on July 1, 2022.

Craig at a glance:
- Princeton faculty, 2003 to present
- Postdoctoral researcher, Naval Research Laboratory
- Ph.D., Harvard University
- B.S., Haverford College

I approach the role of Vice Dean for Innovation through the lens of three key objectives: breaking barriers, building bridges, and benefiting society.”

Craig B. Arnold, Vice Dean for Innovation
Susan Dod Brown Professor of Mechanical and Aerospace Engineering
EXPANDING ENTREPRENEURSHIP
ON CAMPUS AND BEYOND

Celebrating
Women
Academic
Entrepreneurship

April 26-28, 2023

WHAT IS EMPOWER?

Princeton University’s Empower conference is a global event that strives to promote diversity, equity and inclusion for academic entrepreneurs, including those from underrepresented groups. The second conference in this series, Empower 2023, will celebrate women entrepreneurs throughout academia and all founders who are commercializing or licensing university-developed intellectual property.

The conference will share knowledge and insights through keynote addresses, panel discussions, workshops, roundtable discussions and networking opportunities, and include conversations of research sectors including technology and materials sciences, life sciences and social sciences.

The Empower 2023 Pitch Competition celebrates women academic entrepreneurship and salutes all founders and researchers who are committed to diversity, equity and inclusion and who are commercializing university-developed IP. Winners will receive cash and in-kind prizes, as well as expert mentoring and curated meetings with venture capital firms.

WHO SHOULD ATTEND?
All are welcome to join us for Empower 2023, to be held virtually on April 26, 27 & 28.

Register at empower.princeton.edu

Day One: launching a startup.
Various lab-to-market programs (e.g., NSF I-Corps), accelerator programs, and technology licensing strategies, plus a workshop on customer discovery and product-market fit.

Day Two: funding a startup.
The venture capital community and others discuss funding sources and strategies, including a fundraising workshop. The Empower pitch competition will be held on this day.

Day Three: scaling a startup.
 Discussions and workshops on product strategy and development, talent acquisition, and a panel of women academic founders sharing their experiences, learnings and ways of overcoming challenges.
START ENTREPRENEURS:
Supporting inclusive Entrepreneurship at Princeton

Four START Entrepreneurs have begun turning their diverse scholarship and research at Princeton into startups that positively impact society:

Ebony Noelle Golden is an artist, scholar, culture strategist and entrepreneur who is building a startup that leverages theater and the arts to increase civic engagement. Her first project is the adaptation of a theater piece called “City Council Meeting”. The piece was co-created by Aaron Landsman (Lewis Center for the Arts).

Maksim Mezhericher and Prof. Howard Stone (Mechanical and Aerospace Engineering) are commercializing an innovative liquid atomization and drying technology to dehydrate biological materials. Their first market will be shelf-stable, room temperature vaccines and medicines.

Tanyaradzwa Tawengwa ’14 is working with Profs. Gabriel Crouch (Music) and Meredith Martin (English, Center for Digital Humanities) to build a scalable platform to help heal the traumas of colonialism through reclaiming and spreading indigenous culture and ancestral knowledge. Her first project is called Global Zimbabwe.

Sunxiang “Sean” Zheng, along with Prof. Jason Ren (Civil and Environmental Engineering, Andlinger Center for Energy and the Environment), is developing lithium extraction technology that is faster and more environmentally friendly than conventional methods in their startup PureLi.

The START Entrepreneurs are mentored by a team of subject matter experts, including Princetonians Richard Blue S’84, P’20, Dror Futter ’86, Brian Wiley ’87, Pilar Castro-Kiltz ’10, Mark Esposito *17 and Stephen Snyder, Entrepreneur-in-Residence.

start.princeton.edu
Princeton’s first year of leading the National Science Foundation Innovation Corps (I-Corps) Hub: Northeast Region has been exciting and successful. The 4-week Propelus program trains teams in customer research aimed at investigating the viability and societal impact of scientific and technological discoveries. A diverse group of teachers and mentors at the Northeast Hub trained 94 teams (19 from Princeton), including many teams led by women or members of underrepresented groups. Two Princeton teams, PolyGone and Qlassic, participated in the more extensive 7-week national NSF I-Corps Teams program.

The I-Corps program helps researchers uncover ways to ensure that their discoveries and inventions become the solutions of tomorrow. Our focus is on making the path to deep tech innovations open to all, including women and members of groups that previously have been underrepresented in the technology and entrepreneurship spaces.†

— Christina Pellicane, Assistant Director of Innovation, I-Corps Northeast Hub Lead Instructor

PolyGone, developed by Princeton School of Architecture graduates Yidian Liu and Nathaniel Banks, is a small raft that floats on the water and catches microplastics in a network of artificial root fibers. They advanced to the NSF’s national I-Corps Teams program, a more intensive seven-week training to explore forming a startup to advance the technology.

PEC’s signature panel discussion series shines a light on entrepreneurs across the Princeton ecosystem, featuring alumni founders and funders, as well as faculty researchers and innovators. In 2023, TigerTalks returns in-person to New York City and on the road.

entrepreneurs.princeton.edu/tigertalks
**HUMANITIES EXPEDITION AND LAB:**
*Exploring the Wide Landscape of Innovation*

Nine incoming Princeton graduate students were inaugural participants in the Humanities Expedition and Lab in New York City, hosted by PEC and the GradFUTURES professional development team in Princeton’s Graduate School. This new program connects humanities graduate students to real-world innovation work, starting with a summer expedition to New York City and following with monthly meetings throughout the year on campus.

GradFUTURES is delighted to offer incoming Humanities graduate students the opportunity to begin thinking creatively (and entrepreneurially) about the ways humanists play a critical role in catalyzing innovation and social impact in service to humanity.

— Eva Kubu, Associate Dean for Professional Development, the Graduate School

The future of the Ph.D. and of graduate education will see more groups of interdisciplinary teams working on grand challenges, and it is key that we connect with humanities graduate students as they begin their training to facilitate connections that will expand the reach and impact of their research.

— James M. Van Wyck, Assistant Dean for Professional Development, the Graduate School

OfficeHours is Princeton’s startup advisory program. If you are looking for help on a specific challenge you are facing in your startup, the OfficeHours platform connects you with advisors with deep subject matter expertise.

Search for a mentor with the skills and experiences that will be helpful to you and schedule a meeting, all in a matter of minutes.

[entrepreneurs.princeton.edu/officehours](http://entrepreneurs.princeton.edu/officehours)
JOIN US!
We have many ways for you to engage with us, strengthening Princeton's innovation and entrepreneurial ecosystem.
Visit entrepreneurs.princeton.edu

EMPOWER 2023
CONFERENGE
April 26, 27, 28
Register: empower.princeton.edu

REUNIONS 2023
Tiger Entrepreneurs
Conference, May 26
Register: entrepreneurs.princeton.edu

Are you an entrepreneurial alum?
We want to hear from you!
Drop a line to our Executive Director,
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In the Nation’s Service and the Service of Humanity.