TRANSFORMATIVE IMPACT
ENTREPRENEURSHIP
THE PRINCETON WAY
Hello Princeton!!

As we enter our eighth year of “Entrepreneurship the Princeton Way”, the pace of change in our ecosystem is accelerating exponentially. Nobody is surprised that the Princeton alumni entrepreneurial community is vibrant and flourishing. We engage and connect with founders in industries across the full spectrum – from non-profit to deep tech. And we continue to see the Princeton community supporting one another – through mentoring, advising, funding, team building, and so much more. It is inspiring to hear the many stories about how the Princeton community supports one another.

In recent years, one aspect of change which has outpaced others has been the rate of adoption of entrepreneurship on campus. Undergraduates continue to be very entrepreneurial – the eClub remains the largest student club on campus. But we are now seeing more graduate students, post-doctoral researchers, and faculty engaging in the full spectrum of entrepreneurial activities. An example of this is the number of Princeton teams that have participated in Princeton’s National Science Foundation funded I-Corps program on campus – more than 40 teams from Princeton have already completed the four-week regional program.

We engage with our broader community in many ways to support the impact that Princeton-connected startups bring to the world. To connect, reach out to us about your interests, your skills, and your needs.

Tiger, Tiger!!

Anne-Marie Maman ’84
Executive Director
amaman@princeton.edu

The mission of the Princeton Entrepreneurship Council is to engage the Princeton entrepreneurial ecosystem through educational programming, mentoring and funding.

Empower is a Princeton-led DEI initiative supporting faculty entrepreneurs from colleges and universities across the globe. Multi-day conferences were held in 2021 and 2023 to share knowledge and resources to faculty aspiring to commercialize their research into impactful startups. In 2024, Empower is expanding to include monthly workshops that focus on the skills and strategies for successfully launching and funding university spinouts. empower.princeton.edu
In 2023 Princeton welcomed Peter Schiffer as the new Dean for Research. In this role, he leads Princeton’s research enterprise and works closely with leaders across campus to develop and support the University’s dynamic research community. The Office of the Dean for Research, which includes the Princeton Entrepreneurship Council and Princeton Innovation, supports world-class research by helping faculty, staff and students connect with external and internal resources to create knowledge, make discoveries, and address scientific and technical challenges.

I am always excited by the impact that universities have on the economy, both the national economy and the local economy. Research educates students for the workforce and leads to discoveries and inventions. Furthermore, university researchers create startup companies and work with existing private sector partners to allow their results to reach the public. Universities really are economic engines.”

Craig B. Arnold leads the Princeton Innovation initiative and oversees the University’s efforts to grow Princeton’s culture of innovation across disciplines. The role aims to strengthen the University’s capacity to engage with entrepreneurs, alumni, industry, technology investors and other potential partners.

Among many accomplishments this year, Dr. Arnold successfully led Princeton as the principal institution of a multi-state development grant as part of the U.S. National Science Foundation’s Regional Innovation Engines program. This new initiative is funded through a program authorized by the CHIPS and Science Act, whose purpose is to advance use-inspired research, transition discoveries into the economy, and to build the region’s technological workforce. The collaboration, called Advancing Photonics Technologies, focuses on further strengthening the region’s leadership in this space. Photonics, which involves the control of light for use in technologies, has applications in healthcare, clean energy, computing, telecommunications, advanced manufacturing and more. It has the potential to improve cancer detection, food safety, smart phones, computing, self-driving cars, and many other uses.

“Photonics will play a crucial role in pushing 21st century applications to be cleaner, smarter, and more secure. To enable this technology and expand its reach, we aim to grow a robust, diverse photonics workforce that is tightly integrated within an ecosystem of continuous innovation and use-inspired research.”
Noah Freedman '12, Co-Founder and CEO

Nucleos is an innovative next generation education and training platform for “second chance learners” — individuals who are incarcerated, returning to society, or otherwise underserved — to assist in developing their career goals and connecting with educational resources, training programs, and job opportunities. They received Princeton’s Alumni Entrepreneur Funds in 2017, and just completed $3M in seed stage funding.

As a social impact VC Fund, we look for companies that can deliver both strong financial and social impact returns. We believe Noah will deliver in both ways.”
Ashif Mawji, Managing Partner, Scale Good Fund

Professor Jason Ren, Co-Founder
Sean Zheng, Co-Founder and CEO

PureLi is developing innovative lithium extraction technologies to secure a high-quality sustainable lithium supply, which is becoming an urgent problem. They recently closed a seed round of close to $4M in funding, including funds from Princeton University's START Innovators program, Princeton Alumni Angels, HAX (a hard-tech accelerator in Newark, NJ), and The Grantham Foundation.

We take early-stage positions in important climate opportunities. We believe that innovation and technology are the best hope for an enduring future and the possibilities of PureLi’s innovations are very promising.”
Sam Lefkofsky, Investor, The Grantham Foundation

Professor Aaron Landsman, Co-Founder
Ebony Golden, Co-Founder and CEO

School for Participation is building a national nonprofit venture based on Lewis Center faculty member Aaron Landsman’s participatory theatre work. Princeton’s START funding will support a pilot with HomeWorks Trenton, a local organization for young women scholars, started by Natalie Tung ’18. The plan is to use the learning from the pilot to scale this work nationally.

The work that School for Participation is doing is critical and the team is excellent. I look forward to following this pilot closely and to supporting their work as they scale.”
Craig Arnold, Vice Dean for Innovation

Weilyn Chong ‘24, Founder and COO

Swsh is a social app, founded by Gen Zers, for Gen Zers, that wants to help strengthen true friendships — as opposed to surface-level relationships with followers. The app’s name stems from “See you again, somewhere, somehow”. Weilyn Chong, a current senior at Princeton, recently raised $1.7M in pre-seed funding.

Consumer social has a history of being reinvented by young people...If everything works out, a young founding team like Swsh could earn their spot next, inventing a new consumer platform that shapes how we spend time with the people we care for in our lives.”
Peter Boyce, founder of Stellation Capital
Sarah Nagy *14, Founder and CEO
Seek AI's mission is to democratize data access to everyone that can gain insights from data. The natural language interface plugs into a company’s existing data and communication tools, enabling less-technical people to get answers for ad hoc questions. The result is faster response times and allows the technical team to allocate their time more strategically. Seek AI has raised over $10M in funding.

Stacy Blain ’89, Founder and CEO
Concarlo Therapeutics is a preclinical biotechnology company pioneering a new way to inhibit the highest value targets in oncology: CDK2/4/6. They are currently in preclinical studies, working on a transformative approach to creating medicines to combat drug resistance, which results in about 1.5 million deaths annually.

Professor Howard Stone, Co-Founder
Max Mezhericher, Co-Founder and CEO
Inaedis is commercializing a new rapid dehydration technology which uses ultra-fine-droplet aerosols to convert vaccines and drugs into dry form. This could improve stability, increase quality and safety, and eliminate the need for cold chain storage for vaccines and biologics. Inaedis recently closed a seed round including funds from Princeton University’s START program.

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Jen-Tang “JT” Lu *17, Co-Founder and CEO
Vysioneer is an oncology AI company on a mission to bring cancer therapies to patients sooner. Their debut technology, VBrain, became the first AI tumor auto-contouring solution to receive FDA clearance and is being used by pharmaceutical companies and cancer clinics to advance precision cancer care.

With a focus on women’s health, children’s health, and rare diseases, CIF invested in Concarlo because of its innovative precision-medicine approach to cancer treatment, and immensely talented, experienced team”
Richard Lipkin, ’83, Co-Founder, Catalytic Impact Foundation

We are excited about the potential for this technology to revolutionize access to vaccines and other therapies globally. Beyond pharmaceuticals, the technology can help energy-intensive manufacturing processes across industries drastically reduce their energy usage.”
Amotz Maimon, Roadrunner Venture Studio

At Conviction we invest in AI-Native ”Software 3.0” companies that are translating powerful AI models into powerful products that will transform industries. We are excited by the work that Sarah is doing to solve problems that impact businesses.”
Sarah Guo, Founder, Conviction Partners

PAA is excited about Vysioneer’s exceptional team and its innovative oncology AI platform, which provides granular insights into drug efficacy and biomarkers ensuring clinicians can identify the most effective treatment for cancer patients.”
Rob Wolk, ’91, Co-Chair, Princeton Alumni Angels (PAA)
Chamber Ai is an AI gaming video editing software that takes raw gaming footage and converts it into videos ready to be published on social media. Jenny Sun ‘24, Christine Sun ‘24

Gamut Ink is a large language model (LLM) tool that can “shape” text using various sliders to increase granular control over textual styles, inspired by how photo/video/design editors edit rich media. Huxley Marvit ‘27

VICI provides high school student athletes training, resources, and advice in a comprehensive platform to help them prepare for college sports recruitment. Nicholas Sanker ‘24, Nia Mosby ‘24, Marco Scarano ‘26, Lance Reaves-Hicks ‘25

Recently selected companies for grant funding:

- Chamber Ai
- Gamut Ink
- VICI

Prospect Student Ventures (PSV) is Princeton University’s new student-operated Venture Capital Club, dedicated to growing the entrepreneurial ecosystem on campus.

PSV members assess top student startups, providing up to $10K in non-dilutive funds. Additionally, they undertake pro-bono projects for VCs, host informative events for all students, and facilitate connections across the entrepreneurial community to aid student-founded companies. To support PSV and stay up to date with the top student founders and companies on campus, reach out at psvclub@princeton.edu or join the mailing list on their website: psv.vc

Thalia Eitel-Porter ‘25, Managing Director
Jason Bohner ‘25, Managing Director
Laya Reddy ‘25, Managing Director
Elise Kait ‘25, Head of Operations

Princeton Entrepreneurship Council’s signature panel discussion and networking series shines a light on entrepreneurs across the Princeton ecosystem. Recent discussions have included topics such as ‘When Women Lead: A Conversation with Female Leaders”, “Innovations in Material Science”, and “Innovations in Arts Accessibility”.

TIGERTALKS
entrepreneurs.princeton.edu/tigertalks

OFFICEHOURS
Looking for some startup advice?
OfficeHours is Princeton’s startup advisory program. If you are a founder looking for help on a specific challenge in your startup, the OfficeHours platform connects you with advisors with deep subject matter expertise. Search for an advisor 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
**I-CORPS**

The National Science Foundation (NSF) Innovation Corps (I-Corps) is a nationwide network of universities offering hypothesis-based entrepreneurial training, mentoring, and resources to enable researchers to form startup companies that translate laboratory discoveries into breakthrough products and services. Ultimately, the goal of the I-Corps program is to grow the societal and economic benefits arising from innovative research.

The I-Corps Northeast Hub is combating the well-established lack of diversity in technology innovation and entrepreneurship. The Northeast Hub’s core values of equity, diversity, inclusion, and accessibility are built into every aspect of the programming. For example, 49% of instructors and mentors in the Hub in 2023 were women, and 30 regional teams came from state-recognized minority serving institutions (MSIs).

There are numerous ways to engage with the Northeast I-Corps Hub. If you are developing an early-stage technology and want to explore the benefits of joining an I-Corps cohort – please reach out. If you have the time and skills to mentor a team, let us know – currently over 130 mentors actively participated in the program.

icorpsnortheasthub.org

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**START**

Princeton’s START Innovators work on campus for a year to further develop academic technologies with the long-term goal of translating innovations to solve real-world problems.

Chukwuemeka V. Chukwuemekaa is reimagining the architecture of public and publicly accessible toilets, positioning them as a critical component of healthcare infrastructure within urban settings. This involves a multidisciplinary approach that intersects urban design, behavioral science, epidemiology, and public policy.

David Henderson is building a web-based social credit network to amplify community finance. The platform brings transparency to social credit networks, protects peer lenders with loan guarantees, reports informal loan repayment to credit bureaus, and enables lenders to deduct loan loss from income taxes.

Khadidiatou Sall is establishing an Africa Research and Learning Innovation Hub dedicated to Science, Technology, Engineering, Arts, and Mathematics (STEAM). Her mission is to combat youth unemployment by emphasizing the transformative potential of emerging technologies within the African context.

Yekaterina (Kat) Tarasova is developing a system that leverages fermentation to create innovative minimally processed protein ingredients. This addresses the demand for nutrient-dense protein ingredients and foods that meet the functional and taste profiles desired by manufacturers and consumers.
TIGER ENTREPRENEURS CONFERENCE
On Princeton campus
April 18-19, 2024
Learn more and register:
entrepreneurs.princeton.edu/tec2024

REUNIONS ENTREPRENEURS CONFERENCE AND STARTUP COMPETITION
On Princeton campus
May 24, 2024
Learn more and register:
entrepreneurs.princeton.edu/reunions2024

ARE YOU AN ENTREPRENEURIAL ALUM?
We want to hear from you!
There are many ways to engage with us.
And there may be ways we can support you.
Drop a line to our Executive Director,
Anne-Marie Maman ’84
at amaman@princeton.edu.

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