EXPANDING OUR REACH

CONNECTING OUR COMMUNITY
Hello to my Princeton friends and colleagues!

**2020 has been a year of positive changes and growth for Princeton Entrepreneurship Council (PEC), in spite of the pandemic.** Our move into the Office of the Dean for Research enables us to grow our programming to further support faculty, students and postdocs. Some examples are collaborations with The Wharton School of the University of Pennsylvania for faculty executive education, and with Techstars to deliver a bootcamp for graduate students and postdoctoral researchers.

**Funding continues to be the topic of greatest interest.** Because of the persistently large funding gap for underrepresented minority founders and women founders, we continue to design some programming that targets these groups. Look inside for more information about our many showcases and other programming. Also, the Princeton Alumni Angels are growing in numbers, and have been very active. So far, they have invested $5.5 million in 18 Princeton-related startups.

**Attendance at our events continues to be exceptionally strong.** We have had alumni from all over the US and from international locations join us as attendees and as panelists, which has enriched our discussions. Also we had our first international event, exploring the French entrepreneurial ecosystem with a virtual TigerTalks event in Paris. We are thankful to the many talented alumni who stepped up to offer practical advice and workshops to support entrepreneurs as they pivoted due to Covid.

**The Engage 2020 conference, three days of events for faculty, students, alumni and community members, was phenomenal!** With the focus on innovation and entrepreneurship there were events for everyone during the November conference. It was fun to see the span of creativity and knowledge across the campus and in our communities. The conference videos are still available to watch online.

I close this letter thanking the many of you who are already collaborating with PEC, and inviting those who are not yet connected with us to reach out.

With very best wishes for better health in 2021,

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

In response to the historical underfunding of women and underrepresented minority founders, PEC continues to expand its initiatives supporting underserved founders. Our objective is to increase their access to funding and to the valuable Princeton network. Startup Showcases are one way we shine a light on some excellent startups. Below are two of the showcases we hosted this past year. We also had showcases at the Reunions conference and at the Engage conference.

entrepreneurs.princeton.edu/startupshowcase

Women Founders Startup Showcase

Partnering with the Princeton Women’s Network, PEC welcomed six dynamic Princeton women founded/led companies for the inaugural Princeton Women Founders Startup Showcase. Fursure, a pet insurance startup, received the largest “TigerBucks” investment from the enthusiastic attendees online.

From left: Latin Goodness Foods/Mas Panadas (Margarita Womack *09), PyrAmes (Xina Quan *86), BODS (Christine Marzano ’07), Fursure (Catherine Dennig ’15), Funding U (Jeannie Tarkenton ’92) and Concarlo Holdings (Stacy Blain ’89).

Underrepresented Minority Founders Startup Showcase

Partnering with the Association of Black Princeton Alumni, the Association of Latino Princeton Alumni and Princeton Alumni Angels, PEC welcomed seven exciting companies led or founded by underrepresented minority Princeton founders. Language learning startup Lelu received the largest “TigerBucks” investment from the lively online audience.

From left: borderless (Melinda Herrera ’03), Friday (Hue Rhodes ’94), Lelu (Ana Leyva ’11), Mirror Digital (Sheila Marmon ’94), Reclaim Energies (Nadia Ralston ’22), Silenyx (Maryam Elfeki, postdoc) and TruGenomix (Tshaka Cunningham ’96).
ENGAGING
Despite the pandemic, PEC quickly leveraged virtual formats for our programming and educational content. This allowed alumni from a distance to participate both as panelists and as attendees.

PEC presented 36 different events, with over 4,250 attendees during 2020. Additionally, 2,300 people attended some portion of the three days of the Engage 2020 Conference.

Since our inception in 2015, we have had over 9,700 people attend and participate in PEC organized events.

In 2020, PEC Collaborated with 15 campus partners, 11 alumni groups, and 7 community partners.

A few examples of PEC events this year were:
• How to Build and Sustain a Culture of Innovation
• Personal Branding for Artists
• Getting VC Deals Done in an All-Digital World
• Impacts of COVID-19 on Healthcare Delivery
• The Funding Landscape for Impact Investors
• Why Entrepreneurs Choose France
• Proptech: Today’s Challenges and Tomorrow’s Opportunities
• Digital Transformation of the Retail Customer Experience

23 mentors on the PEC Office Hours platform are ready to answer entrepreneurs’ questions. Over 300 advisory sessions have been held by mentors and PEC staff this year.

Princeton Innovation Center Biolabs continues to support life sciences and clean energy technologies in central New Jersey. 25 companies have been tenants since opening in 2019. Of these, 5 have been Princeton-related startups.

“My view for Princeton is to foster a diverse and inclusive tech hub in the tri-state area. I view Princeton as being the perfect place and the time to do that is now…. We have many impactful programs in entrepreneurship and we’re growing them.”

Andrea Goldsmith, Dean of the School of Engineering and Applied Science and the Arthur LeGrand Doty Professor of Electrical Engineering at Princeton University, Founder, Plume WiFi, Founder, Quantenna, Inc.
CELEBRATING

These companies are among the many that have participated in PEC programming.

**Adora** has developed a college touring platform that allows visitors to use their smart phones to take personalized college campus tours. They are the first-ever student startup to have Princeton University as their first paying customer. Co-founded by Raya Ward ’21, Joseph Rubin ’22 and Ron Miasnik ’22.

**Andluca Technologies** has developed UV-solar-powered smart glass for improving the energy efficiency of buildings. Professor Lynn Loo, the Theodora D. ’78 and William H. Walton III ’74 Professor in Engineering and Director of the Andlinger Center for Energy and the Environment, won a 2020 Edison Patent Award from the Research & Development Council of New Jersey for her work. Co-founded by Prof. Loo and Nick Davy ’14 ’20.

**GlossGenius** is an appointment management and scheduling system for salons and spas. They recently secured $25 million in funding. Founded by Danielle Cohen-Shohet ’12, they received seed funds from Princeton’s Alumni Entrepreneurs Fund (AEF).

**Invictis Technologies** is developing an automated intravenous injection device. They recently secured funding. Co-founded by Prof. Craig Arnold, the Susan Dod Brown Professor of Mechanical and Aerospace Engineering and Miles Cole ’22, CEO. Miles received the Tiger Entrepreneur Award from Princeton Entrepreneurship Council - he is the first undergraduate to win this prestigious honor.

**JobStep** is a career coaching platform that automates the job application process. They guarantee that applicants get interviews. This startup recently won Venture for America’s and UBS’ Venture Catalyst competition. Co-founded by Eleanor Meegoda ’11.

**TruGenomix**, a veteran owned business, has developed the first-to-market genomic biomarker assay to identify PTSD risk. The company is committed to addressing the mental health crisis that results in 21 veteran suicides each day. Co-founded by Tshaka Cunningham ’96.

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**30 AEF portfolio companies**

*$2.2 million initial AEF seed investment leveraged into $105 million raised by portfolio companies*
PEC has expanded our support for faculty, graduate students, and postdoctoral researchers, in close collaboration with the Office of Technology Licensing. Below are some examples.

**Princeton-Wharton Executive Education Program for Faculty**
A partnership with The Wharton School of the University of Pennsylvania brings executive education to Princeton faculty. It is designed to help faculty take on advisory roles at companies formed from innovations developed in their laboratories and from their scholarship.

**Lectures In Faculty Entrepreneurship (LIFE)**
LIFE (Lectures in Faculty Entrepreneurship) is a new lunchtime lecture series designed to help faculty and their teams learn about how to translate their technologies into startup companies. The series features leading experts in the field of startup creation, and covers topics such as legal incorporation, funding strategies and team building.

**Princeton-Techstars Innovation Bootcamp**
The Princeton Techstars Innovation Bootcamp is a two-day intensive program offered for graduate students and postdocs interested in entrepreneurship. This program is designed for students/postdocs in the humanities, the natural sciences, the social sciences, engineering and applied science.

**Dean for Research Award for Distinguished Innovation**
Robert Prud’homme, professor of chemical and biological engineering, received the inaugural Dean for Research Award for Distinguished Innovation. The award recognizes an innovation led by a Princeton professor whose scholarly activity and creative thinking has led to solutions for an issue of importance to society. Prud’homme won for his invention of flash nanoprecipitation, a method for creating nanoparticles that promises to improve the delivery of drugs throughout the body.

"As we work to encourage, facilitate and promote innovation, entrepreneurship, and partnerships, a strategic decision was made to unite different campus groups who work together to accomplish this mission under the umbrella of the Office of the Dean for Research. The creation of a unique research, innovation, and entrepreneurship pipeline will help us to enhance Princeton’s impact on the quality of life for all."

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

Our three conferences in 2020 continued to facilitate connections and engagement throughout the Princeton entrepreneurial ecosystem.

Arts & Entrepreneurship Day
Building upon previous programming in arts entrepreneurship, PEC collaborated with the Lewis Center for the Arts on the inaugural Arts & Entrepreneurship Day. A&E Day included practical workshops and roundtable discussions on careers in the performing arts, film, television, and more. Ted Gagliano ’82 co-led a workshop on careers in Hollywood.

Reunions 2020
Tiger Entrepreneurs Conference and Startup Showcase
At the virtual Reunions Conference and Startup Showcase in May, attendees engaged with panel discussions and interactive workshops about the entrepreneurial challenges of the pandemic across several sectors. Kara Nortman ’97, recently promoted to co-managing director of Upfront Ventures, one of the largest venture capital firms, joined a panel discussion on emerging markets at the Reunions Conference. The showcase featured three faculty-led and three alumni-led startups.

Engage 2020
Of the 55 sessions at Princeton’s new innovation and entrepreneurship conference, PEC hosted 19 entrepreneurial-focused panel discussions and workshops, with eight faculty and 41 alumni presenters. Kwanza Jones ’93 of the Kwanza Jones & Jose Feliciano Supercharged Initiative delivered a dynamic keynote.

The Engage 2020 Startup Showcase featured three faculty-led and three alumni-led startups. All conference sessions were recorded and are available at princetonengage.pathable.co.

Empower 2021
For more information about our Spring conference, Empower 2021, sign up for our newsletter at entrepreneurs.princeton.edu. This conference will look at innovation and entrepreneurship through the lens of diversity and inclusion.

In 2021, PEC is poised to further expand our reach into our entrepreneurial community and to roll out new tools for creating communities of innovators and entrepreneurs. Join us by putting yourself onto our Princeton ecosystem map - entrepreneurs.princeton.edu/map
Join us!

We have many ways for you to engage with us, strengthening Princeton’s innovation and entrepreneurial ecosystem.

Advise
Attend
Build
Collaborate
Contribute
Hire
Invest
Learn
Mentor
Organize
Present
Research
Subscribe
Teach
Connect!

Join the Princeton entrepreneurial ecosystem by putting yourself on the map at: entrepreneurs.princeton.edu/map

Visit us online and on social media: entrepreneurs.princeton.edu

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