

ENTREPRENEURSHIP AT CORNELL

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Cornell Startup List

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From the Director

Students have vacated, Reunion 2014 is over, and this is our last newsletter until September. We have some incredibly exciting projects underway that are getting serious attention within the University. We hope to be able to share more details by September. Enjoy your summer, advance your startups (and add them to the [Cornell Startup List](#)) and, to borrow from Garrison Keillor, "keep in touch"!

Zach Shulman '87, JD '90
Director, Entrepreneurship at Cornell

Pillsbury case study chosen by publisher

This spring, the two-part teaching case study "Driving Innovation at PAR Springer-Miller" was published by Ivey Publishing. The case was authored by Professor Susan Fleming and Alyssa Goldman and describes the extensive innovation efforts undertaken by Larry Hall, CEO of PAR Springer-Miller and Pillsbury Institute Advisory Board member, between 2009 and 2013. The case has already been taught in multiple classes within SHA and will be marketed by Ivey to entrepreneurship and hospitality faculty around the world.

Join Cornell Startup List, see yourself on our homepage

Add your company to the list of successful Cornell-related firms on [Cornell Startup List](#), the primary spot for Cornell startups and students to discover and connect directly to each other. We're nearing 200 listings and are featuring companies from the list on the homepage of E@C.

Code Problems finds success in Vegas

Students Daniel Masetti and Michael Merrill recently returned from a national business plan competition in Las Vegas, where they showed off plans for their business, Code Problems, an app that provides users with short puzzles or problems to solve using a couple lines of code, logic and problem-solving skills. The students were selected for the competition by RECESS, our co-host for this year's Big Idea Competition. "We networked with a ton of people and have a lot of new and very useful contacts", Masetti said. They also met a startup camp founder in Silicon Valley and have applied for admission to

continue developing their app, as well as their entrepreneurial skills.

Student Initiative Results in Green Revolving Fund Launch at Johnson

Join Our Mailing List!

The Center for Sustainable Global Enterprise is moving forward with a new experiential program emphasizing technology and investment to combat climate change. Read more [here](#).

Corporations Develop Social-Impact Ventures at Intrapreneur Lab

The Center for Sustainable Global Enterprise hosted the second Intrapreneur Lab in New York City, May 20 to 22. The program (a partnership with Accenture Development Partnerships, Business Fights Poverty, and Leadership Laboratories) helps corporations launch profitable ventures that hold potential for positive social impact. Read more [here](#).

MasterCard Competition Generates Innovative Ideas

With 48 hours to develop a new product for MasterCard that would appeal to millennials, four teams of students from across Cornell converged on Sage Hall in May to create a prototype of their idea, a business plan, and a video demo. Read more about the [MasterCard Innovation Express Competition](#).

E@C professors' book guides entrepreneurial engineers

A new book by Michael B. Timmons and Rhett L. Weiss, "The Entrepreneurial Engineer: How to Create Value from Ideas," published this year by Cambridge University Press, gives engineers and other novice entrepreneurs a step-by-step guide to starting a successful business. Read more about the book [here](#).

A Boost for Family Business

Read [more](#) about the gift of \$10 million that established the Smith Family Business Initiative at Johnson at Cornell.

Upcoming Events

Cornell Entrepreneur Network/Cornell Silicon Valley(CEN/CSV) Events

6/24/14 - **CEN San Diego: Cornell Reception at BIO 2014**,
6:30pm - 8:30pm

For event details and to register, visit the CEN website at <http://www.cen.cornell.edu/>

Cornell Center for Technology Enterprise and Commercialization (CCTEC) Events

7/8/14 - **Semicon West 2014**, 7:00pm - 9:00pm

For event details and to register, visit the CCTEC website at <http://www.cctec.cornell.edu/events/upcoming.php>

**Register for Cornell Entrepreneurship Summit NYC to be held
November 7, 2014**

We're thrilled about the eight speakers we've already signed up for our NYC Summit on November 7th at the Times Center. Check out <http://summit.eship.cornell.edu> to register early! Hope you can join us and stayed tuned for more details.

For up-to-date information on entrepreneurial events, visit the eship web site at <http://eship.cornell.edu/>

Submission Guidelines and Deadlines

You may send your items of interest to Kathy Hovis (kah53@cornell.edu) by the 15th of the month. E@C will select items to be published.

Everything Entrepreneurial at Cornell University