Engaging Entrepreneurs of All Stripes: The Princeton Innovation Ecosystem in 2019

TECHNOLOGY  LIFE SCIENCES  SOCIAL  ARTS

NEW YORK  PRINCETON  SILICON VALLEY  BOSTON
Speakers

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Webinar Host
Chair, Committee on Regional Associations (CORA)

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President of the PA of New York City; Founder and co-chair of Princeton Alumni Angels of Greater New York
Entrepreneurship on Campus

- **Keller Center for Innovative Education**
  - eClub
    - Collegiate-leading programs (TigerLaunch, TigerTrek, HackPrinceton, IgniteSTEM, ...)
  - Curricular
    - 20+ courses
    - Certificate in Entrepreneurship
  - Co-Curricular
    - Numerous, weekly seminars and workshops by faculty, alumni, and others
    - eLab Summer Accelerator
    - Tiger Challenge (social entrepreneurship)
    - Princeton Summer Immersion Program (NYC, Tel Aviv, Shanghai)
- **Space**
  - eHub (34 Chambers St)
  - Princeton Innovation Center Biolabs (Forrestal campus)
Entrepreneurship on Campus

- **Office of Technology Licensing**
  - Support and accelerate faculty spin-outs

- **Corporate Engagement**
  - Industry partnerships
    - Google
    - Microsoft
    - Celgene
How Can I Engage?

**Educational Programming**
- *TigerTalks in the City* and *TigerTalks on the Road* (faculty-alumni panel discussions)
  - March 28 (Harlem) Pathways to Entrepreneurship
  - May 9 (NYC) AI, Alt Data, and Fintech Frontiers
  - Dec 10 (NYC) Advances in Biotech

- Startup Showcases
  - July 10 (NYC) Princeton-HBS Startup Showcase

- Tiger Entrepreneurs Conference
  - April 11-13 Bay Area Tiger Entrepreneurs Conference Sunnyvale (Google) and San Francisco (Gap, Inc.)
  - May 31 (campus) Reunions Entrepreneurs Conference
  - Oct 3 (campus) Thrive Conference programming on entrepreneurship
  - Nov 8 (NYC) NYC Tiger Entrepreneurs Conference (day before football game @ Yankee Stadium)

- Sign up for PEC’s newsletter [here](https://entrepreneurs.princeton.edu) or link to [https://entrepreneurs.princeton.edu](https://entrepreneurs.princeton.edu)
- TigerTalks on the Road event: email donseitz@princeton.edu to plan an event in your city
How Can I Engage?

• Educational Programming
• **Mentoring**
  • “Office Hours” (all alumni/students/faculty)
    • Skills- and industry-based search and scheduling platform
    • PEC, Keller Center, Lewis Center for the Arts, eClub, and Princeton Alumni Angels
  • AEF Portfolio Company Founders (young alumni)
  • Startup Founder Mentoring (students)
    • eLab Summer Accelerator
    • Tiger Challenge participants (social entrepreneurship)

➢ [Sign up](https://entrepreneurs.princeton.edu) as an Office Hours mentor or link to [https://entrepreneurs.princeton.edu](https://entrepreneurs.princeton.edu)
How Can I Engage?

• Educational Programming
• Mentoring
• **Funding**
  • Alumni Entrepreneurs Fund (AEF)
  • Princeton Alumni Angels (two chapters to-date: SF and NYC)*
  • Startup Showcases and VC Roadshows
    • Princeton-founded startups and faculty spin-outs

➢ Join PAA as an accredited investor: email Rob Wolk ‘91 robwolk1@hotmail.com (NY)
  or Joelle Rauh ‘02 joelle@princetonangels.org (SF)

* Separate entity from the University and regional alumni associations

entrepreneurs.princeton.edu
How Can I Engage?

• Educational Programming
• Mentoring
• Funding
• **Hiring**
  • PSIP (Princeton Summer Immersion Program) startups
  • Startup internships and full-time careers

➢ Email pecinfo@princeton.edu with specific opportunities
How Can I Engage?

- Educational Programming
- Mentoring
- Funding
- Hiring
- **Connecting (Princeton Tigerpreneurs database)**
  - Connect with entrepreneurially-minded alumni, faculty, students, and the Princeton innovation community

- **Join** the Princeton Tigerpreneurs LinkedIn Group or email pecinfo@princeton.edu
The Alumni Innovation Ecosystem: Engaging Tigers of All Stripes

Why is this Important? Great Opportunity to Engage & Connect Princetonians

• Reach and Engage a Broad Segment of the Alumni Base
  • Huge interest in innovation, entrepreneurship and start-ups
  • Reaching alumni we have not previously engaged
    • 75%+ of attendees at entrepreneurship events did not attend a RA event the past two years
    • Opportunities for learning about the innovation ecosystem (programming), connecting with students/alumni (mentoring) and securing access to exciting start-ups (investing)

• Educate Alumni: Princeton as A Hub of Innovation and Entrepreneurship
  • ASC Chairs and Interviewers
    • Ability to engage and attract entrepreneurially minded students
  • Alumni
    • Ability to connect, give back and support the innovation ecosystem (career advice, mentoring, internships)

• Connect Tigers Across the Globe
  • Opportunities to work with Alumni globally and form unique bonds across a wide variety of geographies, alumni classes, and careers
  • Embracing collaboration as part of our DNA
The Princeton Innovation Ecosystem: Did You Know?

• Princeton has an Office of Technology Licensing (OTL)
  • To help bring Princeton’s cutting-edge technologies together with investors & entrepreneurs

• Academic Trends at Princeton
  • Computer Science is the number one major at Princeton
    • 167 CS undergraduate degrees in 2018 (Econ 125, WWS 116)
    • 49% of Engineering candidates admitted in 2017 are women
  • There is a Certificate Program in Entrepreneurship
  • The Princeton Entrepreneurship Club (E-Club) is the largest club on campus

• Princeton Alumni are Leaders in the Tech Field
  • A 2014 Bloomberg study found Princeton #1 in producing the most tech CEOs (8) of US technology companies with a market cap of over $1 billion
  • Notable alumni include Jeff Bezos (Amazon), Meg Whitman (Hewlett-Packard/eBay), Eric Schmidt (Google) & Joe Kennedy (Pandora)
Alumni Entrepreneurship in the Regional Associations

• Programming

• Networking

• Mentoring

• Princeton Alumni Angels (Investing)
Alumni Entrepreneurship in the Regional Associations: Programming

• Creation of an Entrepreneurship Series to Engage Alumni
  • Conversations from the C-Suite
    • Conversations with alumni CEO & founders telling personal stories, highlighting challenges and lessons learned
  • Prinnovation Forums
    • Panels of alumni leaders in an area (Biotechnology, FinTech, AI/Machine Learning/big Data)
• Career Panels
  • Transitioning into technology & social impact careers
• PEC’s TigerTalks In the City

• Programming Covering A Wide Variety of Topics
  • Social impact, innovation in the arts, developing economies, etc.
  • Angel Investor training courses for those interest in learning more
Alumni Entrepreneurship in the Regional Associations: Networking

- **TigER**
  - Tiger Entrepreneurship Receptions: Chance to meet and network in an informal setting

- **Focused Networking Gatherings**
  - Women’s & Minorities Entrepreneurship gatherings

- **Tech Networking Gatherings With Other Groups**
  - Ivy Tech Gatherings, Princeton + HBS Networking

- **Supporting the Princeton Ecosystem**
  - Princeton Entrepreneurs’ Network (PEN) Meetups
Alumni Entrepreneurship in the Regional Associations: Mentoring

• Desire of Alumni to Connect With and Mentor Alumni and Students
  • Younger alumni in technology with relevant skills and advice in starting a career
  • Alumni in leadership positions wanting to give back skills and expertise
  • Older/retired alumni with time and desire for more intensive mentoring

• Informal Networking Happening Through Student/Alumni Outreach

• Formal Mentoring Platform Through PEC’s “Office Hours” Platform
  • Alumni (RA & PAA leaders) responsible for screening alumni and setting expectations and rules of conduct to ensure quality mentoring
  • Ability to scale mentoring opportunities and tap into global alumni base
The Alumni Innovation Ecosystem: Princeton Alumni Angels (PAA)

- Established to Facilitate Alumni Investment in Exciting Start-ups
  - Angels Networks established in SF (2016) and NYC (2017)
  - PAA (and local PAA affiliates) are independent of the University

- Run by Alumni Volunteer Leaders, Provides Access to High Quality Start-ups for Qualified Alumni Investors (“Accredited Investors”)
  - Focus on soliciting/identifying exciting start-ups from the Princeton ecosystem
  - Over 80 alumni screeners (with a wide variety of expertise) review Pitch Decks and interview founders to select the most attractive start-ups
  - Three bicoastal Pitch Nights (NYC & SF) since April 2018, in which the founders “pitch” their companies in front of actual Princeton investors

- Interested Princeton Investors Consider Investments in Companies of Interest
  - Investors work together in due diligence groups to learn more about the companies
  - PAA provides support (due diligence handbook and questionnaires, etc.)
  - Each investor makes their own independent investment decision (PAA makes NO recommendations)
  - Working as a group, PAA investors are able to maximize leverage in negotiating investment terms
The Alumni Innovation Ecosystem: Princeton Alumni Angels (PAA)

• The Past Year Has been a Milestone for PAA
  • Over 80 alumni screened over 270 start-ups
  • In 2018, over two pitch cycles, 40+ PAA investors made investments in seven (7) companies totaling over $2 million
  • In the largest investment, PAA investors invested almost $900k and led the investment round

• A Strength of PAA Has Been the Ability to Tap Into the Global Alumni Network
  • Individual volunteers sourcing, evaluation and working with investee companies
  • Working with PEC and Alumni Entrepreneur’s Fund (AEF) to identify Princeton startups
  • Working with Princeton-focused Venture Capital firms (Fitz Gate Ventures & Chaac Ventures) to share knowledge and deal flow

• Opportunities for Broad Alumni Involvement
  • Non-accredited investors can put their networks and expertise to work in sourcing and evaluating companies and serving as mentors to founders
  • Alumni do not have to be located in a location with a PAA chapter to get involved
Getting Engaged in the Princeton Innovation Ecosystem

**Regional Associations**
- Set up an Entrepreneurship Series and programming focused on the innovation ecosystem
- Designate an *Entrepreneurship* or *Entrepreneurship Programming* Chair on your RA Board
- Organize a networking evening for those interested in innovation and entrepreneurship
- Consider starting a PAA Chapter – PAA leaders in NYC and SF are happy to assist!

**Individuals**
- Reach out to an existing PAA leader (robwk1@hotmail.com) if:
  - You are interested in getting involved in sourcing, screening or investing (for Accredited Investors)
  - You have an interest in serving as a mentor and sharing your skills/expertise with a student or alumni
- Reach out to PEC (donseitz@princeton.edu) if you have an interest in any of the PEC initiatives focusing on programming or mentoring, or to join the Tigerpreneurs Linkedin group
- ASC Chairs: Make sure you interviewers are aware of Princeton’s innovation and entrepreneurship ecosystem, especially when they come across entrepreneurially-oriented candidates

**GREAT Opportunity to Engage & Energize Tigers of All Stripes!!!**

**You Are Invited to the NYC Tigers Entrepreneurs Conference (Nov. 8th)**
Engaging Entrepreneurs of All Stripes: The Princeton Innovation Ecosystem in 2019

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Questions?

(write your questions in the chat box!)

Presenter Contact Information

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robwolk1@hotmail.com
Save the Date! Reunions 2019

May 30 – June 2, 2019

For more information, visit the new Reunions website: https://reunions.princeton.edu/