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The Next Zuck: The Rise of Entrepreneurship on America's College Campuses

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The Next Zuck: The Rise of Entrepreneurship on America's College Campuses

A Capstone Project Submitted in Partial Fulfillment of the
Requirements of the Renée Crown University Honors Program at
Syracuse University

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Honors Capstone Project in Broadcast and Digital
Journalism (Professional Category)

Capstone Project Advisor: _____
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Capstone Project Reader: _____
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Honors Director: _____
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Date: April 23, 2014

Abstract

The Next Zuck is a website featuring student-run startups, college semester programs, business competitions and other startup events. While there are a number of technology and startup websites, The Next Zuck is unique because it is one of the only media outlets strictly dedicated to highlighting college founders and entrepreneurship at universities nationwide. The Next Zuck website includes video, blog posts and articles, while also serving as a resource to college students who want to learn more about entrepreneurial activity at other universities. Bringing together content from various college ecosystems, The Next Zuck has built a community of college CEOs, student-run startups and young entrepreneurs who need guidance on how to get their startup off the ground.

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Executive Summary

College campuses are the new Silicon Valley. Students across the country are creating high-tech student-run startups as universities and dorm rooms are becoming the new breeding grounds for entrepreneurship. The Next Zuck is an online media website of college startup information and resources for student-run startups, college entrepreneurship programs and young adults who want to get involved in the startup scene.

The Kauffman Foundation reported more than 2,000 universities taught a course in entrepreneurship in 2012 compared to 253 colleges in the1980s.[1] This rise in college entrepreneurship demonstrates a clear need for The Next Zuck because the website (1) creates a community space for new, young and/or college entrepreneurs (2) offers startup resources (3) allows users to see what other startups are working on from the comfort of their home or office and (4) gives investors a "first look" at early stage startups from campuses nationwide.

Targeted primarily to college students and young entrepreneurs, The Next Zuck features articles about students running startups, interviews with investors and profiles of startup weekend events, business competitions and other entrepreneurship events through video and blog posts.

More than 12 percent of the adult population are starting and running businesses (see Table 2) year, and more than 4,000 two-year and four-year colleges are available for higher education. [2] While there are numerous startup

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[1] Glenn Rifkin, *A Classroom Path to Entrepreneurship* (The New York Times, 2008), 2.
[2] Donna Kelley, *National Entrepreneurial Assessment for the United States of America.* (The Global Entrepreneurship Monitor, 2011), 3.

websites that highlight young entrepreneurs and provide advice from investors,

The Next Zuck is unique in that it brings together all aspects of various university

startup cultures and communities all in one place.

Acknowledgements

There are a number of people I would like to thank for helping me create a successful honors project: I would like to thank my parents, and family for their continued support and guidance; thank you for also encouraging me to pursue my dreams, keeping me on the right track, funding some of my travel and buying me a new camera. Besides, my parents, I would like to thank my sister, Alexis. Although you are younger, you're my best friend and you've been extremely helpful in finding out what startups young people are interested in. Thank you for taking all of my midnight calls and telling me when I'm wrong. I'm excited for you to join the team this summer.

I would also like to express my sincere gratitude to my honors and academic advisor Barbara Fought who has immense knowledge of the broadcast journalism field. Since taking your first class sophomore year, I knew that my skills as a journalist would improve under your mentorship. You've consistently encouraged me to do my best, think differently about how to tell a story, taught me to slow down and helped me improve my writing.

I want to thank my reader Jon Glass, a web guru, who has offered numerous advice on how to improve my website and project; you're always available to meet, positive and your feedback has allowed me to create a website that is more professional that I can use post-graduation.

Besides my advisors, I would like to thank my new media and entrepreneurship professors Dan Pacheco and Sean Branagan. Professor Pacheco, you have always taught me to "think out of the box," notice industry trends, and helped me get The Next Zuck website off the ground during your class, "The Next News Startup." If I hadn't taken your class, my project or the way I see journalism wouldn't be the same. Professor Branagan, thank you for helping me get started with The Next Zuck during my junior year and for suggesting the name. You encouraged me to focus my capstone on startups instead of business and connected me with young entrepreneurs in both the Midwest and East Coast. Both of you have been extremely supportive in helping me grow The Next Zuck, expand my audience and balance schoolwork, life and creating a website.

I would also like to thank Jeff Passetti who also helped get me started with my project during my junior year after taking his web coding class; Andy Robinson who allowed me to use OTN resources, and consistently offered advice on how to improve content; Eric Holzwarth, who has offered extensive support since I joined the Honors program my sophomore year; Gerard McTigue who helped make all of my travel plans possible; the Renee Crown Honors team Kate Hanson, Karen Hall, Hanna Richardson, Steve Kuusisto; the IDEA staff and Stacey Keefe; Dean Liz Liddy; John Liddy and Braden Croy who connected me with young entrepreneurs in the local community; the college startups and university entrepreneurship program leaders who took the time to speak with me;

my broadcast and digital journalism professors Randy Wenner, Frank Currier and John Nicholson; Rich Murphy; Carl Schramm; Byron Whitmore; Bill Ward; Staci Jackson; Kaitlyn Froboese who created the logo and a number of the initial designs; Ashley Obasi, who helped with real-time marketing, social media strategy and creating custom thumbnails for YouTube; Claire Donovan; who was an amazing editor; Emily Moomey and Dee Duncan, who helped with in-studio production at OTN; Alexis Quick, Sam Press, Julie Luizzi, Sade Muhammad, Jennifer Lawson and Andrea Mencia for offering support, guidance, friendship and encouragement to keep going; Jen Consalvo and Meg Rayford from Tech Cocktail who have allowed me to take my experiences reporting on college startups to writing for a national blog about new technology and startups; Dean Lorraine Branham and Dona Hayes for signing off on my project and allowing me to use my broadcast and production skills to create something digital; Vince Cobb and the cage staff for letting me use camera lights and other equipment endlessly.

To everyone on this list, you have helped me grow as a person as well as enhance my journalism and business skills. Wherever I am in the future, I know that each one of you has aided in shaping my life, career, and future projects.

Chapter 1
Introduction

In February 2004, Mark Zuckerburg created Facebook, the popular social networking site.[3] In the decade since, more young, business savvy entrepreneurs have created apps and sites such as Foursquare, Twitter and Instagram, essentially starting a movement that encouraged young people and college students to start their own businesses. As people caught "startup fever," one thing became clear: college campuses became one of the best places to create and run a business because universities offered resources and mentorship to help turn ideas into startups. Now, it is very common for students to create startups in their dorm rooms and work on their ideas at summer university incubators instead of interning for a large corporation.

Entrepreneurship is the new American Dream, and The Next Zuck will help students reach their startup goals by sharing their stories and experiences. In subsequent chapters, this paper covers an overview of the project, site development, analysis of entrepreneurship on college campuses as well as the growth and the future of The Next Zuck.

Why I Created the Next Zuck

Despite, the increase in college entrepreneurs, one thing is missing: media coverage for student-run startups. I created The Next Zuck because large media outlets and websites typically don't cover an early stage startup by a young entrepreneur, opting instead to report on established startups or well-known entrepreneurs.

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[3] Phillips 2007.

While many of these students are just getting started, I believe that every startup has a unique story to tell, but college CEO's don't have a *central* place to share information about their project, team and startup experience. At times, I was one of the first people to interview a student startup as I traveled to different schools. I was excited, grateful and lucky to have the opportunity to cover these startups and offer a "first-look" into what students were working on. My goal for The Next Zuck is to essentially help give young founders exposure and media coverage.

My Background

As a Broadcast and Digital Journalism major, I am passionate about telling people's stories. Throughout my four years at Newhouse, the focus of my major has mostly revolved around traditional journalism and newsgathering. In class I've received the foundation to write and produce content for print, radio and broadcast journalism formats. However, as the broadcast field is transforming to include both digital and web aspects, I wanted to challenge myself to create a digital platform project that integrated skills I have learned from my major.

Chapter 2
Site Development

<u>Online Platform v. a Documentary</u>

Before choosing to create a website, I consulted with my advisor on how I should present my content. In the past, honors students majoring in Broadcast and Digital Journalism have created documentaries or long-form videos. While creating a documentary would have been a good experience, my advisor and I decided creating short videos with a digital component would be the best way to showcase my work. Audiences wouldn't be forced to watch a 20-minute piece to learn about young entrepreneurs, instead they could tune into short webisodes get a glimpse into what students were creating at campuses nationwide.

<u>Video</u>

Each of the videos is a short recap (2-4 minutes in length) about a student-run startup, college entrepreneur, competition or event. The model for the most successful content on the web seems to be videos that are short and informative. Nowadays, with all the information overload of consumers, it's imperative to have a design and content that will capture them. On YouTube, Vimeo and other websites, most audiences will watch the first 20 seconds of a video and decide if they like the content or not. Therefore, one of my biggest challenges has been creating content that will draw the viewer in at the beginning.

<u>The Homepage</u>

The homepage is simple and clean; the logo is in the top left corner of the header and various tabs are underneath the logo. The sections include the following pages: *About, Home, Startups to Watch, Video* and *Your Campus*. Some

of these sections have sub-categories, which is indicated by a small arrow – users

can scroll over the *Your Campus* and *About* pages to learn more about each of the

sections. For example, the *Your Campus* page contains information from each of

the 10 campuses I visited and the *About* page contains information about the team,

a blog, and press coverage. Under the header, is a slogan that says "Finding the

Next Big Startup on America's College Campuses," which is a short

tagline/description that gives first-time visitors a snapshot of what the website is

about. This idea is reinforced by our promo video, which is also on the homepage

and underneath the slogan. To the right of the promo video is a sidebar with links

to the social media pages for Facebook, Instagram and Twitter in addition to a

slider that contains the website's four most recent stories.
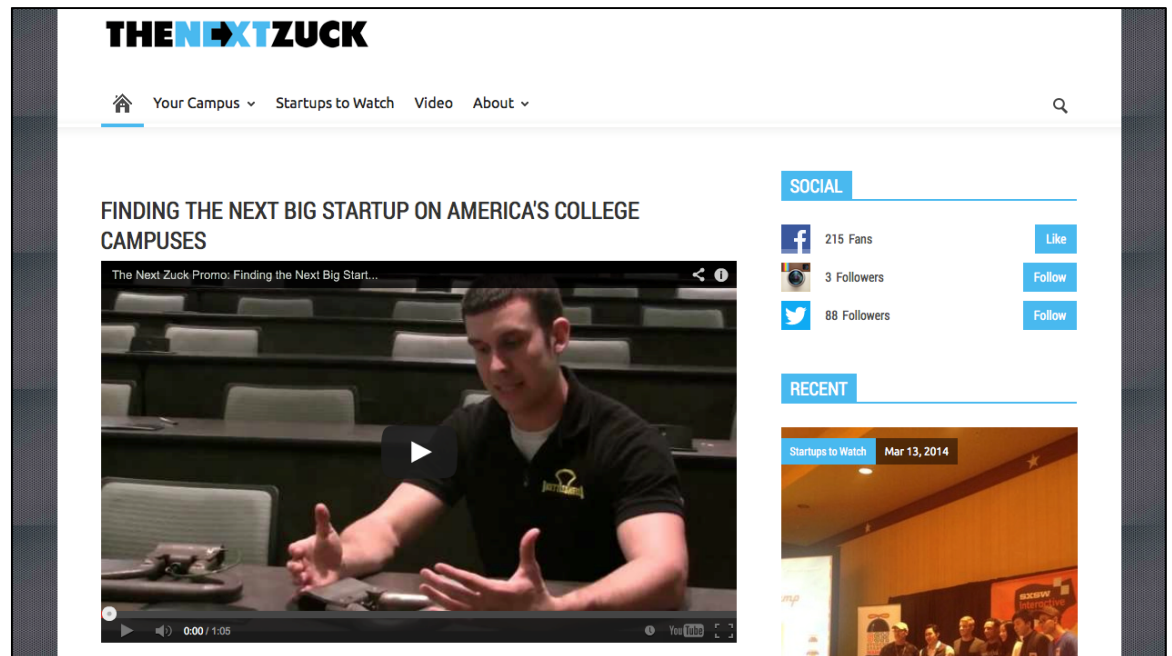
*The current homepage for The Next Zuck website contains a 60 second promo
showcasing student-run startups and college entrepreneurship programs.*

I wanted to make the website extremely easy to navigate. Originally, I had

more content on the home page. Currently, the website has two sections on the

home page titled *The Latest* which includes the six most recent stories and *What's Happening on Your Campus.* Before I made changes, the first draft of the website had three sections: *Most Recent, Campus Visits* and *Startups to Watch.* After consulting with Advisory Board members, we determined that three sections made the home page feel cluttered.

The previous website homepage was simple, but did not showcase social media and video on the homepage.

Your Campus

The *Your Campus* section compiles stories from all college visits, as well as features content by individual school. This page was originally called "Campus Visits," but I wanted to personalize the tab and make it more enticing. One of my goals is to make readers feel like they are a part of the site.
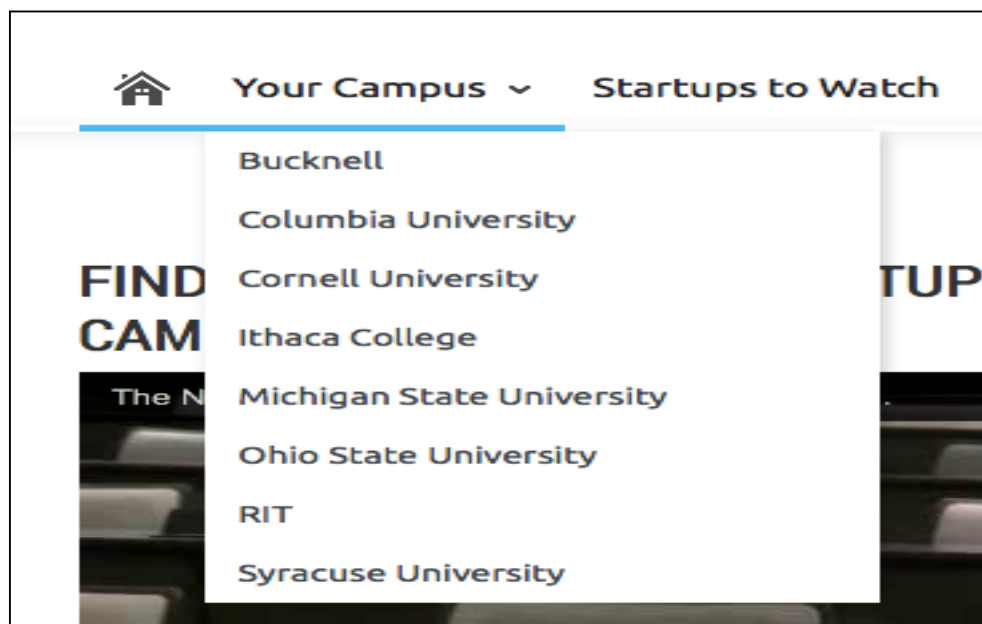
The Your Campus tab is easy to use. Readers can click on their school to find out what's happening in their startup community

Startups to Watch

The Next Zuck website contains content related to the college startup scene, including competitions, previews and events. I created this tab for two reasons: (1) I wanted readers to be able to find the features on student-run startups quickly without the stories getting mixed in with other stories and (2) the purpose of the site it showcase student businesses, which means it deserves its own tab.

Social Media

I used five different platforms to promote content from The Next Zuck content: Facebook, Twitter, Tumblr, Instagram and YouTube. Typically, I use Tumblr, Twitter and Instagram while out in the field. For instance, I posted photos of teams working on Instagram and Tumblr and updates about my visits on Twitter. These sites allow me to report and preview interviews in real-time. I used Twitter and Facebook to post the full interviews and interact with other young

entrepreneurs online. To date, The Next Zuck has 201 Facebook fans and more than 30 posts, 142 tweets and 88 Twitter followers, and 25 posts on Instragram.

<u>Analytics</u>

Using Google and Facebook Analytics, I have been able to follow the growth of The Next Zuck followers as well which posts performed the best. For example, once a week I received an email from Facebook called "You Weekly Page Insights." These insights show a number of things: growth in followers, most liked posted, posts with the most likes in addition to ways that I could improve the performance of my page. Throughout this process I have found analytics extremely helpful in determining which content our viewers enjoy watching the most.

The analytics have allowed me to see the scope and national impact of this project. After interviewing a few student teams during the fall semester, I received emails from students and entrepreneurship program directors about visiting their campus and highlighting student-run startups. Additionally, I have had the opportunity to interview well-known entrepreneurs such as Patrick Ambron, the CEO of Brand-Yourself, a startup in New York City, and Kevin Harrington from ABC's *Shark Tank*. I wrote an article about Harrington and it was viewed more than 300 times in the first week. Lastly, I interviewed Austin Kevitch, a student at Bucknell University. Kevitch is the Co-Founder of Brighten and a member of the Kairos Society, a global organization for young entrepreneurs. Kevitch's story was viewed more than 450 times within four days and shared on Facebook more

than 10 times on the day the story was posted. Analytics allowed me to see who,

when and where people were viewing this article.

Chapter 3
Analysis of Entrepreneurship on College Campuses

Since September, I have interviewed more than 25 startup founders at 10 college campuses. While Syracuse and the Upstate New York area have a number of student-run startups, I interviewed college entrepreneurs in the Midwest and on the East Coast to better understand how various entrepreneurship ecosystems vary by region. My goal at each school was to talk to student startup founders, professors involved with the college's entrepreneurship program and entrepreneurs-in-residence as well as feature events and competitions. Refer to Table 4 for my full list of interviews as well as the resources offered at each university.

I quickly learned that each university has its own unique ecosystem and startup culture. I reflected on each of my visits to provide an analysis of entrepreneurship on college campuses:

Bucknell University
I typically spoke with business students, but during my visit to Bucknell University this spring, the focus revolved around engineering and how Bucknell is incorporating entrepreneurship into its curriculum. I visited campus during engineering week, and it was exciting to be a part of the weeklong celebration as well as talk with students about design and the technical aspects of creating products. I was impressed by the students' abilities to keep up with industry trends. Some of the students were in the process of creating wearables while another was creating an app called Brighten to compete with anonymous apps like Secret and Whisper that are already on the market.

Keith Buffinton has been the Dean of the Dana Hall School of Engineering at Bucknell University for the past five years and he wants to teach all engineering students how to have an entrepreneurial mindset, © 2014 Amanda Quick

Columbia University

A number of startup experts claim that colleges tend to mirror their geographical environments and Columbia University has a very strong resemblance to New York City's Silicon Alley. I spoke with two people at Columbia University who could provide me with more details about what entrepreneurial resources were available for both undergraduate and MBA students. First, I interviewed Kevin Zhang, president of Columbia's Organization for Rising Entrepreneurs (CORE) and Vince Ponzo, director at the Eugene Lange Center for Entrepreneurship. Zhang mentioned that CORE was one of the largest student-run organizations on campus and they host events such as CORE Product Challenge, Coding with CORE and CORE Townhall.

Business students can also join the Columbia Business Lab, a co-working space for Columbia business graduates who want to continue to work on their startup. First-year business students can apply to the Lions Lab accelerator. While Columbia's program is still growing, Ponzo said the university has a long list of notable alumni that includes Ben Horowitz from Andreessen Horowitz, Jon Steinberg, the COO and president of Buzzfeed and Bill Campbell, one of the first investors in Apple.

Kevin Zhang is the President of CORE at Columbia University. After interning at Bain Co. during his junior year, he realized that he wanted to work for a startup instead of corporate America, © 2013 Amanda Quick.

Cornell University

Despite Columbia University and Cornell University both being Ivy League schools, their entrepreneurship cultures and communities are very different. Cornell is located in Ithaca, N.Y., and is the largest Ivy League school.

Cornell had a number of resources available to students such as the Entrepreneurship Summit, the Big Idea Competition and BR Ventures.

However, one of my favorite parts of the entrepreneurship community at Cornell was the PopShop, which is a co-working space allowing students in Cornell's seven colleges to come together to work on their businesses. The PopShop started as an experiment and was bootstrapped by the students who took whiteboards from all over campus and turned them into tables. I spoke with Ricky Panzer, one of the co-founders of the PopShop and senior at Cornell.

Evan Maclin and Roberto Feldman are seniors at Cornell and the Founders of OneTapp, an app that let's users connect to their friends or colleagues social media accounts all in one place, © 2013 Evan Maclin.

Ithaca College

Ithaca College was the second college I visited during the fall of 2013. While Ithaca is a small liberal arts school, students are heavily involved in entreprenuership. After attending one of the college's weekly business coaching sessions – meetings that helped prepare students for the upcoming business plan

competition – I found a few standout startups. First, I interviewed Andrew Sowers and Calvin Chestnut, the founders of Coast, an app that keeps users in the know about their car maintenance and when they should change their tires and oil. However, I was most surprised to find out that Ithaca had a number of students who created startups who were in the health or physical therapy fields. I interviewed Mia Thomas who created Insert Heels to reduce the toe walking in autistic children and Tim Reynolds who created the Kettle Shell, a shell for any size weight for users to create their own dumbbell.

*Tim Reynolds recently won $20,000 in Ithaca's Annual Business Idea
Competition © 2013 Amanda Quick.*

Michigan State University

With a student body of more than 45,000 students, Michigan State University was one of the largest colleges I visited. Located in the East Lansing, MSU is a significant contributor to the town's economic stability and growth.

One of the first places I stopped was the Hatch, the student incubator at MSU. My favorite part about the Hatch was that interns assisted student-startup founders. There are 14 paid interns who had expertise in finance, graphic design, advertising, sales and more. Hatch Director Paul Jacques said I learned that student entrepreneurial activity was on the rise at MSU as membership in the Hatch had increased from 10 teams in 2012 to about 40 in 2013. Not only did I have the opportunity to interact with students, but I also had the chance to attend Lansing Startup Weekend; Startup Weekends take place across the country and challenge teams to create a startup in 54 hours.

Brian Ingle, a MSU senior is the founder of Snapscript, a mobile app that helps people manage their medicine and prescriptions. © 2013 Amanda Quick

Ohio State University

Another Midwestern school I visited was Ohio State University (OSU) located in Columbus. One of the common themes I heard from students at OSU was that about the lack of venture capitalists (VC's) in the region. Students believed if there were more VCs and angel investors, they would have a bigger opportunity to grow their startup with unlimited resources. When I visited OSU, I

talked to students at the Technology Commercialization and Knowledge Transfer Office (TCO). One of the people that stood out to me was Jay Clouse, president of the Business Builders Club (BBC), the university's largest entrepreneurship organization. The BBC hosts speakers from the local community as well as events such as "E-ship spectacular" and "Take the Floor." I interviewed students during the fall semester and I was surprised to learn that as many as three students were planning on dropping out to pursue their business in the spring. I haven't yet seen this trend at many other schools where most programs try to teach students how to balance being a CEO and a student.

Jay Clouse, the president on the BBC at OSU, won the President of the Year Award from OSU's Fisher's School of Business in early April. © 2014 Jay Clouse.

Rochester Institute of Technology

The student-startup focus at the Rochester Institute of Technology (RIT) revolved around game design and development. While most schools I visited where the students were business or engineering majors, at RIT the most popular

major was computer science. Additionally, students had a very technical background and they said if their startups failed they would go on to become programmers, software developers or coders.

I spoke with two gaming startups at RIT – Blind Horizon Studios (top) and Darkwind Media (bottom).

Syracuse University

As a senior at Syracuse University, I was very excited to cover startups at a college I have attended for the past four years. The startup culture at Syracuse University is constantly evolving and growing. From the Link Engineering School to the S.I. Newhouse School of Public Communications, almost each school offers an entrepreneurship component or courses such as "The Next News Startup" in Newhouse, or various courses in the Entrepreneurship and Emerging Enterprises curriculum in the Whitman School of Management. With

the Tech Garden only a few miles from campus, students have extended

resources, training and mentorship from John Liddy, an entrepreneur in residence.

Kean Clifford, a senior at Syracuse University is the Founder of Print Lure, a company that prints fishing lures from 3D printed material © 2013 Amanda Quick.

Villanova University

While Villanova University and UPenn are only a few miles apart in the

Philadelphia area, their entrepreneurial cultures are extremely different. I always

enjoy comparing the various ecosystems in one city. First, compared to UPenn's

extensive footprint in the startup community, entrepreneurship at Villanova is

executed differently. While both schools take a hands-on approach, students learn

entrepreneurship through a class where they pitch and create a business concept

instead of working in an incubator. Both Villanova engineering professor Ed

Dougherty and student Simeon DuBois both said the university's goal was to

teach students how to have and enhance their entrepreneurial mindset and apply

that to what they are learning.

<u>Consistent Messages</u>

Whether I was in Columbus, Ohio or Lewisburg, Pennsylvania, I noticed a consistent message throughout my visits. The professors, deans, program leaders and entrepreneurs-in-residence's wanted to teach students how to have an entrepreneurial mindset. This was one of the most important parts of the curriculum because some of the student startups might fail in the future, but students would still have the mindset and financial skills to have a successful career. Refer to the Press table in the appendix to learn more about the college entrepreneurship curriculum.

Chapter 5
Growth and the Future

It's been exciting to see The Next Zuck grow and develop into a working website and resource. The Next Zuck has opened up a number of opportunities for me in both the journalism and tech fields.

<u>The Next Steps</u>

In the past, I was very interested in becoming a business reporter, but I have narrowed my focus to covering startups and young entrepreneurs. Because of my experiences with The Next Zuck, I am now a writer for Tech Cocktail, a website that features new tech news from various regions across the United States. I write articles about the college startup scene and reflect on my experiences traveling to different campuses. Additionally, I received the Entrepreneurship Engagement Scholarship, a fifth-year fellowship for current SU students to pursue a master's degree at Syracuse University. I will be enrolled in the Information Management Program at the iSchool. My goal is to combine my journalism skills from Newhouse and technical skills from the iSchool to become a better tech reporter. Additionally, I am applying to be in the Student Sandbox at the Tech Garden in downtown Syracuse this summer. The student incubator will allow me to work on The Next Zuck every day, pitch to experts and focus on the business side of the project. To create content during the summer months, I will be interning with StartFast to create videos about young entrepreneurs in Upstate New York and chronicle their entrepreneurial journey through the accelerator.

<u>Goals</u>

There are a number of directions I can take The Next Zuck. While there are a few organizations sharing our content, my long-term goal is to pitch to a media network or web platform such as Yahoo that could run our segments about young entrepreneurs from different campuses across the country. Additionally, while in grad school, I still plan to travel and one of my goals is to feature university entrepreneurship programs that are ranked in the top 25 entrepreneurship programs nationally that are encouraging students to ignite their entrepreneurial spirit.

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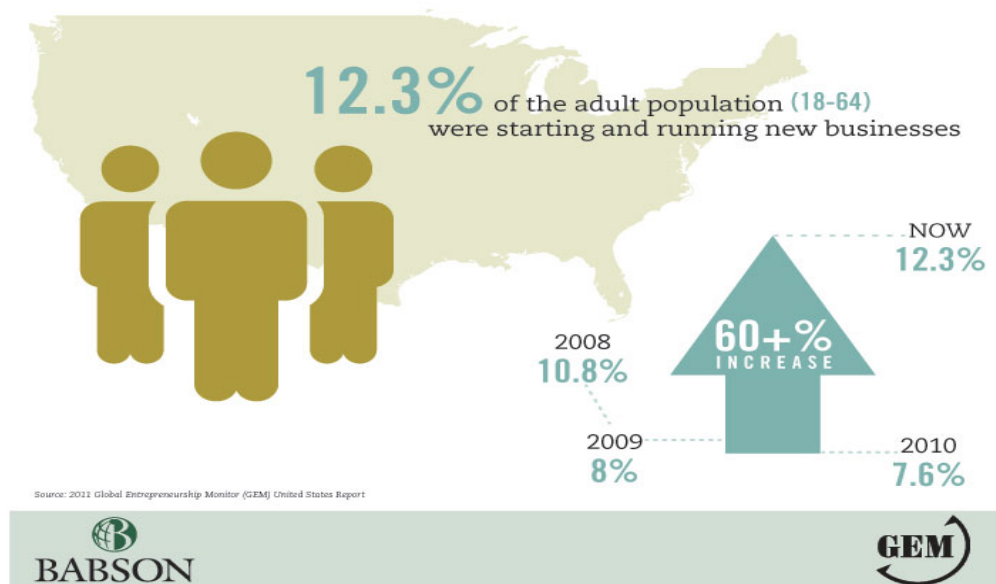
Appendices

The Rise of Entrepreneurship on College Campuses

Table 1:
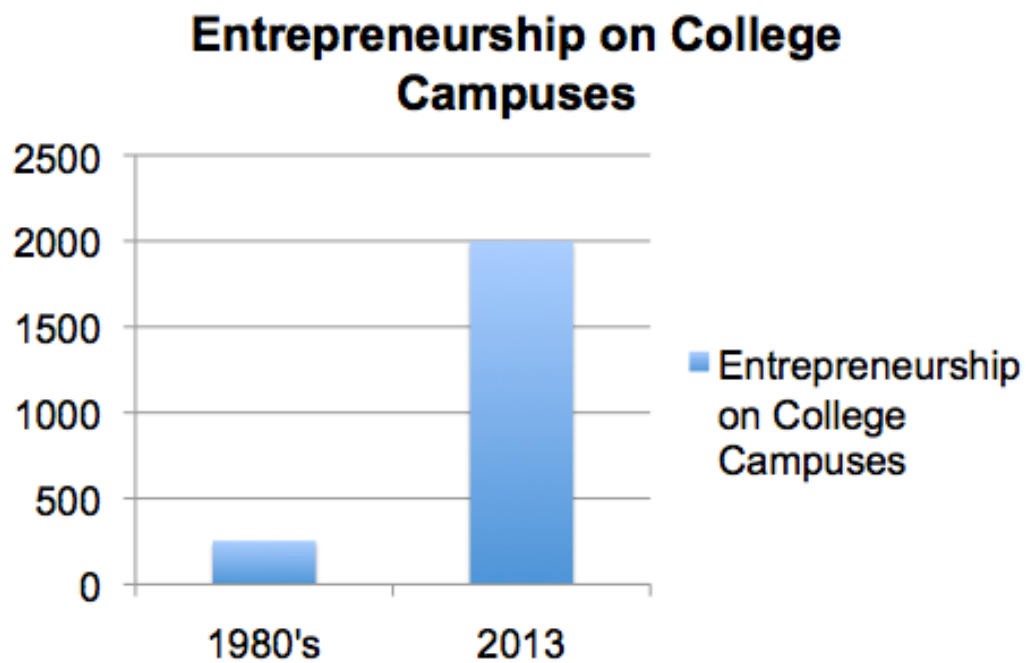
(Table 1 information provided by the Kauffman Foundation, graph created by Amanda Quick)

(Table 2 provided by Babson College, © 2011)

Table 3: Interview List

College	Location	Who
Syracuse University	Syracuse, NY	- **PrintLure** (Kean Clifford), - **Regattable** (Anthony DiMare and Nick Poorman) - **John Liddy** (Entrepreneur in Residence at the Tech Garden)
Cornell University	Ithaca, NY	- **OneTapp** (Evan Maclin and Roberto Feldman) - **Zach Schulman** (Cornell Entrepreneurship) - **Emily Walsh** (Cornell Ventures/ Grad student)
Columbia University	New York, NY	- **Kevin Zhang** (President of CORE) - **Justin Belmont and Marc Lombardo** (Perk.la) - **Vince Ponzo** (Director at the Center for Entrepreneurship)
Ithaca College	Ithaca, NY	- **Student Startups:** Coast and Insert Heels (Mia Thomas) - **Business Coaches:** Heather Lane, Tom Schryver and Brad Treat

RIT	Rochester, NY	- **Student Startups:** CauseBuzz, MotionSaavy, Darkwind Media, Blind Horizon Studios - **Faculty:** Richard DiMartino, Andrew Phelps
Michigan State University	Lansing, MI	- **Student startups:** Tempo Run, Snap Script - **Faculty and Advisors:** Paul Jacques, Jeff Smith - **Event:** Lansing Startup Weekend
Villanova University	Philadelphia, PA	- Ed Dougherty, Simeon Dubois
Ohio State University	Columbus, OH	- **Student Startups:** Capstory, Buckeye Dine, No Mercy Customs - Business Builders Club - Krystal Geyer
Miami University (OH)	Oxford, OH	- Winston Reid (The Journal)
Bucknell University	Lewisburg, PA	- Keith Buffinton, Steve Stumbris, Austin Kevitch

Table 4: School Profiles

Syracuse University

Student Body	18,000
Location	Syracuse, NY
Type	Private
Entrepreneurship Resources	The Student Sandbox, the Falcone Center for Entrepreneurship, RvD Idea Awards

Ithaca College

Student Body	6,448
Location	Ithaca, NY
Type	Liberal Arts
Entrepreneurship Resources	Annual Business Plan Competition

Columbia University

Student Body	8,365
Location	New York, NY
Type	Ivy League
Entrepreneurship Resources	Columbia Business Lab, Lions Lab, Columbia's Organization of Rising Entrepreneurs

Cornell University

Student Body	13,600
Location	Ithaca, NY
Type	Ivy League
Entrepreneurship Resources	BR Ventures, E-Labs, The PopShop

Michigan State University

Student Body	45,000
Location	East Lansing, MI
Type	State
Entrepreneurship Resources	The Hatch, Spartan Innovations

Ohio State University

Student Body	57,466
Location	Columbus, OH
Type	State
Entrepreneurship Resources	The TCO, OSU Fisher School of Business

The University of Pennsylvania

Student Body	10,301
Location	Philadelphia, PA
Type	Ivy League
Entrepreneurship Resources	Wharton School of Business

Villanova University

Student Body	10, 842
Location	Philadelphia, PA
Type	Private, Catholic
Entrepreneurship Resources	

Rochester Institute of Technology

Student Body	15,410
Location	Rochester, NY
Type	Private
Entrepreneurship Resources	MAGIC Center, Simone Center for Entrepreneurship

Miami University (OH)

Student Body	14,872
Location	Oxford, Oh
Type	Public
Entrepreneurship Resources	Center for Social Entrepreneurship at the Farmer School of Business

Bucknell University

Student Body	3,500
Location	Lewisburg, PA
Type	Liberal Arts
Entrepreneurship Resources	Dana Hall School of Engineering, SBDC at Bucknell University

Competitors

	(Young) Entrepreneur	Inc.com	Lalawag.com
Overview	Focused on young adults emerging into the startup community; ranges from college startups to established startups founded by young	Site that collaborates information on running and managing a business, startups, innovation and technology.	Website about tech and new media, based in Los Angeles. Acquired by *The Valley Girl.*

	professionals *(© Entrepreneur)*	 *(© Inc)*	 *(© lalawag)*

Partners

These partners worked to help us find content as well as share our stories through their digital platforms as well.

Who	What
Student Startup Madness *(© Student Startup Madness)*	Collegiate startup competition with the "Entrepreneurial Eight" competing at SXSW in Austin, TX.
3 Day Startup *(© 3 Day Startup)*	An entrepreneurship education program designed for university students with an emphasis on learning by doing.
Ignite Upstate *(© Ignite Upstate)*	A website covering startup and tech news for the Upstate New York region.

Media Products for The Next Zuck:

The website	Thenextzuck.com
Facebook	Facebook.com/thenextzuck
Twitter	@thenextzuck
Tumblr	Thenextzuck.tumblr.com
YouTube	YouTube Channel: The Next Zuck
Amanda Quick's blog about Startups	Aquickstartup.com

Table 5: Articles

The following articles are media coverage of The Next Zuck and website launch as well as articles from Tech Cocktail, a national website covering new technology, gadgets and startups.