One of the enduring challenges of the modern university is the transfer of knowledge from the academic world to practitioners that can put it to use. “In the social sciences, we don’t have the same organizational mechanisms as we do in the sciences and engineering to transfer technology and patents,” says Dr. Jeffrey Robinson, Senior Fellow at CUEED. “In order to address problems in society, we need more of this kind of knowledge being moved across the academic – practitioner boundary.”

Awarded a grant from the National Science Foundation, Professor Jeffrey Robinson conducted an intensive 2-day workshop on Social Innovation in August 2013, to bring experts and practitioners together to explore strategies on how to better understand and create social innovation in the community. Dr. Robinson explains, “Social Innovation invents new and creative ways to address social problems.” More than 50 people from across the US came together to discuss possible solutions to better facilitate the interaction between the social and behavioral sciences and the practitioners of social policy and entrepreneurship. This resulted in six projects, of which a detailed perspective will be presented to the National Science Foundation and put into practice with further funding.

These projects fall into two categories: initiatives to bridge the knowledge gap and research projects to explore best practices and processes. For example, one project will evaluate the role and success of social innovation incubators and their impact on the community to determine where the incubators should be established to be most beneficial. Another initiative is to replicate the NJ Social Innovation Institute started at Rutgers in other areas of the country. (See the article, NJ Social Innovation Institute below and on pg. 3)

**NJ Social Entrepreneurship Network**

Are you an innovative thinker? Do you have an idea that could make a significant social impact? Then the NJ Social Entrepreneurship Network is for you. Recently created to raise the profile of social entrepreneurship in New Jersey, our website is meant to bring leaders of the social sector and entrepreneurs who address social and environmental challenges through their businesses together to learn from and support one another. Please visit [http://NJSEnetwork.com](http://NJSEnetwork.com) and learn how you can make a difference.

**NJ Social Innovation Institute**

*Fathers Now Green Cleaning and Maintenance Services*, one of 15 teams competing for funding from PSE&G, was awarded $82,500 to help them launch their

*(Continued on pg. 3)*
EPI™ Celebrates 5 Years of Growth

For Scott Sinclair, founder of The Box Butler, the most profound impact the Entrepreneurship Pioneers Initiative (EPI)™ had on his business was an introduction to the Greater Newark Enterprise Corp (GNEC), who gave him his first SBA loan. Even with putting his home on the line, “no bank would touch us,” says Mr. Sinclair.

Because of his involvement in EPI™ and the introduction to GNEC who later introduced him to the president of First Investors Bank, Mr. Sinclair was able to secure the financing he needed to keep his home and grow his business. “Because of EPI™, I was able to hold onto my home. I’ve since added 11 employees, doubled our warehouse space, and paid off the first loan.” Scott continues to attend events hosted by the EPI™ Alumni Board for graduates of the program. He says, “Networking is the ultimate key. The program provides coaching among a peer group. There’s this compassion that exists, a shared sense of experience, and you get to lean on one another a little bit. EPI™ just keeps on giving.”

“The biggest ‘take-away’ I have from EPI™ is that I really needed to invest my time working ON my business, not IN my business,” says Kim Osterhoudt, founder of Jams by Kim. “They have helped me look at ways to do that, and as a result, I’ve hired the help I need, and my business has grown.” As a graduate of EPI™, Ms. Osterhoudt has honed her presentation skills and gained the confidence to put her product ‘out there.’ Every experience with EPI™ has taught her a little bit more and helped prepare her for the next step.

EPI™ helps hundreds of New Jersey entrepreneurs take the next steps to business success. Each year a select group of up to 40 entrepreneurs who have an established business participate in this program. They receive a unique blend of intensive training, individual business and financial counseling, peer mentoring, coaching, and networking — all focused on helping them develop a detailed strategic growth plan and the technical, operational and management skills they need to grow their businesses. Thanks to the formation of the EPI™ Alumni Association, CUEED’s successful Entrepreneurship Pioneers Initiative (EPI)™, now in its fifth year, has expanded to support the long-term business development and growth goals for NJ entrepreneurs who participated in the program.

Ms. Zuchovicki ascribes her business success to EPI™. Introduced by one of her clients, she saw the value of this program for her own social venture, Jalima Coffee, and joined. While growing her coffee business, Ms. Zuchovicki worked as a professional CFO. “EPI™ helped me recognize that I had the background, education and experience to further develop as an entrepreneur and expand my business.” Ms. Zuchovicki founded Jalima & Associates, a virtual CFO/bookkeeping and Strategic Advisory company. One year later, she developed a strategic retreat program and invited Jinni Rock-Bailey, another EPI™ alumni, to partner with her. “I now have two divisions of my company, and it’s all because of the EPI™ program. I would never have dreamed of doing this.”

Marcela Zuchovicki, also president of the EPI™ Alumni Board and a seasoned business advisor, is using her experience to lead a robust board to continue the support of the alumni. “We have amazing seminars and wonderful board members who provide expertise. (Continued on pg. 5)
TechSPARC Spurs Technology Entrepreneurship

The first annual TechSPARC Conference, held on July 25, 2013, showcased the technologies created at both Rutgers University and the New Jersey Institute of Technology. An initiative of CUEED, this event brought together technology, students, partners, alumni, and resources to “SPARC” entrepreneurial change in New Jersey’s communities. “There are many technologies being developed, and even patented, that sit on a shelf because no one is really aware of them,” says Dr. Brett Gilbert, Assistant Professor at Rutgers Business School, CUEED Fellow, and organizer of the event. “Presenting these technologies to the community creates an opportunity for people to recognize an existing technology that may benefit them or one that is being developed and needs funding.”

The event featured a Startup Showcase of 7 recently formed companies built around the technologies created at the universities, and a Technology Forum to present 12 technologies that have been developed and are currently available for licensing.

Entrepreneurs must remain on top of today’s fast moving changes in order to succeed in this arena. Today’s technology companies are building solutions that improve our world and impact so many areas of our lives in positive ways. These include solutions that provide clean energy, various new drugs, and faster access to information.

The rapid growth of technology companies is good for the economic development of their community. These companies generate a lot of revenue, which translates into tax dollars for a city. The growth of these companies creates jobs for highly skilled employees, who are often paid well and invest their earnings back into the community. Having technology entrepreneurship as part of a region’s economic strategy can be very important to help the overall growth of a community.

Social Entrepreneurship
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socially innovative business. Not only does Fathers Now offer cleaning and maintenance services using only environmentally conscious (green) products, they also provide employment opportunities for fathers in Newark and Essex County who may be considered unemployable. “This will help our organization tremendously and give us the momentum we need to assist those who want to assume a greater responsibility for their families,” says Carlyle Adams, job developer. “We could not have done it without the assistance we received from Rutgers Business School and all of the other organizations.”

The NJ Social Innovation Institute (NJSII), conceived by CUEED to find new ideas that address social problems and to provide the training needed to turn those ideas into business plans, trained 15 entrepreneurs and their teams, the “NJ Social Innovation Fellows,” in an intensive, 6-month program.

The second place winner of $17,500, The Hub-Health Generator, coordinates health coaching, targeted fitness programs, and gardening services to prevent obesity in families. Two other finalists, Foundry Farm and Parent Universe, each received a commitment from PSE&G offering continued consulting and help with their business plans.

Upon official completion of the program at NJSII, 40 percent of participants are up and running. The others are currently working through the start-up and funding process. The Social Innovation Institute will continue to work with all 15 teams, meeting on a quarterly basis. Dr. Robinson said, “If they can continue on this path, they will make a big difference in the communities where they live and work.”
Newark Tech Week Brings Technology to the Community

Organized by the Brick City Development Corporation (BCDC), the semi-annual Newark Tech Week focused on bringing more technology to the Newark community. The week-long event that took place in April 2013, in various downtown locations, provided attendees with an opportunity to network, learn, and discuss the future of technology in Newark.

The week included everything from a Happy Hour to a serious discussion on technical policy and everything in between.

One of the highlights of the event was a hackathon contest known as #blackhack, which was organized by blerdology and hosted by CUEED.

With over 50 hackers from the tri-state area, the black tech community, calling themselves ‘Blerds,’ came together for 24 hours of coding, networking, and all things blerdy. Participants had the opportunity to design mobile and web applications for Newark startups or create their own projects. A team of Rutgers Business School juniors won this contest with their application, CampusBord.

(Read more about them in the article, FundSPARC, below)

Preparations are underway for the next Newark Tech Week to be held Nov 2 - 10. CUEED is hosting a panel discussion titled “Nonobvious Uses of Technology: Technology in the Arts, Entertainment, Sports, & Food Industries” on November 4. For more information, about Newark Tech Week visit [http://www.newarktechweek.com/](http://www.newarktechweek.com/) and to register for the CUEED event visit [https://cuedtech114.eventbrite.com/](https://cuedtech114.eventbrite.com/).

FundSPARC: Raising Awareness and Money

FundSPARC is CUEED’s new crowd-funding initiative to help raise awareness and money to advance the new businesses started by Rutgers students. Conceived in tandem with TechSPARC, CUEED recognized that even the best of ideas can’t always move forward without the necessary funding. Using RocketHub’s existing crowd-funding platform, the budding Rutgers entrepreneurs created their own campaigns to raise funds for their business ventures.

“A lot of students who have taken entrepreneurship classes at Rutgers and are trying to start a business face a large obstacle when it comes to funding,” says Dr. Brett Gilbert. “Because many of our students are first generation college students, they have no one to turn to for additional financial support. If we could remove some of the barriers around raising money to start their companies, these students will be more likely to pursue their ideas. And by introducing these ideas to a broader technology community, we hope to raise awareness and find people to invest in these students.”

The pilot program launched with two teams of three students each raising funds for their business ideas on RocketHub.

1. Zurge+ is looking to develop a prototype of their concept—a kiosk for lending phone chargers to the public, allowing them to be truly mobile.

2. CampusBord created a digital means to broadcast events on campus, as opposed to the antiquated bulletin boards.

CUEED is looking for business people interested in mentoring these young entrepreneurs. If you can offer your time to help these students succeed, please email sparcwire@gmail.com To learn more about FundSPARC, visit [http://www.business.rutgers.edu/cueed/fundsparc](http://www.business.rutgers.edu/cueed/fundsparc).
EPI™ Continued from pg. 2

Once a year we host an event open to the public with a prominent keynote speaker. We bring value and exciting programs and opportunities to our members.” This year’s events have included workshops and seminars with titles such as Digitally Connecting to New Customers; To Groupon or Not to Groupon; The Art of Flash Marketing; Using CRMs to CMORESales; and an upcoming seminar titled Take Your Business From “Good to Great” (strategic planning for 2014).

“EPI™ has grown tremendously since its inception in 2009. When we created the program we had not envisioned the program beyond the nine months. The graduates of the program made us recognize the importance of providing them with continued support in order to help them to continue to grow their businesses,” says Managing Director, Jasmine Cordero.” Starting with just two EPI™ graduates with a vision, the EPI™ Alumni Association has grown to over 100 alumni who continue to meet regularly to increase their business knowledge and expand their professional and personal network.

Early this year the U.S. Association for Small Business and Entrepreneurship (USASBE) selected EPI™ as runner up for its coveted Special Recognition in Entrepreneurship Education Innovation Award based on its innovation, objectives, and outcomes. Ms. Cordero had the opportunity to present the Entrepreneurship Pioneers Initiative to hundreds of conference attendees, giving the program national attention. “EPI™ is a model program that can help entrepreneurs in other communities across the nation,” says Ms. Cordero. “The experience gained is like no other, and the bonds formed will last a lifetime.”

We thank the Degania Group, Greater Newark Enterprise Corporation, The Growth Group, and Institute for Entrepreneurial Leadership for their assistance with the program.

Throughout the years we have been grateful for the support the EPI™ program has received from the business community. If you or your company is interested in supporting CUEED or EPI™, please email Ms. Jasmine Cordero at jcordero@business.rutgers.edu.

For more information on this program, visit http://business.rutgers.edu/cueed/epi. For upcoming Alumni events, visit http://www.meetup.com/EPI-Alumni-Group/.

Academic Opening

Rutgers Business School has an opening for an instructor in entrepreneurship who will also serve as director of The Center for Urban Entrepreneurship & Economic Development (CUEED). If you or someone you know is interested in this position, please visit https://academicjobsonline.org/ajo/jobs/3058 for more information. You may also email Ms. Jasmine Cordero at jcordero@business.rutgers.edu.

Thank You

CUEED would like to thank our loyal sponsors for their support. It is with your help that we are able to make a difference. Special thanks to:

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- NJ Office of Faith Based Initiatives
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- PSE&G
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- TD Charitable Foundation

Rutgers Business School—Newark and New Brunswick (RBS) is an integral part of one of the nation’s oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey, founded in 1766. Rutgers Business School has been accredited since 1941 by AACSB International—the Association to Advance Collegiate Schools of Business—a distinction that represents the hallmark of excellence in management education. Today, with a focus on Business, Science, and Technology, Rutgers Business School is educating more than 4,500 undergraduate and graduate students at two main campuses in New Jersey as well as six satellite locations in New Jersey, China, and Singapore. Steeped in academic excellence, with a distinguished faculty and a corps of over 30,000 successful alumni, Rutgers Business School is highly ranked by the Financial Times, U.S. News & World Report, BusinessWeek, and The Wall Street Journal. It is recognized as one of the top three business schools in the greater New York metropolitan area; is ranked #6 nationwide for “Most Competitive Students” by The Princeton Review; and is part of the campus that is ranked #1 in diversity nationwide by U.S. News & World Report, for 12 straight years.