



## FOR IMMEDIATE RELEASE

### TechLaunch Addresses Pre-Seed Stage for Aspiring Entrepreneurs with Successful, First-Ever Start-up BootCamp

Intensive Weekend Training Program Hosted by Rutgers EcoComplex/EcoIgnite & Held at Rutgers Business School

**Morristown, NJ: June 15, 2018** – Something pretty special took place on the Piscataway campus of the Rutgers Business School on June 9-10, the seeds of which go back almost a year. When Dr. Serpil Guran, Director of the Rutgers EcoComplex approached TechLaunch Founder, Mario Casabona in 2017 with an intriguing idea to join forces, she came to the right place. What Dr. Guran envisioned was an intensive, free-of-charge weekend training program that would provide very early stage would-be entrepreneurs – especially those interested in ‘green technologies’ – a crash course in entrepreneurship. In collaborating with TechLaunch, who for several years has been New Jersey’s recognized leader in helping aspiring tech entrepreneurs to commercialize their businesses (through training and access to investors), the idea for a Startup BootCamp took form. The format couldn’t be more simple: a two-day weekend program consisting of lectures and interactive workshops presented by respected leaders in their fields. The goal was to help aspiring entrepreneurs quickly gauge what it takes to launch a business into the marketplace, and even more fundamentally to ascertain whether they have the internal “goods” to pursue the challenging path of becoming a true entrepreneur.

After a rigorous screening process, over 25 applicants were selected from diverse backgrounds/experience levels, whose unique dreams crossed a wide threshold of business models. The weekend was separated into four sessions, comprised of the following classes:

- **“Lean Startup Business Model Canvas,”** led by George Abraham, Entrepreneur and Founder and President, Rhodium Strategies
- **“Creating a Pitch Deck,”** led by Bernie Leone, Partner, WithumSmith+Brown
- **“Crafting a Go-to-Market Strategies”,** led by Gina Tedesco, Angel Investor and Managing Director, Golden Seeds
- **“Crafting an Executive Summary and Are you BORN to be an Entrepreneur?,”** led by successful entrepreneur Eric Korb

As Dr. Guran described the collaboration, “The Rutgers EcoComplex partnership with TechLaunch served as an essential tool in the creation and success of this first Startup BootCamp, underscoring the great need for this kind of program within the start-up/innovation ecosystem in New Jersey. Rutgers EcoIgnite Accelerator looks forward to continuing to organize similar events for the start-ups and entrepreneurs of New Jersey in the near future.”



Rutgers EcoIgnite's Serpil Guran kicking off the Startup BootCamp sessions

The general feedback from this first-ever Startup BootCamp group of attendees was enthusiastically positive across the board, as expressed by attendee, Sheri Kurdakul, Founder of

EBinRA, Inc., "I attended the Boot Camp with a clearly identified idea. I finished with constructive feedback, a better understanding of how to move forward, a plan to progress, and the connections to support me through the process. Since that weekend, I have secured a seed investor, filed my C-Corp. and am well on my way to building my idea into a business that will change lives. Thank you!"



Facilitator George Abraham leading an interactive workshop during his Lean Startup Business Model Canvas session

Summing it all up, TechLaunch Founder Mario Casabona indicated "a pressing need in New Jersey for real market training that will help prepare our next generation of entrepreneurs to seize the reins on their own hopes and dreams and continue to put our State on the map of innovation, where we clearly belong. One of our primary goals was to create a team of successful entrepreneurs and investors to present the sessions. I know I speak on behalf of our entire team when I say what an exciting and fun experience we all shared at Rutgers last weekend. My thanks go out to Serpil and her people at the EcoComplex and EcoIgnite for supporting TechLaunch's future objectives."





TechLaunch's Mario Casabona in a fun *groupie* moment during a break between sessions

**About Rutgers EcoComplex:** NJ's clean energy/environmental research, outreach and business incubation center. It serves as a university-based resource hub offering industry, academia and government access to applied research capabilities, unique facilities, business and technical expertise, and incubation services. The resources at the EcoComplex facilitate the Commercialization of new technologies and business concepts that address pressing energy and environmental issues facing New Jersey and the nation.

**About TechLaunch:** Formed in 2012 to drive the commercialization of emerging technology, TechLaunch has served over 50 tech focused companies and mentored over 100 aspiring entrepreneurs. Our focus is to screen, select and nurture early stage tech ventures to accelerate their growth opportunities via mentoring, coaching, networking, and providing access to resources and capital. Its core objective is to generate Quality Deal Flow for early stage investors and prepare entrepreneurs for the Due Diligence Process. To learn more please visit [www.TechLaunch.com](http://www.TechLaunch.com) . Any media inquiries should be directed to [norma@techlaunch.com](mailto:norma@techlaunch.com) .

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