PACE UNIVERSITY

Lubin School of Business

ENTREPRENEURSHIP LAB

The Entrepreneurship Lab (eLab) was founded on February 16th 2012 as a collaborative workspace designed to bring together students from Pace's six Schools and Colleges in order to promote multidisciplinary problem solving, experiential learning and the development of an entrepreneurial mindset.

Online

- **Link to eLab website:**
  http://www.elab.nyc
- Link to multiyear report:
  https://bit.ly/3kgFcTf
- Bruce's faculty page:
  https://webpage.pace.edu/bbachenheimer

Annual Events and Competitions

Fall

The **Networking Event** is an opportunity to network with your fellow students who are excited about entrepreneurship. Those interested in exploring or developing their own business will be able to share ideas and expertise in an informal setting (October)

The **Entrepreneurship Panel Event** is held each year with a different theme: previous themes include multiple career paths towards entrepreneurship, how to get started in entrepreneurship, and how to expand and grow your business (November)

Spring

The **App Design Contest** is a day-long hackathon where students form multi-disciplinary teams to create a mobile app concept, and present their prototype to a judging panel, who will be looking for an innovative design that meets customer needs. (February)
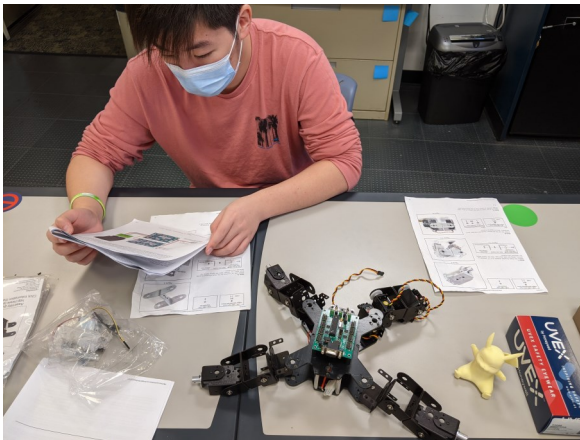
The **Pace Pitch Contest** is based on the elevator pitch concept, a concise presentation of an entrepreneur's idea, business model, marketing strategy, competitive analysis, and financial plan, which is ready to be delivered on the spot to a potential investor (hypothetically on a shared elevator). Such competitions are popular in the venture capital community. (April)

The **Business Plan Competition** is open to undergraduate and graduate students at Pace, as well as recent Pace alumni. An original business plan is due, with the intent of fostering an entrepreneurial spirit, and promotion of new business ventures. (May)
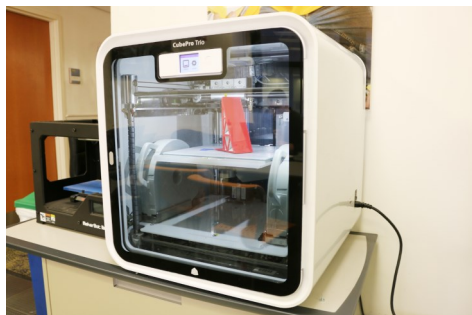
Computer Lab & 3-D Printers

The Occulus Rift is a virtual reality head-mounted display. This is in our media room along with a computer to drive it.

Arduino, a tool for making computers that can sense and control more of the physical world than a desktop computer. You can create projects using the starter kit.

Dedicated 3D printing station for designing and printing 3D models. The station includes a high end desktop PC
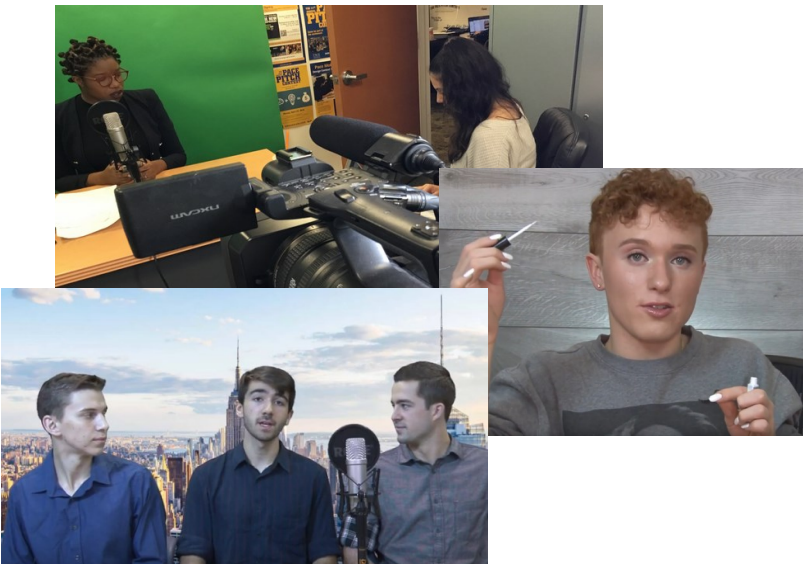
Multimedia Studio

The eLab has provided a media room since summer 2019 for student use. It's available on a first-come, first serve basis, however regular users can also scheduled reserve appointments. Multiple students and groups have taken advantage of the revived space.

Recent users include:

- 4 vlogcast practicers (games, sports, business and more)
- 6 streamers
- 4 individuals/groups making 10+ makeup tutorials
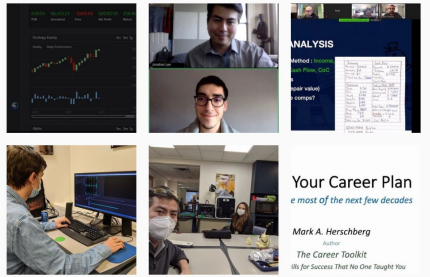- 2 professors preparing for lectures and podcasts

Lubin and Seidenberg social media also periodically borrow equipment.

Instagram – @paceelab

Since March 2019, the total Instagram followership grew over 33%. Special thanks to Ana Donner-Gonzalez (Lubin's social media) for providing tutorials and social media promotion training to our interns.
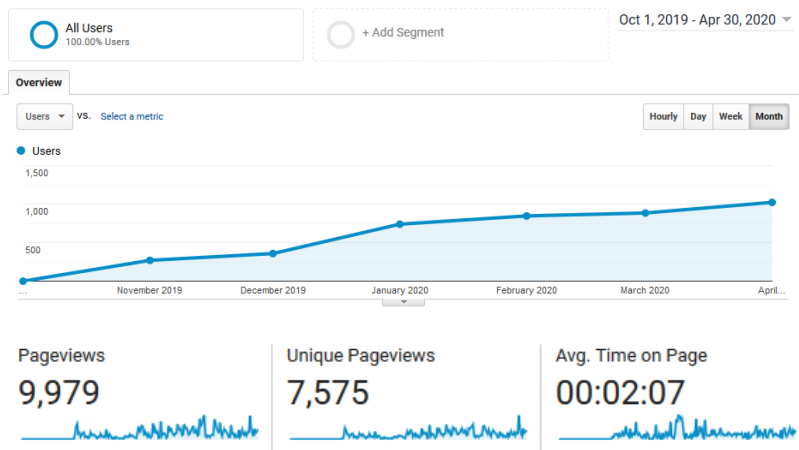

Total Followers for 'Pace Entrepreneurship Lab' (Monthly)

YouTube – @paceelab

Since March 2019, YouTube subscribers grew approximately 30%, and video views grew approximately 25%.

Total Subscribers for 'Pace Entrepreneurship Lab' (Monthly)

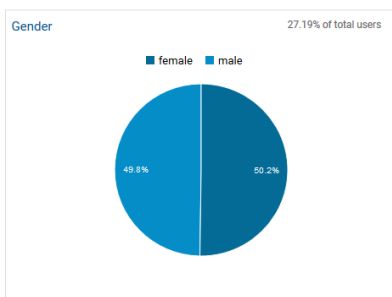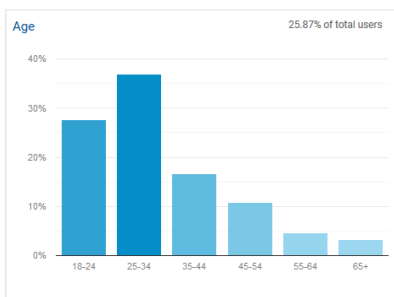Total Video Views for 'Pace Entrepreneurship Lab' (Monthly)

Online Engagement

Website – elab.nyc

Since October 2019, the eLab's web traffic increased an estimated 150%, from 400 to over 1000 monthly users.

The gender balance of the website audience is remarkably balanced. Also, given the age estimate of the visitors, there appears to be a marked increased rate of interest from graduate students versus undergrads.

In response to the COVID-19 pandemic, the eLab quickly put together an online summer program. In particular, the news that internships at major companies, such as Yelp, led the eLab to generate this. It was a two week program

15 students took advantage of this very late notice program; with most participating in the daily scheduled meetings. Additionally, alumni and even one incoming student, had joined in.

Students in the program that were willing to have their photo taken.

Additionally, the associate director has established an online chat community over the summer. At least **45 students** have joined and participated.

Special Thanks to our Donors

Contributions ranged from numerous smaller donations to large gifts. Financial support was directed to the Entrepreneurship Lab as well as scholarships, prizes, and activities.

Blackstone Charitable Foundation
Paige Cecchi '15
The Chahal family
Cushman & Wakefield
Michael Dezer '68
James Duffy '75
Donald Ehrgott '50
Steve Godoy
Goodwin Procter
Higher One
JPMorgan Chase Foundation
Ted and Pat Levine
Maingear
Meredith Financial Group
David Sederholt '73
Nicolas Schiavo '84
Hugh Schwartz
Alan Siege '04
Silicon Valley Bank
Verizon Thinkfinity

As each students' schedule changes each semester, groups that form to meet weekly shift from semester to semester.
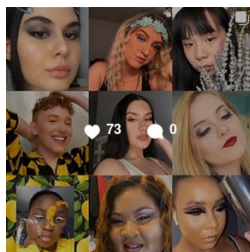

Here are two sample semesters of weekly schedules of student formed groups working at the eLab on their own projects.

Clubs and groups

Officially recognized student groups regularly using the eLab:

Cosmetology Club: regular users of the studio, recording videos, and using equipment. (The associate director serves as staff advisor for the club.) https://settersyncnyc.pace.edu/organization/cosmetology-club

Creators' Club: holds regular club meetings at eLab. https://www.instagram.com/creatorsclubnyc/ (temporarily on break)

Entrepreneurship Club: New this semester, the Entrepreneurship Club is still in the formation and recognition process with Student Activities. (The associate director serves as staff advisor to this club.)

Graduate Finance Club: eLab currently working with the event planner of this club to begin co-hosting events. https://www.pace.edu/lubin/lubin-academic-programs/graduate-programs/graduate-advisement/about-graduate-organizations#gfc

UNICEF Club: Also new this semester, the UNICEF Club is still in the formation and recognition

Music Management: 1 student runs his own company and represents emerging talent he scouts on soundcloud. Another student is growing a team to create a talent scouting website.

Cosmetics Tutorials: 1 student regularly uses the lab to film cosmetics tutorial videos, separately from the cosmetics club. He interns with GLAAD, and invites guests for makeovers also.

Podcasts: There are students streaming, vlogcasting and podcasting in the areas of video games, sports, and entertainment. Other students record their music. Additionally, a student is working on an online newsletter about the startup scene.
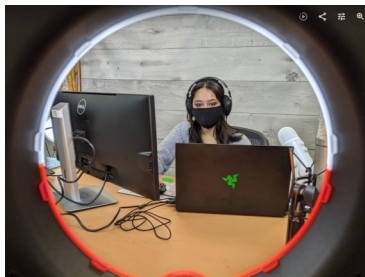

3-D Printing: Several students have been regular users of the 3D printing facilities at the lab. They have created small mechanical devices, or small fashion objects, or other items.

Social Media: Several students are involved with social media, ranging from fitness and mental health, hiking and outdoors, skateboarding and surfing, sneakers , and beauty and fitness.

Seidenberg: there are usually several Seidenberg students working on projects together for either the hackathon, Pace Pitch, or outside competitions.

Business Websites: several students run businesses making websites for local and small businesses in their hometowns and come to the eLab and link up with the SBDC.

How to Get Involved

Contact Us:

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Select Media Placements