Why CREA?

- Economy has been concentrating into *Eds* and *Meds*
- New jobs come from new businesses that start small and grow big

"As New York state’s land-grant institution, Cornell University is charged with advancing the lives and livelihoods of the state’s citizens through teaching, research and public service"
What Do We Do?

We connect Cornell to the community and help grow and diversify the economy by helping people start and grow new ventures.
Rev: Ithaca Startup Works

Overview

Rev: Ithaca Startup Works helps companies scale and succeed. Through mentorship, accelerator programs, resources, co-working space, events, and networking, startups in any field will gain the tools they need to soar.

Since Rev opened in 2014, Rev Member Companies:

- **938** New jobs created
- **$234M** Raised in capital
- **$129M** Generated in revenue
Content Session: Discovering Your Brand

Tuesday, May 21 | 10:00 am - 11:00am | Virtual
Rev Content Session: Sales for Startups

Friday, June 21
9:30 - 10:30 AM ET
Virtual

Featuring Founder and CEO of SimpliFed
Entrepreneurship

“recombination of resources to create new sources of value” (Schumpeter)

“… the pursuit of opportunity beyond the resources you currently control” (Stephenson)
Types of entrepreneurs

• High growth
• Small and medium-sized enterprises (SMEs)
• For-profit
• Non-profit
• Social
• Anti-social (?)
Entrepreneurial progression

- **Resource consuming**
  - Startup phase
  - No pay

- **Resource neutral**
  - Might pay
  - Reinvest gains

- **Resource generating**
  - Owners paid
  - Wealth creating and distributing
Entrepreneurs and location

How do they choose a location?

Why Tompkins County?

What do entrepreneurs need?
Tompkins Challenges: 2034

Cost of housing / living

Access to specialized equipment and space

Dating pool
Entrepreneurs and philanthropy

How do entrepreneurs think about philanthropy?

In what ways do entrepreneurs think philanthropy can help in their work?
Dairy Runway Applications Open

Free entrepreneurship training for early-stage dairy innovators

Applications will be accepted through June 5, 2024
Grow-NY
Food & Ag Business Competition

APPLICATIONS OPEN

March 1
Applications Open

May 15
Applications Close

Aug. 2024
Finalists Selected

Nov. 6-7
Live Pitch Competition

Scan the QR code to learn more and apply
Women in Entrepreneurship

THURSDAY, JUNE 13 • 6-8:30 P.M. • 314 E STATE STREET

ALL ARE WELCOME • FREE ADMISSION • SCAN TO RSVP
Keep Up with CREA
for all things entrepreneurship & innovation.

Get updates on program applications, networking opportunities, funding assistance, and more with the monthly CREA newsletter!
Ithaca Startup Works

Stay up to date with program details, events, projects and more with the Rev Newsletter.

Scan to Join our Newsletter