



Research&Innovation

Center for Regional Economic Advancement

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





rev

Content Session: Discovering Your Brand

Tuesday, May 21 | 10:00 am – 11:00am | Virtual

Scan to Learn More





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)

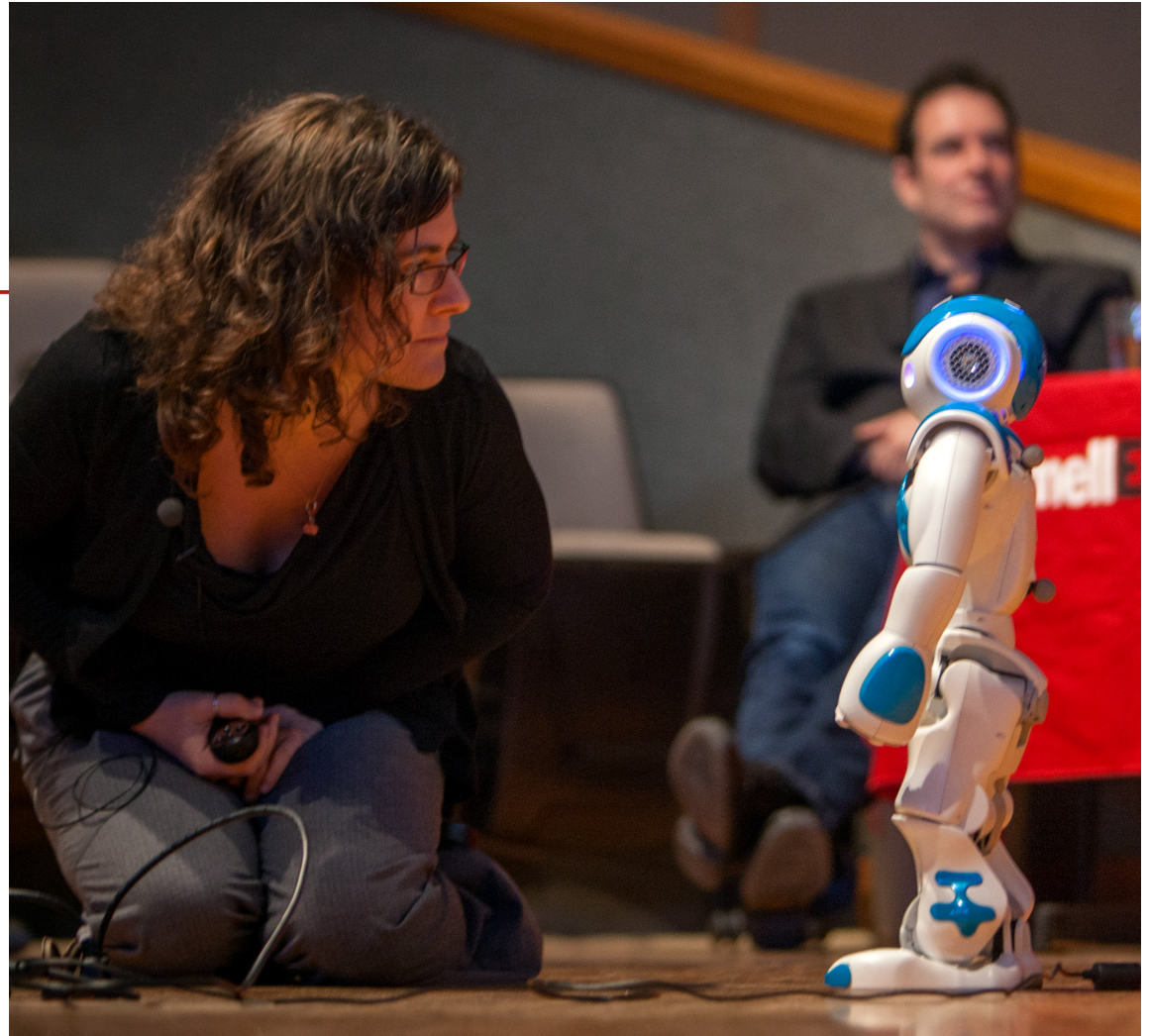
"... the pursuit of opportunity beyond the resources you currently control"
(Stephenson)



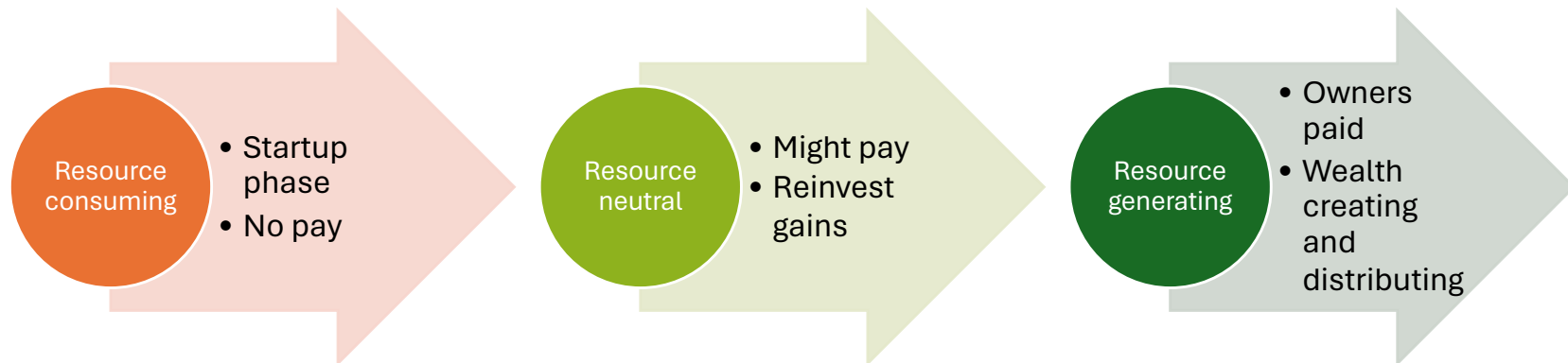
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Types of entrepreneurs

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



Entrepreneurial progression



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



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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



rev Ithaca
Startup
Works
Networking@Rev

Women
— in —
ENTREPRENEURSHIP



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

ALL ARE WELCOME • FREE ADMISSION • SCAN TO RSVP ►►



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