



NYU

SCHOOL OF  
PROFESSIONAL  
STUDIES



# New York University

## The Ideation & Entrepreneurship Program

Christmas Intake, December 17 – 26, 2023

High school students and up



**Eye-opening and inspiring.** Based out of New York, students around the world have the opportunity to study at the renowned New York University and experience the best in U.S. education and culture

- ◆ Gain valuable, official credentials through learning at the 24th ranked university in the world and the most popular private university in the U.S.
- ◆ Benefit from a headstart in entrepreneurship at a university that is a leader in business and finance. Entrepreneurship is not typically taught in school but an important understanding for success in today's world
- ◆ Further develop key skills in ideation, problem solving, effective communications, and managing the "unknown"
- ◆ Experience the vitality, diversity and holiday spirit of New York City, with educational and cultural visits throughout one of the greatest cities in the world



## Top 25 Global University

New York University is a leading university in the world, ranked #24 globally by *Times Higher Education* in 2023. With its main campus near Wall Street in New York, NYU is particularly strong in business, finance and accounting. Its MBA program is ranked #10 and its finance department is #3 in the U.S., according to the latest *U.S. News & World Report*. The university is often regarded as a “New Ivy.”

NYU alumni, faculty and researchers have won 39 Nobel Prizes, 8 Turning Awards (Computing), 5 Fields Medals (Mathematics) and 31 MacArthur Fellows, among many other awards. The university has one of the wealthiest alumni in the world, ranking #7 in the highest number of billionaire alumni, according to *Forbes* magazine. Based on the number of applicants, NYU is consistently the most popular private university in the U.S. In 2022, NYU was named a top 10 “dream school” in the U.S. by Princeton Review.

**NYU is the #24**  
**World University**  
**by *Times Higher***  
***Education* in 2023**

## The Ideation & Entrepreneurship Program

This popular program at New York University SPS brings students on the path of ideation and entrepreneurship, exploring key stages and concepts of the startup process. Students focus on developing and commercializing an idea and building that into an effective startup pitch.

**Why is this experience helpful to students?** Entrepreneurship allows students to:

- ◆ Focus on areas of their interest while bringing together knowledge from a cross section of subjects, from math to English
- ◆ Learn a study that is outside the traditional academic curriculum, but builds skills that are immensely helpful to students’ further studies and career
- ◆ Develop skills in organization, team work, communications, and public speaking
- ◆ Tap into their creativity, inquisitiveness and importantly, ability to address ambiguous situations





## Program Details

New York University – located near Wall Street, the world's financial center – is an ideal place to study ideation and entrepreneurship. This program is led by NYU faculty and totals 15 instructional hours with additional group work. The following topics are introduced:

### Unit 1 Understanding Ideation

- ◆ Main concepts and components
- ◆ Tools for idea generation and evaluation

### Unit 2 Business Model Canvas, Opportunity Identification, and Forming a Business

- ◆ Creating a Business Model
- ◆ Survey Methods & Customer Interviewing
- ◆ Opportunity Evaluation
- ◆ Organizing a Company

### Unit 3 Marketing, Financial Models, and Fund Raising

- ◆ Competitive Analysis
- ◆ Financial Forecasts
- ◆ The Elevator Pitch
- ◆ Preparing an Investor Pitch



## The Pitch

On the final day, students participate in a 'Pitch Competition' where they present an Investment Pitch to a judging panel, comprises of industry entrepreneurs and marketing professionals. Students receive valuable feedback and advice on their pitch from this panel.



## Teaching Faculty



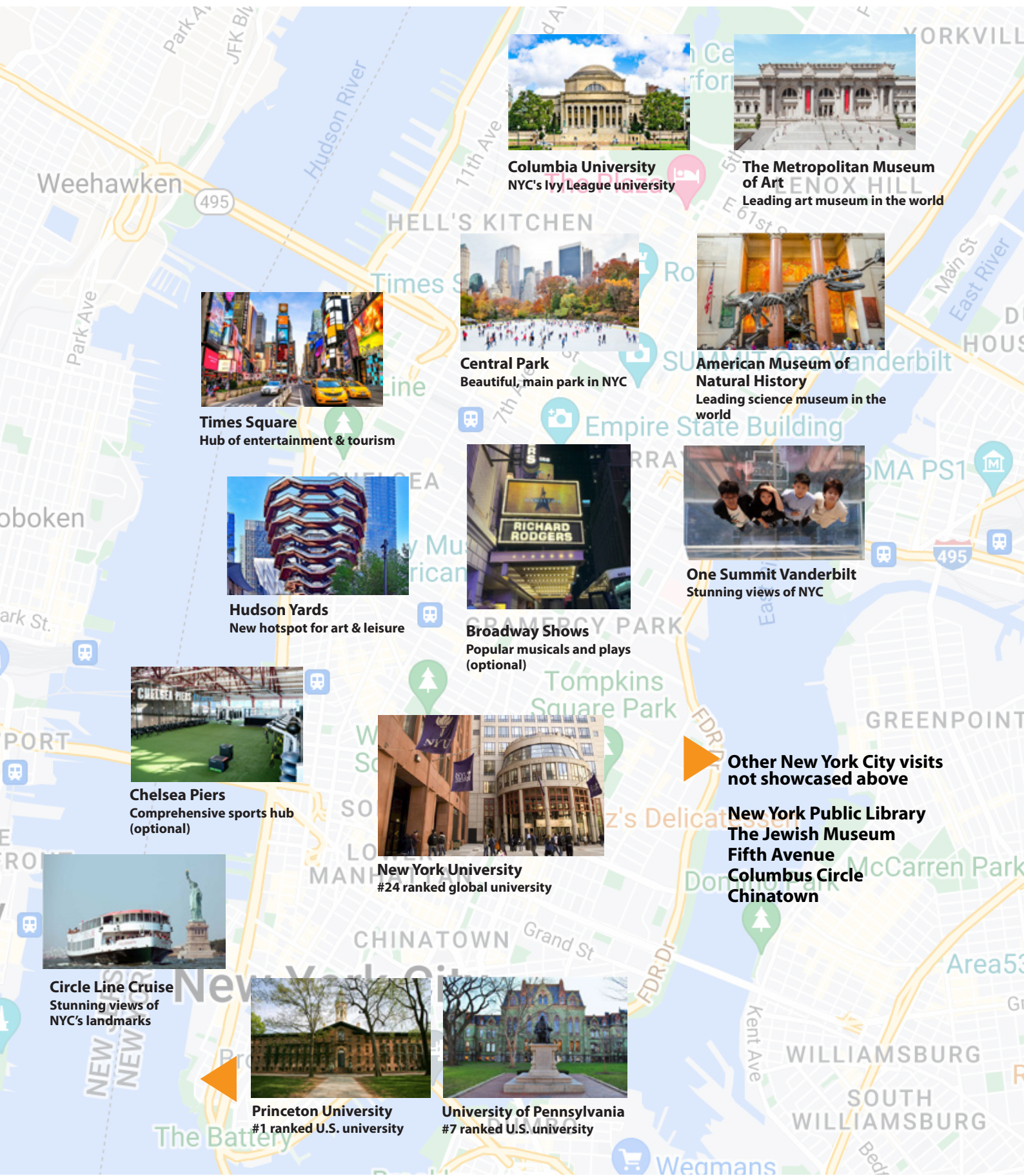
M. Liss is a member of the New York University faculty, teaching business operations and entrepreneurship, with a focus on AI and innovation. She's an accomplished entrepreneur, building early stage companies into industry leaders, and an advisor to technology and service companies.

Prof. Liss is very popular among students and she has been described as "dedicated, professional, patient and passionate" with her classes "highly interactive, lively and interesting, logical and meaningful." She is pictured above with her 'E' for entrepreneurship sign!



## Beyond the Classroom

This program focuses on optimizing the student experience with guided visits in New York and the Greater New York area. Activities range from educational to recreational – there is something for everyone. Students will tour the two leading universities in New York City – New York University and Columbia University – and also visit the nearby Ivy League universities, Princeton University and University of Pennsylvania. Overall, at least 16 visits will be made, including to leading museums and popular cultural landmarks. Program coordinators accompany all visits.



**Columbia University**  
NYC's Ivy League university



**The Metropolitan Museum of Art**  
Leading art museum in the world



**Times Square**  
Hub of entertainment & tourism



**Central Park**  
Beautiful, main park in NYC



**American Museum of Natural History**  
Leading science museum in the world



**Hudson Yards**  
New hotspot for art & leisure



**Broadway Shows**  
Popular musicals and plays (optional)



**One Summit Vanderbilt**  
Stunning views of NYC



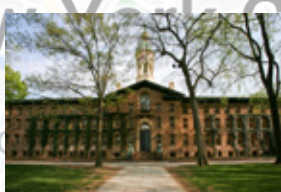
**Chelsea Piers**  
Comprehensive sports hub (optional)



**New York University**  
#24 ranked global university



**Circle Line Cruise**  
Stunning views of NYC's landmarks



**Princeton University**  
#1 ranked U.S. university



**University of Pennsylvania**  
#7 ranked U.S. university

**Other New York City visits not showcased above**

**New York Public Library**  
**The Jewish Museum**  
**Fifth Avenue**  
**Columbus Circle**  
**Chinatown**



## Living, Meals & Transportation

Students will reside in a modern, 3 to 4-star hotel in Manhattan, in a shared basis and in close proximity to the NYU classroom. Program coordinators also reside in the hotel with students.

Throughout the program, 3 meals per day and snacks are provided to students through university cafeterias, private catering and restaurant meals. Excursions are supported by proprietary coaches.

## Program Assistants

### Concierge-style Support

At all times during this program, students are guided and accompanied by program assistants who are NYU undergraduate or graduate students. Our program assistants support any requests from students, ranging from personal errands to any health emergencies. Most of our program assistants are bilingual in a range of languages.

## Evening Activities Support

Should students have interest, and with parental permission, our program assistants can accompany students to a selection of self-paid evening cultural and recreational activities, including Broadway shows, Lincoln Center performances, musical performances and sports activities.

In the past, students have watched the Harry Potter musical, Hamilton, Blue Man Group and other performances, and also played sports at Chelsea Piers.



# "To persevere and to excel"

- New York University motto

## Daily Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday
Dec 17	Dec 18	Dec 19	Dec 20	Dec 21
Arrive in New York	NYU	NYU	NYU	NYU
Settle in Orientation	<b>Entrepreneurship   Ideation, design and development</b>  NYU Campus Tour NYU Incubator Hub	<b>Entrepreneurship   Organization and team management</b>  Columbia University Campus Tour	<b>Entrepreneurship   Pricing &amp; customer segmentation</b>  One Summit Vanderbilt New York Public Library Times Square	<b>Entrepreneurship   Developing a Startup Pitch</b>  Circle Line Cruise, with Statue of Liberty Hudson Yards, and the Vessel
Friday	Saturday	Sunday	Monday	Tuesday
Dec 22	Dec 23	Dec 24	Dec 25	Dec 26
NYU	Neighboring Universities	Great Museums	Christmas in New York 🎄	Final Day
<b>Entrepreneurship   The Pitch</b>  <b>Certificate Ceremony</b>  Fifth Avenue, St Patrick's Cathedral and Rockefeller Center	<b>Pennsylvania, New Jersey</b>  University of Pennsylvania Campus Tour Princeton University Campus Tour	Metropolitan Museum of Art  American Museum of Natural History  Christmas Eve Dinner	The Jewish Museum  Central Park and the Wollman Rink  Visit Chinatown	The Shops at Columbia Circle  Small group, personally selected activities, ranging from museums to sports



Scan me for more  
information !

Itinerary is for reference and subject to change due to unforeseen circumstances and availability.