

# New York City

	Regional totals	% of total in region	Independent Sector state totals
No. of Independent Sector institutions	53		145
<b>Degree Productivity <sup>1</sup></b>			
Bachelor & Graduate Degrees, Independent Sector	57,998	66%	127,073
Bachelor's in engineering	813	70%	3,082
Bachelor's in mathematics	246	57%	856
Bachelor's in physical sciences	229	46%	884
<b>Economic Impact <sup>2</sup></b>			
Employees	181,129		360,158
Economic impact (millions)	\$30,459		\$54,296
Payroll (millions)	\$10,805		\$19,576
Capital construction (millions)	\$791		\$1,637
Student/visitor spending (millions)	\$1,672		\$3,925
<b>Quality Measures</b>			
2010 National Merit Scholars entering college <sup>3</sup>	205		355
Doctoral/Research Universities (Carnegie Classification) <sup>4</sup>	10		18
Association of American Universities member <sup>5</sup>	2		4
U.S. News Top 50 Universities and Liberal Arts Colleges <sup>6</sup>	4		13
U.S. News Top 50 National Research Medical Schools <sup>7</sup>	5		6
Nobel Laureates <sup>8</sup>	101		135
National Academy of Sciences members <sup>9</sup>	113		160
<b>Proven Expertise</b>			
Licensing income <sup>10</sup>	\$295,416,557		347,706,425
Start-up companies formed <sup>10</sup>	20		46
Licenses executed <sup>10</sup>	107		172
Total active licenses <sup>10</sup>	391		1,298
New patent applications <sup>10</sup>	296		615
U.S. patents issued <sup>10</sup>	104		304
National Science Foundation FY2009 <sup>11</sup>	\$1,704,031,000		\$3,009,877,000
National Institutes of Health FY2009 <sup>12</sup>	\$993,351,994		\$1,297,720,896

## Sources:

1. New York State Education Department, Office of Research and Information Services. Degrees granted are public and Independent Sector, 2008-09.
2. Center for Governmental Research, January 2011.
3. The National Merit Scholarship, <http://www.nationalmerit.org/nmsp.php#entryreq>
4. The Carnegie Classification, <http://classifications.carnegiefoundation.org/>
5. Association of American Universities, <http://www.aau.edu/>
6. U.S. News university and college rankings, <http://colleges.usnews.rankingsandreviews.com/best-colleges>
7. U.S. News university and college rankings 2011, <http://grad-schools.usnews.rankingsandreviews.com/best-graduate-schools/top-medical-schools/research-rankings>
8. Nobel Laureates through 2010.
9. National Academy of Sciences, [http://www.nasonline.org/site/PageServer?pagename=MEMBERS\\_Main](http://www.nasonline.org/site/PageServer?pagename=MEMBERS_Main)
10. Association of University Technology Managers, FY2009, <http://www.autm.net/Home.htm>
11. National Science Foundation, College and University R&D FY2009, data file.
12. National Institutes of Health, [http://report.nih.gov/award/trends/State\\_Congressional/StateOverview.cfm](http://report.nih.gov/award/trends/State_Congressional/StateOverview.cfm)

# Independent Sector: Centers of Research, Innovation, and Economic Development New York City

Institution	Center	Description	Category
Columbia University	Columbia-Harlem Small Business Development Center (SBDC)	The Columbia-Harlem SBDC is a member of a network of 24 regional small business development centers, organized through the New York State Small Business Development Center, that offer business counseling and training to New Yorkers who want to start a business or improve the performance of an existing business. <a href="http://ctice.columbia.edu/content/columbia-harlem-small-business-development-center-sbdc-0">http://ctice.columbia.edu/content/columbia-harlem-small-business-development-center-sbdc-0</a>	Business Consulting
Columbia University	Center for Advanced Information Management	Information technology.	Centers for Advanced Technology
Polytechnic Institute of NYU	CAT in Telecommunications	Telecommunications.	Centers for Advanced Technology
Pace University	The Center for Community Action and Research at Dyson College	Works to implement Pace's mandate to provide students with a holistic education that embodies the liberal arts tradition of educating for citizenship and social responsibility. <a href="http://www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/ccar/">www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/ccar/</a>	Community and Workforce Development
Pace University	Center for Undergraduate Research Experiences (CURE)	Provides leadership, coordination and support to student-faculty research collaborations, grant-funded research projects and programs, and opportunities for service learning. <a href="http://www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/cure">www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/cure</a>	Community and Workforce Development
Pace University	Lubin School of Business, Center for the Study of Securities Markets	Encourages faculty research in the area of financial markets and to enhance the relationship between Pace University and Wall Street. <a href="http://www.pace.edu/lubin/departments-and-research-centers/center-for-the-study-of-securities-markets">www.pace.edu/lubin/departments-and-research-centers/center-for-the-study-of-securities-markets</a>	Community and Workforce Development
Pace University	Center for the Advancement of Formal Methods Education	Carries out a number of projects which are focused on innovative approaches to teaching formal methods using a number of research prototype tools. <a href="http://www.pace.edu/seidenberg/research/labs/center-for-the-advancement-of-formal-methods-education">www.pace.edu/seidenberg/research/labs/center-for-the-advancement-of-formal-methods-education</a>	Community and Workforce Development
Pace University	Computer Forensics Lab (Code Detectives)	A computer forensics consortium, based at Pace University, New York. The mission is to be a free resource for law enforcement and computer forensics professionals preventing, investigating and prosecuting criminal activity. <a href="http://www.codedetectives.com/">www.codedetectives.com/</a>	Community and Workforce Development
St. Joseph's College	Community Advisory Council	Created by the Business Department of St. Joseph's College, Brooklyn Campus, the Community Advisory Council plays a pivotal role in fostering a collaborative and congenial business environment in its home borough of Brooklyn. Through its partnerships with the SBDC of Brooklyn, NL Financial Alliance, Myrtle Avenue Brooklyn Partnership, the office of the Brooklyn Borough President, and Fort Greene SNAP, the Community Advisory Council seeks to strengthen existing alliances in the community, monitor local economic trends, and explore the latest and best practices in the workplace and share this information amongst its members.	Community and Workforce Development
St. Joseph's College	St. Joseph's College Small Business Development Center	In partnership with the New York State Small Business Development Office, St. Joseph's operates an outreach center in its home neighborhood of Clinton Hill in order to furnish local entrepreneurs with the expert knowledge and best practices with which to start or maintain their ventures. Along with providing one-on-one guidance and support, the College also hosts free seminars that are open to the public to disseminate the latest trends in business	Community and Workforce Development

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Columbia University	The Eugene Lang Entrepreneurship Center	The Entrepreneurship Center seeks to instill entrepreneurial thinking in all Columbia Business School students and to create a community of business practitioners with a lifelong commitment to achieving social and economic progress through entrepreneurship. Entrepreneurship is fully integrated throughout the core MBA curriculum, crossing all disciplines and touching all students. For students interested in launching their own ventures, the School offers a comprehensive program of specialized courses, labs, workshops, and funding opportunities. <a href="http://www4.gsb.columbia.edu/entrepreneurship">http://www4.gsb.columbia.edu/entrepreneurship</a>	Entrepreneurship/ Business Acceleration
Pace University	Lubin School of Business, Small Business Development Center	Since 1986, the expert advisors of the Manhattan SBDC have worked directly with businesses, helping them to invest in the area's economy. <a href="http://www.nyssbdc.org/centers/centers.aspx?centid=31">www.nyssbdc.org/centers/centers.aspx?centid=31</a>	Entrepreneurship/ Business Acceleration
Columbia University	Audubon Business and Technology Center	As New York City's only university-related research park-housing the only biotechnology business incubator in the city-Audubon supplies the structure and organization to facilitate developments in biotechnology that will ensure improved health care, while contributing to economic growth through the creation of private sector research collaborations and the generation of new biomedically related business.	Incubator
New York University	NYU Stern Incubator	The Stern Incubator, as part of the Berkley Center for Entrepreneurship and supported by the Stern club Entrepreneurs' Exchange, offers mentoring, office space, professional development and support in the interest of developing Stern affiliated new ventures.	Incubator
Polytechnic Institute of NYU	Brooklyn Enterprise on Science and Technology Incubator	Polytechnic Institute of NYU's Brooklyn Enterprise on Science and Technology Incubator is a physical entity that nurtures start-up businesses. What most start-up companies generally lack is experience in the basics of running a business and the infrastructure to make things work. Brooklyn Enterprise of Science & Technology's Incubator give these bold new companies structure, credibility, access to knowledge, infrastructure, and contacts that are necessary for the businesses to take root and flourish.	Incubator
Pratt Institute	Pratt Design Incubator	The Design Incubator for Sustainable/Social Enterprise at Pratt Institute is a cooperative of interdisciplinary designers committed to creating products and services that respect our environment and humanity. Its network of advisors provides our designers with expertise in business, engineering, manufacturing and science. The Design Incubator's facilities provide designers with office space and conference rooms, prototyping equipment and an extensive environmental materials library.	Incubator
Columbia University	Center for Electronic Transport in Molecular Nanostructures	The Columbia University Nanocenter's goal is to establish new paradigms for information processing using the characteristics of electron transport unique to nanoscale molecular structures. Founded in 2001, the Nanocenter draws upon years of experience in chemical synthesis to design molecular structures with carefully crafted properties. This work has the potential to impact major disciplines in addition to electronics including photonics, biology, neuroscience and medicine.	National Science Foundation

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New York University	The NYU-Poly Game Innovation Lab	The NYU Game Center, established in 2008, is an independent, multi-school center for the research, design, and development of digital games. The Center is housed at the Tisch School in the Skirball Center for New Media and is a collaboration with NYU's Courant Institute of Mathematical Sciences, Polytechnic Institute of NYU, Steinhardt School of Culture, Education, and Human Development, and Tisch School of the Arts. Its goal is to incubate new ideas, create partnerships, and establish a multi-school curriculum to explore new directions for the creative development and critical understanding of games. In so doing the Game Center will help establish New York City as a place of innovation and creativity in this important field.	School-based Center
Pace University	Lienhard School of Nursing, LSN Center of Excellence	Provides opportunities for faculty to develop their scholarship in education, research and practice through a variety of partnerships at the local, national and international levels, and access to internal and external funding. <a href="http://www.pace.edu/lienhard/lisn-centers/alps/">www.pace.edu/lienhard/lisn-centers/alps/</a>	School-based Center
Pace University	Lienhard School of Nursing, Learning Resource Center	Students can hone their skills in a safe, supervised environment, gain confidence and increase their readiness to work in the clinical setting. <a href="http://www.pace.edu/lienhard/lisn-centers/learning-resource-center">www.pace.edu/lienhard/lisn-centers/learning-resource-center</a>	School-based Center
Pace University	Edwin G. Michaelian Institute at Pace University	Performs research studies and sponsors conferences, seminars, and other training opportunities for governments, not-for-profits, businesses, and the general public on major issues concerning public policy, politics, and government operations. <a href="http://www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/michaelian-institute">www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/michaelian-institute</a>	School-based Center
Pace University	Environmental Center	Promotes environmental education and serves as a resource for the Pace community as well as the general public. <a href="http://www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/environmental-center">www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/environmental-center</a>	School-based Center
Pace University	The Pace Institute for Environmental and Regional Studies	Engages in interdisciplinary research, dedicated to the production and dissemination of environmental knowledge, and works on solutions to pressing environmental problems through a visiting scholar program, seminars, and conferences. <a href="http://www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/piers">www.pace.edu/dyson/research-and-resource-centers/academic-centers-and-institutes/piers</a>	School-based Center
Pace University	Lubin School of Business, Center for Global Business Programs	Enhances the global capabilities of Lubin students and faculty by providing high-quality academic and professional experiences, facilitating learning, and supporting applied research in the global environment. <a href="http://appsrv.pace.edu/lubin/cgbp/cgbp.html">http://appsrv.pace.edu/lubin/cgbp/cgbp.html</a>	School-based Center
Pace University	Lubin School of Business, Entrepreneurship @ Lubin	Includes New Business Concepts, Pace Pitch Contest and Pace University Business Plan Competition. <a href="http://www.pace.edu/lubin/departments-and-research-centers/entrepreneurship-lubin">www.pace.edu/lubin/departments-and-research-centers/entrepreneurship-lubin</a>	School-based Center
Pace University	Lubin School of Business, The Helene & Grant Wilson Center for Social Entrepreneurship	Devoted to honing the risk-taking spirit and managerial skills of nonprofit organizations. <a href="http://www.pace.edu/wilsoncenter/">www.pace.edu/wilsoncenter/</a>	School-based Center

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Pace University	Informational Assurance Education and Research Center	Explores computer vulnerabilities with the objective of improving prevention and detection techniques through research. <a href="http://www.pace.edu/seidenberg/research/labs/information-assurance-education-and-research-center">www.pace.edu/seidenberg/research/labs/information-assurance-education-and-research-center</a>	School-based Center
New York University	The Pfizer Center for Therapeutic Innovation	The NYU Langone Medical Center is partnering with Pfizer, Inc. to accelerate the translation of biomedical research into effective new medications and therapies for patients. Pfizer's Center for Therapeutic Innovation (CTI), a network of partnerships that will focus on the development of monoclonal antibody and other protein-based therapeutics, will be located adjacent to NYU Langone at the Alexandria Center in midtown Manhattan. NYU Langone, in addition to other top major research based medical centers in New York City, will be an active participant in CTI's partnership which mimics a venture capital-funded biotechnology start-up model, whereby Pfizer funds pre-clinical and clinical development programs, offers equitable intellectual property and ownership rights to support continued experimentation and exploration, as well as broad rights to publication.	Strategic Partnership
New York University	The NYC Media Lab	Launched by Mayor Michael R. Bloomberg, the NYC Media Lab is a new initiative to promote innovation within New York City's media industry. The new laboratory – a consortium of the New York City Economic Development Corporation, Polytechnic Institute of New York University (NYU-Poly) and Columbia University – will drive new technology research and connect companies looking to advance new media technologies with local academic institutions undertaking related research. NYC Media Lab builds on models established at Massachusetts Institute of Technology and Stanford University and is the nation's first government-supported laboratory for media innovation. It will be housed within the NYU Polytechnic Institute campus in Downtown Brooklyn. Mayor Bloomberg made the announcement at the Wired "Disruptive by Design" conference held at the Morgan Library and Museum, where he was joined by New York City Economic Development Corporation President Seth W. Pinsky, NYU-Poly Provost Dianne Rekow, Columbia University Vice President for Intellectual Property & Technology Transfer Orin Herskowitz, and AOL Chairman and CEO Tim Armstrong, an advisor to the City's MediaNYC 2020 initiative.	Strategic Partnership
Columbia University	The Integrated Imaging Center at Columbia University	The Integrated Imaging Center at Columbia University will develop new technologies to improve the diagnosis and treatment of neurodegenerative and psychiatric disorders. The Center is expected to create major economic opportunities for New York's biotechnology, pharmaceutical, and medical instrumentation industries.	Strategically Targeted Academic Research Centers
Columbia University	Columbia Technology Ventures	Technology Ventures helps translate of academic research into practical applications, for the benefit of society; supports research, education and teaching at Columbia by generating funding for the University and facilitating partnerships with industry where appropriate; educates and serve as a resource for the Columbia community relating to entrepreneurship, intellectual property, and technology commercialization. <a href="http://www.techventures.columbia.edu/">http://www.techventures.columbia.edu/</a>	Technology Transfer

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Columbia University	The NYC Urban Technology Innovation Center (NYC UTIC)	UTIC fosters more advanced building technology in New York City. The center also seeks to develop technology solutions to NYC-specific building management by promoting and supporting collaborative RD&D among academic, not-for-profit and private entities; develop an inventory of relevant building technology research projects within the academic, not-for-profit, and private sectors; cultivate funding agencies and other resources to support the operations of the center and deployments of the technology that NYC UTIC will oversee; develop NYC's brand as a center for next-generation smart and green technology research and development; spur intellectual property (IP) creation and investment in R&D in building technologies, leading to increased business opportunities for start-ups and existing companies; promote economic development and job creation in New York City. <a href="http://portal.seas.columbia.edu/seas/utic/index.html">http://portal.seas.columbia.edu/seas/utic/index.html</a>	Technology Transfer
New York University	NYU Office of Industrial Liaison	The mission of the NYU Office of Industrial Liaison is to promote the commercial development of NYU technologies from its Medical Center and Washington Square campuses into products to benefit the public, while providing resources to the University to support its research, education, and patient care missions. The Office also facilitates research collaborations between NYU researchers and industry on projects of mutual interest. <a href="http://oil.med.nyu.edu/">http://oil.med.nyu.edu/</a>	Technology Transfer
The Rockefeller University	Rockefeller University Office of Technology Transfer	The Rockefeller University Office of Technology Transfer promotes and supports the research enterprise at the University by creating relationships with the private sector to develop, protect, transfer and commercialize research results for the public benefit. <a href="http://www.rockefeller.edu/techtransfer/">http://www.rockefeller.edu/techtransfer/</a>	Technology Transfer
Columbia University	Columbia Technology Ventures	Transforming an invention into a successful product is an exciting and challenging process that requires a team approach. Tech Ventures facilitates the early stages of this process by: diligently evaluating, and, where appropriate, patenting inventions with significant commercial potential; identifying resources and opportunities, such as sponsored research funding, to further validate and develop commercial applications of an invention; and working closely with inventors to market and license inventions to business partners, whether existing companies or new ventures. Inventors, their labs, departments, and schools, as well as the university, all share in the proceeds generated from licensing of inventions.	Venture Fund

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New York University	The NYU Innovation Venture Fund	The NYU Innovation Venture Fund is a seed-stage venture capital fund created to invest in startups built upon NYU technologies and intellectual property. NYU have been very successful at turning federal research dollars into patentable inventions. The Fund will bolster that strength. NYU initially capitalized the Fund with more than \$3 million—much of which came from the proceeds of the sale of a company previously spun out of NYU—and anticipates this growing to \$20 million, with tax-deductible donor contributions. The Fund will make approximately five investments per year, from \$100,000 - \$500,000, in partnership with angel investors and/or venture capital firms. The Fund will recycle investment returns from the successful sale of portfolio companies back into the University to finance further research and spinout ventures. In time, recycling these proceeds could provide a self-financing means to enable NYU to continue these activities into the future.	Venture Fund
Polytechnic Institute of NYU	Cross-Institution "Seed" Research	A \$5 million "seed" research fund will be distributed over 5 years to support research projects between Polytechnic and New York University faculty. The competitive research pool, which was established as part of the affiliation between the 2 institutions, is meant to strengthen collaborations between the schools and serve as a platform for seeking future extramural funding.	Venture Fund

## **New York City**

**Below are just a few examples of how independent (private, not-for-profit) colleges and universities nurture startup companies, provide valuable expertise to private sector businesses, and harness intellectual property that helps to generate new products and ideas that create economic vitality throughout the State.**

Start-Ups

### **AdSafe Media**

AdSafe Media was founded by NYU Professors Foster Provost and Panos Ipeirotis, alongside their student Josh Attenberg. It uses computational data science, pattern recognition, machine learning and crowdsourcing technology, to scour and analyze billions of Internet URLs. The patent-pending process, by computers with human input, interprets URLs' text, image and video content and rates them for suitability—all at the very moment a viewer is on a particular webpage. Today, AdSafe fills a floor on Mercer Street in SoHo, intentionally chosen for its walking distance from NYU, which makes meetings fast and easy. Coriolis Ventures incubated AdSafe with \$500,000 in seed funding. To date, AdSafe has raised about \$7 million more from angels and VCs, including Founder Collective and Atlas Venture. Though it's not profitable yet, about 100 recognizable national brands use the service. AdSafe also works with most of the global ad agencies. Meanwhile, scientists are benefiting: AdSafe's massive data sets are available for experiments and have resulted in about a dozen academic papers.

### **BioDigital Systems**

Founded by NYU Professors John QWualter and Aaron Olikier, BioDigital Systems is an interactive platform to explore accurate 3D models of human physiology, disease and treatment. It can be applied to medical training, patient education, research, development and much more. BioDigital introduced its newest product, BioDigital Human, in 2011: a virtual human body embedded in a 3D software platform. Users can explore the organs of an incredible simulated human body, see animated diseases' progress, and experience a difficult surgical procedure, like implanting a device. An organ, like the heart, can be isolated for study, allowing users to learn about the heart's anatomy, heart disease and treatments. Today BioDigital employs 14, among them four NYU graduates. Beyond NYU, the company's partnerships and relationships include Memorial Sloan-Kettering Cancer Center, the Cleveland Clinic, Pfizer and Medtronic.

#### **Definitions:**

Start-Up Companies – A new company created at a college or university.

Start-Up Companies/Licensees – A new company created to commercialize and take to market an innovation(s) arising from college and university R&D.

Research Partnerships – Public-private partnerships between a college or university and a private company.

Licensees – Companies licensing R&D technologies.

## **Constellation Pharmaceuticals**

Finding a cure for cancer, among other diseases, was the motivation for Danny Reinberg, Ph.D., a professor at the **New York University School of Medicine**, along with partners Yang Shi, Ph.D. of Harvard Medical School, and Davis Allis, Ph.D., of Rockefeller University, the scientific founders in 2008 of Constellation Pharmaceuticals. It is the first biopharmaceutical company focused on discovering and developing novel drugs targeting selective regulators of epigenetic function. To date Constellation has raised more than \$50 million in venture capital from Third Rock Ventures, The Column Group, Venrock, SR One and Altitude Life Science Ventures, which will support the move of the company's drug compounds to clinical trials.

## **Digital Assembly**

Law enforcement officials contacted a **Poly** professor and his graduate students in 2005, hoping to learn more about their groundbreaking research in data recovery. Under the guidance of Professor Nasir Memon, two grad students devised a new, more powerful approach to recovering fragmented or corrupted computer files, a big problem in criminal forensic investigations, where critical evidence, such as JPEG photos of suspects or evidence of drug trafficking or terrorism, have often been erased. Law enforcement interest in the students' work turned out to be so keen, the team realized they had a startup company in the making. They hired three more students and founded Digital Assembly in 2006. Two more part-time Poly students have since joined the company. Digital Assembly today resides in a business incubator in Manhattan, and from its Website, digital-assembly.com, sells two products: Adroit Photo Forensics, a professional app for law enforcement, and a consumer program, Adroit Photo Recovery. Both use advanced algorithms to achieve the digital equivalent of unscrambling hundreds or thousands of jigsaw puzzles mixed together, building from the pieces a single, correct image.

## **Skillslate**

Brian Rothenberg, a MBA at **NYU's Stern School of Business**, along side Bartek Ringwelski, an investment analyst, founded SkillSlate, an online search directory for finding local service providers. The site helps consumers find and hire independent service professionals in their area. The launch relied heavily on Rothenberg's NYU network. Angel investors include NYU alumni Jason Finger, JD/MBA, who also serves as an informal adviser. Helpful support and input came from Frank Rimalovski, managing director of NYU's Innovation Venture Fund, as well as Panos Ipeirotis, associate professor of Information, Operations and Management Sciences at Stern, who sits on SkillSlate's advisory board. Today the company has seven on staff. While not

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yet generating revenue, plans are to grow quickly. In late-2011 comes another round of fundraising. By 2012, Skillslate expects to ramp up from offering 115 services to 1,000-plus. And by 2013, Rothenberg says, it will expand from NYC to serving every major metropolitan area in the nation.

### *Start-Up Companies/Licensees*

As a **Columbia University** portfolio company, Progenics is a biopharmaceutical company focusing on the development and commercialization of innovative therapeutic products to treat the unmet medical needs of patients with debilitating conditions and life-threatening diseases. Their principal programs are directed toward symptom management and supportive care, human immunodeficiency virus, or HIV, infection, and cancer. The company has four product candidates in clinical development and several others in preclinical development.

**Columbia University** portfolio company Schneider Vineyards is a leading ultra-premium winery in the United States with vineyards located on the North Fork of Long Island in New York.

RubberWorks International is a **Columbia University** portfolio company developed as an environmental technology company with a mission to commercialize new size-reduction and waste-processing technologies in the scrap tire and rubber recycling industries.

**Columbia University** portfolio company Schrödinger is a technology leader in computational chemistry software. Schrödinger provides accurate, reliable, and high performance computational technology to solve real-world problems in pharmaceutical, biotechnology, and materials science research.

As a **Columbia University** portfolio company, Edit.com provides an easy-to-use, cost-effective, and time-saving Web site maintenance service.

**Columbia University** portfolio company Enterprise Air is a leading provider of mobile solutions for the physical security and emergency first-responder segments of the homeland security market. The company delivers an integrated suite of mobile software applications that addresses the security and crisis management needs of roaming guards, law enforcement officers, and emergency response workers, using secure handheld devices.

The definitive source in design software and services for the telecommunications, optoelectronic, and semiconductor industries, RSoft Design Group develops and markets a family of tools that address design challenges in photonics from active and passive

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component simulation to optical network design and optical network modeling. RSoft Design Group is a New York based **Columbia University** portfolio company.

SIMtone Corporation transforms computing into low cost, network provisionable services, pervasively accessible by everyone. SIMtone Corporation has developed and commercialized the patent-pending SIMtone, a Simple, DialTone-like network service that can deliver on-demand services such as virtual desktop environments, applications, and media content seamlessly to a wide variety of devices including PCs, thin clients, mobile devices, set-top-boxes, and non-processing devices. SIMtone Corporation is a **Columbia University** portfolio company, privately-held and backed by Kodiak Venture Partners and Motorola Ventures. For more information, please visit: [www.SIMtoneVDU.com](http://www.SIMtoneVDU.com).

**Columbia University** portfolio company EOS is a medical device company focused on the design and development of a noninvasive, point-of-care instrument to assist in the early diagnosis of melanoma. EOS went public at the NASDAQ for \$20 million in October 2005.

#### *Licensees*

Systems Management ARTS ([www.smarts.com](http://www.smarts.com)), a software company that developed network-monitoring products. In brief: Founded in 1993 and acquired in 2005 by EMC Corp.; licenses technology from **Columbia University**.

The following companies currently reside at the **NYU-Poly Varick Street Incubator**:

#### Anellotech

Anellotech is a newly formed company developing a one-step thermochemical technology to produce high-value, high-volume, high-commodity petrochemicals from renewable resources at low cost. The company's catalytic fast pyrolysis process, or "CPF," will convert cellulosic biomass into benzene, toluene and xylenes, or "BTX," at lower cost than petroleum-derived BTX. Compared to competitors' complicated multi-step biological, thermo chemical or combination processes to make biofuels, Anellotech's one-step process is far simpler and yields higher-value products that are compatible with current distribution systems. Anellotech plans to build the first plants with strategic partners, then license the technology and supply proprietary catalysts to licensees. Anellotech's first small-scale production plant is expected to be online in 2014.

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## Baba Apps

BABA is your one-stop-shop for mobile apps. We cater to institutions and corporations who are looking to get a mobile presence. Institutions can now come to one firm that will help design a mobile strategy and implement it regardless of the platform or operating systems. We will enable enterprises to harness the power of the wireless revolution to intelligently communicate and interact with its customers & employee's thereby enhancing productivity and increasing brand loyalty. Our management team consists of PHDs, MBAs and CFAs, with graduate degrees from MIT, Columbia, NYU and Rutgers. The team has a combined experience of over 25 years in information technology and strategy consulting.

## Base One International Co.

Base One develops software and provides consulting services for building web-enabled database applications. Currently the company is applying its technology to the development of a unique micro-commerce platform (U.S. patent pending) that promises to greatly improve how digital content – including videos, music, software, photos and documents – is bought and sold.

## Brainscape

Brainscape is a web and mobile learning ecosystem dedicated to helping you learn faster. Our core study experience is based on a scientifically proven repetition algorithm that maximizes memory retention, and it can be used for drilling any fundamental concepts in languages, test prep, and other private or institutional learning settings. Brainscape's first iPhone app - Advanced Vocabulary - rose to #1 education app on iTunes within barely a week on the market (with no active promotion). We are currently in the process of releasing dozens more learning apps, while enhancing our synchronous web platform that allows you to easily create & share your own content and study it from any device. The vision of Brainscape is to eventually weave our learning ecosystem into the fabric of the web - to make learning efficiently and absurdly easy.

## BrightMap

BrightMap is a directory of companies built like a social network. BrightMap helps those seeking professional service providers like lawyers, accountants, designers, developers and consultants find the right vendor based on client references. Like other social utilities, BrightMap companies post profiles and connect to each other, and prospective

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clients can browse companies based on industry, location and tags. BrightMap is one of the Varick Street Incubator's newest tenants, joining in February 2010.

## Buzzr

Buzzr provides tools for ordinary people to create and run the most powerful DIY websites available, previously accessible only to serious developers. Buzzr accomplishes this with a friendly, drag-and-drop usability layer on top of Drupal, the robust, open-source social publishing platform loved by techies and geeks worldwide. Backed by Ed Sussman, former president of Manuseto Digital (FastCompany.com, Inc.com and Fast Company TV with Robert Scoble) and Lullabot, a leading Drupal consultancy, Buzzr offers products for consumers, resellers and large organizations, such as media companies and non-profits, who want to make it easier for administrators to create and run powerful websites.

## CBInsights

CB Insights is a technology and information services company providing clear, reliable, structured information on high value private companies. CB Insights created a proprietary sourcing method that closely tracks high-value private companies, offering private equity, venture capital, investment banking, wealth managers and corporate and angel investors access to fast, comprehensive private company intelligence. Founded in 2008, CB Insights joined the Varick Street incubator in July 2009. Since that time, it has added three staffers, one NYU-Poly alumnus among them.

## Clifton Charles

At Clifton Charles, the passion is fitting men with the perfect custom-made dress shirt. Leveraging the best in algorithmic technology with cotton, trusted advice and unparalleled customer service, Clifton Charles is revolutionizing the way men buy dress shirts. Customers can order shirts to meet their specifications, measurements and style needs at [cliftoncharles.com](http://cliftoncharles.com), or attend measuring events featuring the Charles' Angels, the company's trained custom shirt experts. These nationwide events have attracted corporate partners including Johnnie Walker. Clifton Charles isn't just about creating the perfect custom shirt. It's about creating the perfect customer experience.

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## Digital Assembly

Founded at NYU-Poly in 2007, Digital Assembly designs software products for digital forensics and data recovery. With a mission to help clients "recover more with less effort," Digital Assembly introduced its one-of-a-kind SmartCarving™ technology, which allows recovery of fragmented files from any media with or without a file system. Digital Assembly's first consumer product, Adroit Photo Recovery, retrieves and restores deleted or lost photos from a variety of digital media. In response to requests from the United States Department of Defense, Digital Assembly created its second product, Adroit PhotoForensics, a revolutionary tool to aid law enforcement and digital forensic investigators.

## EcoLogic Solutions Inc.

Founded in 2005, EcoLogic Solutions uses, manufactures and distributes environmentally preferable institutional cleaning products from its headquarters at the Brooklyn Navy Yard. EcoLogic's product formulations — all of which are non-toxic, non-polluting and utilize plant-based or microbial technologies — have attracted some of New York's top restaurants and major corporations as clients. The Statue of Liberty and Ellis Island, French Culinary Institute, The Durst Organization, Batali & Bastianich restaurants and NBC Universal are among EcoLogic's client base, and as of June 2010, EcoLogic products have moved into all New York-area Chipotle locations.

## Ecological, LLC

Ecological develops and implements sustainability action plans for real estate portfolios, buildings and tenants in order to reduce costs, improve efficiency, achieve regulatory compliance and increase value. The company's Comprehensive Sustainability Services, including metering and monitoring, in-depth audits and analysis and retrofitting, help clients turn sustainability efforts into profit centers. In June, Ecological announced a strategic alliance with Cushman & Wakefield, the world's largest privately held commercial real estate services firm. As an Environmental Land Developer, Ecological uses principles of regenerative design to develop communities that improve natural systems, deliver benefits to social and economic systems and adhere to core community values throughout the development process. Ecological's strategy provides for ecologically conscious development that is both financially sound and a positive force in the community. Founded in 2008 in partnership with Joseph Grano and former New York Governor George Pataki, Ecological joined the Varick Street incubator in July 2009.

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## Effective Coverage LLC

Multi-family owners lose millions of dollars every year as a result of 22 million uninsured rental units. Effective Coverage recognized the need for comprehensive renters' insurance programs and designed an easily accessible web-based platform to solve that problem. Its suite of products is competitively priced and helps both tenants and property owners achieve sustainability and profitability through risk management. Effective Coverage partnered with respected insurers such as Travelers, Selective Insurance Group and Bankers Insurance Group to support its offerings nationwide.

## FairChoice Systems

For more than a generation, administrative costs in higher education have been growing at an alarming rate, with uncertain impact on student outcomes. FairChoice Systems was founded in July 2007 to help colleges and universities reverse this trend. FairChoice delivers technologies that help colleges and universities reduce administrative costs while improving the quality of service to students. Its first product offering, FairChoice Health, is the only all-in-one service that verifies student compliance with health regulations, automating vaccination and insurance processing. A Varick Street incubator tenant since July 2009, FairChoice represents a new model in higher education administration.

## Fig Food Company, LLC

Joel Henry started Fig Food™ to improve the health of people and planet through delicious, organic, plant-based foods by creating recipes with his wife in their kitchen. The company will introduce its first product offering, comprised of four ready-to-eat soups and three condensed soups, in fall 2010. The line contains the lowest sodium levels in the category and represents the first organic soup launch in an eco-friendly, BPA-free carton. Whole Foods Market recently selected all seven Fig Food™ soups for national distribution. After 18 years in corporate food and beverage, Joel incorporated Fig Food and joined the incubator in July 2009.

## Gridlex

Institutional clients rely on us to provide unique Investment, Trading & Risk Management insight every day. Our unique strengths involve working with large data sets and quantitative modeling to provide previously unavailable insights in municipal bond markets, equity and TMBS markets.

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## HiddenLevers

HiddenLevers offers investors a new approach to portfolio and stock analysis using economic data visualization. By connecting macro-economic indicators with stocks and industries, HiddenLevers helps investors understand how different big-picture scenarios would impact their investments. HiddenLevers was founded in January 2010 and has already forged a partnership with one online broker. The company also has imminent deals with two major financial portals.

## Hotlist Media, Inc.

The Hotlist is one of the first geo-social aggregators to provide real-time information on where friends are and what they're doing. The site's technology gathers location-specific data from sites like Facebook, Twitter, Google and Yelp to calculate the popularity of specific events based on a user's networks of friends. A custom "hotlist" is generated, showing the places and events where users can connect with friends in person. What began on a whim while its founders were attending New York University has grown into a company with over 120,000 users.

## iQ4

iQ4 Corporation develops and sells a social media software platform for academic, government and private sector research markets and is sold as software as a service (SaaS). By combining communication, collaboration and connecting information in one place, iQ4 is designed to enable products, services, research and development to constantly evolve in response to juried information. iQ4 is a comprehensive application platform that integrates web 2.0 and desktop office technologies and is designed to be intuitive, agile and provide a corss community single point of reference. iQ4 is focused on Universities, High Schools, Secondary School, Government and Private Sector organizations.

## iTB Exchange

iTB operates an electronic fixed income brokerage platform leveraging the Internet to help customers navigate and execute in the global bond markets. It strives to be a trusted partner for both retail and institutional clients by deploying technology to create market transparency, educational content, as well as social investing communities to unite investors worldwide.

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## Local Bigwig

LocalBigwig.com is the leading short-term home rental community connecting homeowners looking to rent out their home and travelers seeking a unique, local experience. Local Bigwig provides the intuitive, transparent online venue for homeowners and travelers to learn more about each other to facilitate the sharing of local lives. Exceptional members and innovative website functionalities propel Local Bigwig as the top-of-mind accommodation option for travel around the world.

## M.J. Beck Consulting, LLC

M.J. Beck Consulting (MJB) provides economic and strategic consulting services to the power and utilities industries. From energy market modeling and analysis to corporate strategy, MJB offers solutions geared to clients' needs today and into the future. Founded in 2006, the company employs alumni of some of the top specialist power and utilities consulting firms. Clients include utilities, project developers, regulators and power producers, as well as fellow Varick Street incubator tenant Wind Products.

## nrelate

nrelate is an Internet technology company that provides relevant, related content to online publishers. nrelate's algorithm mines content on individual sites and across the Internet to integrate and aggregate related stories and news items to enhance the user experience and maximize page views. Depending on the specific needs of the web publisher, nrelate software can integrate content from the web publisher's archive, its partners or the entire blogosphere to give better context to online content.

## Nude Barre

Nude Barre designs and manufactures hosiery and active undergarments for dancers and performers. Founded by an actress and professional dancer, Nude Barre's product line includes 15 distinct shades of nude to look as natural as possible on different skin tones. Nude Barre specialty undergarments offer unique netting, color matching, quick-dry and antibacterial properties to prevent unattractive sweat marks, odors and stains. Founded in 2009, Nude Barre has grown quickly and is poised to partner with professional dance companies, sports dance teams, cheerleaders and Broadway performers.

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## Optimized Energy Networks

Optimized Energy Networks, LLC (OEN) is a company specializing in the development and creation of MicroGrid Projects. We define MicroGrids as integrated energy systems on the demand side that incorporate the latest in smart energy technologies to control and optimize energy consumption and production assets. As a developer, OEN can tailor its projects to include different energy technologies given the specific project or the project's region. Structuring demand side efforts (distributed generation, storage, and load management) as energy projects is a new spin on an old idea; Utilities and Financiers are familiar with the project finance model, and we believe it to be an appropriate long-term model for developing MicroGrids. Integrated, coordinated MicroGrid projects will produce a greater level of economic and environmental individualized one-off energy investments. We are currently developing our pilot projects in the Northeast US.

## PatientPlus

Founded in March 2009, PatientPlus is a subscription-based online platform for dentists and primary care physicians. With its first product rollout scheduled for the third quarter of 2010, PatientPlus is poised to offer online appointments, reviews and social networking to help doctors expand their practice by improving the patient experience.

## Pixable

Pixable offers a fast, creative, affordable way to turn Facebook content into printed memorabilia such as photo books, calendars or posters, which are printed, packaged and delivered. Users can seamlessly import photos and captions from Facebook, Picasa or Flickr, and the entire process can be completed in minutes. Founded by three graduate students at the Massachusetts Institute of Technology, Pixable relocated to New York City and joined the Varick Street incubator in November 2009. The company has expanded rapidly from four employees to 19, raised \$600,000 from angel investors, and \$2.5 million from Highland Capital Partners.

## Rentricity Inc.

Rentricity is a renewable energy company that uses unique energy recovery turbine generator configurations to transform the untapped energy in various man-made water processes into electricity. The energy recovery systems – called Flow-to-Wire – convert excess pressure in water mains and other similar pipes into clean electric power. A single Flow-to-Wire system produces between 30 and 300 kilowatts of electricity, enough to

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power 50 to 500 homes. The electricity can be sold to the grid or used “behind the meter,” providing customers with an additional source of revenue and clean energy project(s) to offset rising electricity rates. Rentricity’s first commercial installations will be commissioned in 2010 with the Municipal Authority of Westmoreland County, Pennsylvania, and the City of Keene, New Hampshire. The company is in a detailed design phase for its largest project, a 325 kW installation in Los Angeles, which will commission in early 2011. Since joining the Varick Street incubator, Rentricity has generated more than \$500,000 of revenue and recently received a grant from the New York State Energy and Research Authority (NYSERDA) to provide system-wide assessments (at no cost) to New York State’s largest water systems including New York City.

### SocialAmp

Social Amp bridges social media and e-commerce to deliver social commerce solutions at scale. The Social Amp Platform allows online retailers to instantly socialize their sites with simple social tools (plug-ins) powered by open social clouds like Facebook’s Open Graph. Since its founding in 2008, Social Amp has attracted clients including Levi Strauss, 1-800-Flowers and Discover Card.

### Sollega

Sollega™ makes it faster and simpler to switch to solar power by reducing the non-module costs for solar arrays. Founded in 2009, the company’s first product is the InstaRack™, a solar module mounting system that cuts installation costs by up to 50 percent. This solution provides the solar industry with the ideal racking solution for commercial flat roof applications. InstaRack™ is made in the USA from recycled materials and is recyclable. The company has added four staffers in New York since joining the incubator in December 2009.

### Synthezyme

SyntheZyme™ is a sustainable chemical company developing bio-based industrial chemicals from natural renewable feedstocks using technology developed by Dr. Richard A. Gross at Polytechnic Institute of New York University (NYU-Poly). Using natural oils and sugars, SyntheZyme™ is developing a new platform of bio-plastic monomers and bio-surfactants. SyntheZyme™ has produced a suite of bioplastics based on its proprietary engineered yeast production system that meet performance criteria for a wide range of plastics applications. SyntheZyme™ recently completed work under a \$150,000

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Phase I Small Business Innovation Research grant from the National Science Foundation that demonstrated development of a new biopesticide with broad spectrum activity against major plant pathogen fungal groups while outcompeting many commercial fungicides. These biopesticides offer a safe alternative for farmers to protect grain and produce crops from harmful microorganisms without using organic chemical agents. Jointly owned by Dr. Richard Gross and NYU-Poly, SyntheZyme™ holds 16 granted and pending patents.

### Talent Portfolio Solutions

Talent Portfolio Solutions enables Fortune 100 companies to make informed decisions on their talent portfolio by keeping a real-time, accurate inventory of the skills, knowledge and experience of their global workforces. The company provides Talent Portfolio Intelligence™, a proven software methodology that ensures that hiring, firing and integration decisions are supported by empirical employee data, as well as access to an exclusive Global Talent Exchange™ -- a trusted network of alumni whose skills, knowledge and experience have been validated by their former employers.

### Thinkeco

ThinkEco, Inc. develops easy-to-use energy efficiency solutions for homes and businesses. The company's patent-pending modlet (for "modern outlet"), features intelligent engineering and algorithms to provide a simple, low-cost and installation-free method for saving money and energy on electronic appliances. The modlet was recently awarded Best in Show at the 2010 CEA Line Show, and it was selected as a finalist in the i-stage competition in 2009. Over the past 12 months, the company successfully completed a Series A financing round and has grown 240 percent in size.

### Torch Films NYC

Torch Films is a global film financing, production and distribution firm. The company was founded in 2008 and joined the Varick Street Incubator in July 2009. In September 2009, Torch Films released its first feature film, Marina of the Zabbaleen, to positive reviews and accolades from The New York Times and others. The film premiered at the Tribeca Film Festival and won a Muhr Award at the Dubai International Film Festival.

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## Ultra Light Startups

Ultra Light Startups brings technology entrepreneurs together for monthly networking events and professional workshops. Founded in May 2008, the company is profitable with revenue from event ticket sales and corporate sponsorships. Current sponsors and partners include the law firm of Duane Morris; Microsoft Corporation, which hosts all Ultra Light events in New York; and SeamlessWeb. Events feature startup pitches and panel discussions covering topics related to design, technology, marketing, finance and revenue models.

## Vivic Networks

Vivic Networks is a Brooklyn, New York based startup founded by NYU:Poly faculty and students. The company is developing incident analysis and response solutions for enterprises, governments, and universities. The founders developed novel network forensics techniques to synopsise network traffic that reduces storage requirements by two orders of magnitude while preserving useful information. This technology along with novel algorithms are now used in the company's products to help incident responders comprehend security incidents instantly. The company has successfully competed and won National Science Foundation's SBIR Phase I award in January 2010.

## Water Canary

The Water Canary is a fast, networked, water-testing device that radically reduces the amount of time, expense, and skill required to test water for pathogens and contaminants.

These devices are the foundation of a web-based service that collects real-time water quality data through an online interface that performs analytics, maps geo-located readings, and facilitates in the sharing of that information between individuals and organizations. The Water Canary promises to have a revolutionary impact on international public health, disaster relief efforts and environmental monitoring.

Currently in its fifth prototype, the team has been collaborating closely with UNICEF for the past 18 months to create a product that directly meets the demands of humanitarian organizations working in the field. Water Canary was a winner of the 2010 NYU Stern School of Business Social Venture Competition.

## Wind Products

Wind Products Inc. (formerly AeroCity) develops and sells wind energy conversion products and services for residential, commercial and industrial property owners. The company's first product —the ButterflyäWind Turbine, a 3kW-rated vertical-axis turbine

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designed for urban environments – will be installed in select locations throughout New York City as part of a small wind pilot program sponsored by the New York City Economic Development Corporation. In fall 2010, Wind Products will introduce Wind Analytics, a software providing highly specific analysis of wind conditions to help customers place turbines for maximum return. Wind Products has been awarded \$1.25 million in New York State Energy Research and Development Authority (NYSERDA) grants. Since joining the New York City Accelerator for a Clean and Renewable Economy (NYC ACRE) in July 2009.

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