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May 2022

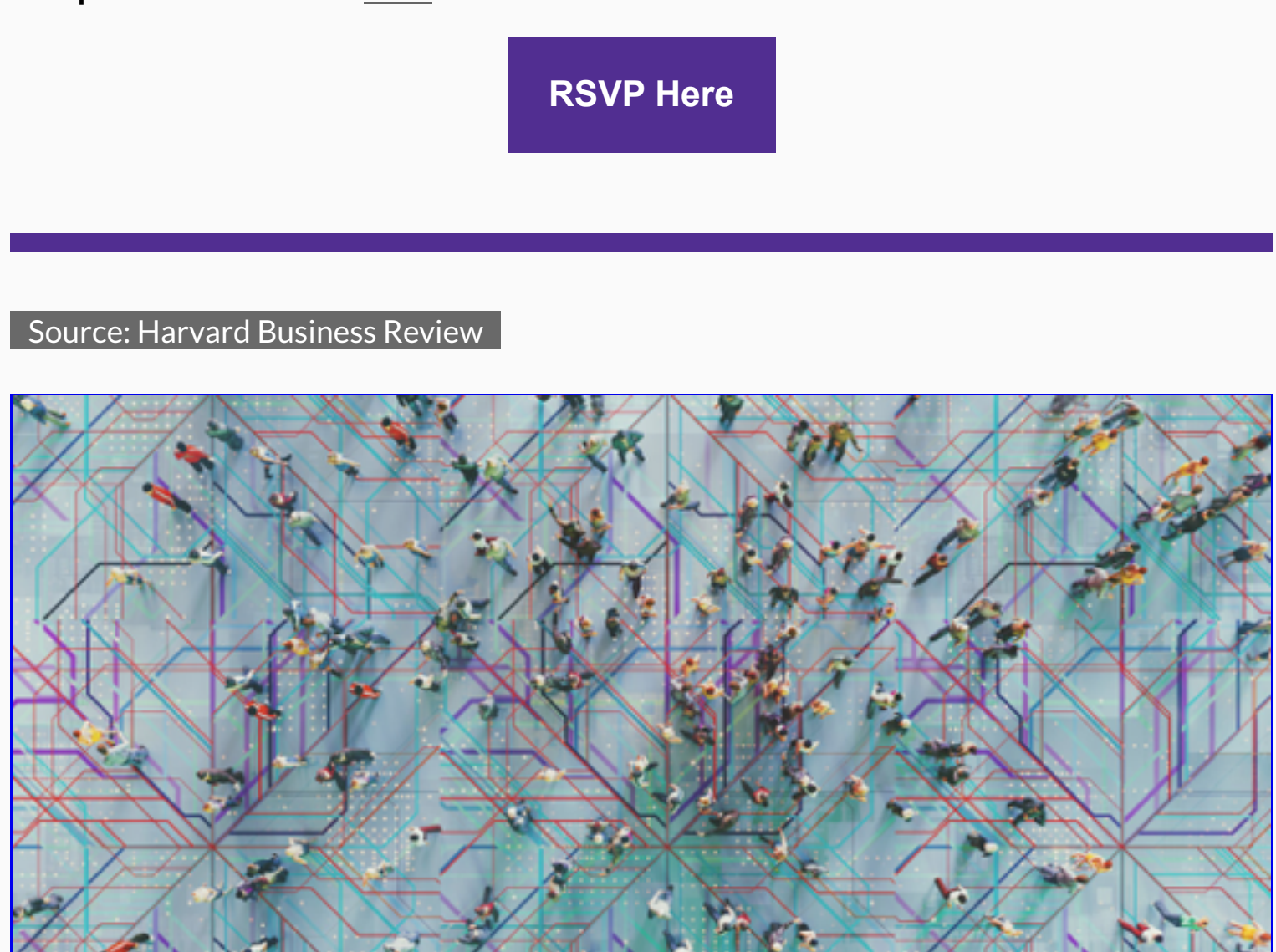
Dear Mentors, Investors, and Entrepreneurship Students,

Welcome to the May edition of our monthly HI Hub Incubator newsletter! Thank you to those who joined us for our event "Playbook to Start and Scale a Startup" for an insightful conversation on successfully creating a startup. In this month's edition, we are eager to continue to share with you recent articles on the metaverse, startups, and entrepreneurship.

As the semester comes to a close, we look forward to hearing our Spring 2022 HI Hub Incubator contest cohorts pitch their ideas, we hope to see you there on pitch day, **Tuesday, May 17th!**

- Dr. K

Learn More About the Spring 2022 HI Hub Incubator Contest



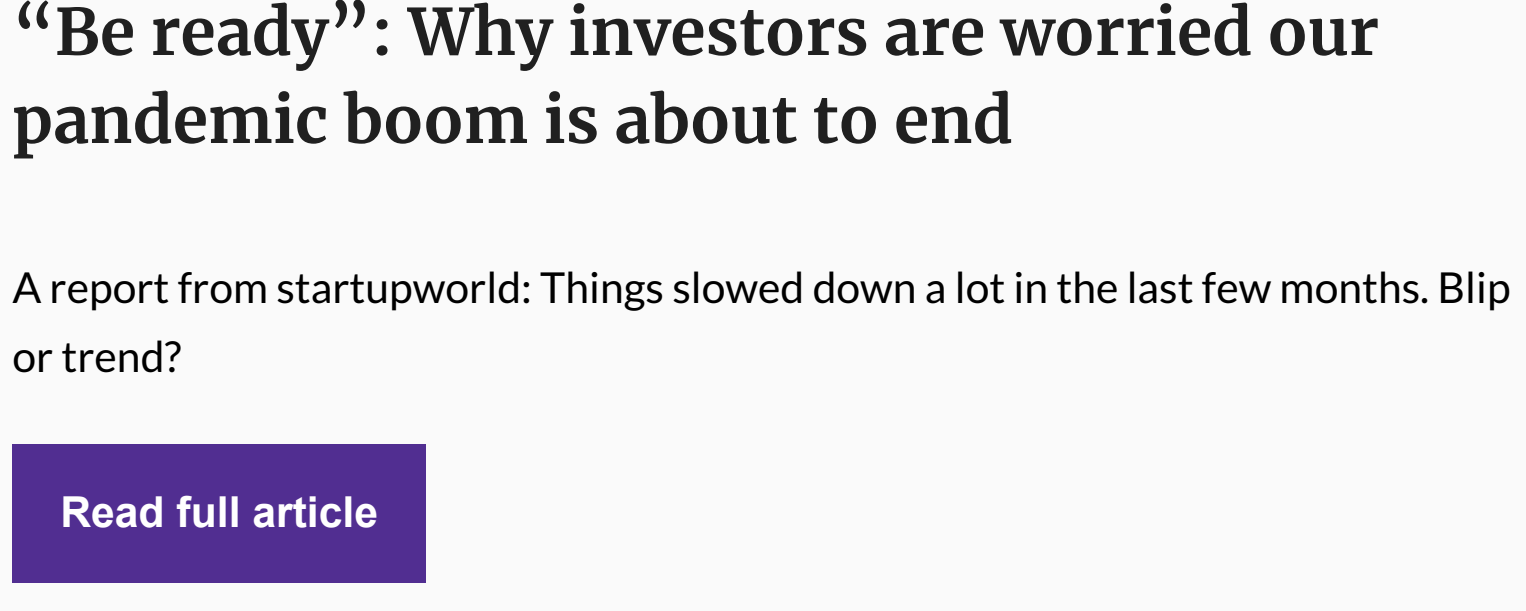
This semester's Hospitality Innovation Hub (HI Hub) Incubator marks the Jonathan M. Tisch Center of Hospitality's second competition in which NYU affiliated hospitality startups are given the opportunity to develop their business and compete for cash prizes ranging from **\$5,000 to \$10,000**. The Spring 2022 Cohort demonstrates the program's mission to foster timely business ideas in line with sociocultural visions and support NYU affiliates in their entrepreneurial journeys.

- **Fun Fact:** This semester's cohort consists of 5 startups that exemplify diversity on multiple fronts with all five of the competing businesses, ArtForm, Camp Snack, Chixa, Go Gig, and The Local Hotel, having female founders.

Join us on pitch day, "Pitch Your Passion & Seal the Deal", as each participating startup will be presenting their innovative idea - set for **Tuesday, May 17, 2022, at 11:00am-1:30pm EST**. Read more [here](#)

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Source: Harvard Business Review



How the Metaverse Could Change Work

The workplace of the 2020s already looks vastly different from what we could have imagined just a couple of years ago. Now, the metaverse promises to bring new levels of social connectedness, mobility, and collaboration to a world of virtual work.

- **Why it matters:** The metaverse is poised to reshape the world of work in at least four major ways: new immersive forms of team collaboration; the emergence of new digital, AI-enabled colleagues; the acceleration of learning and skills acquisition through virtualization and gamified technologies; and the eventual rise of a metaverse economy with completely new enterprises and work roles.

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Source: Vox



"Be ready": Why investors are worried our pandemic boom is about to end

A report from startupworld: Things slowed down a lot in the last few months. Blip or trend?

[Read full article](#)

Source: Entrepreneur

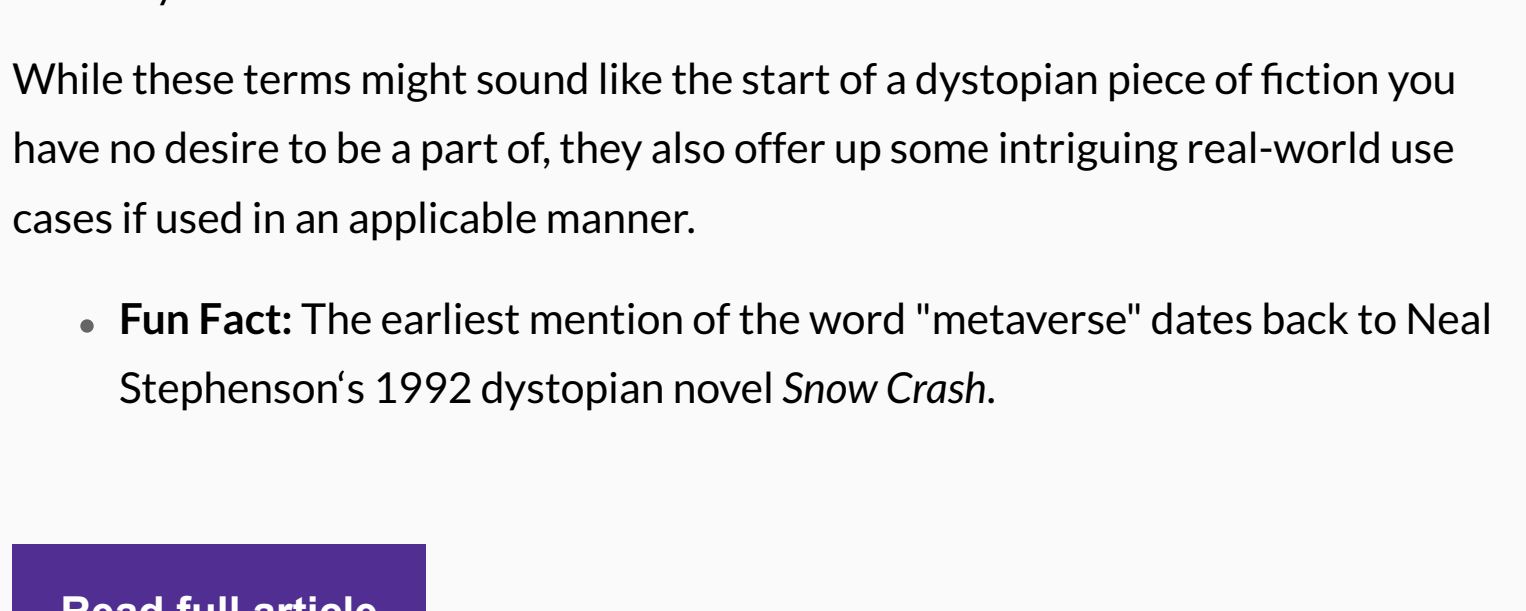


How to Find Your Startup's Niche

When you're a young startup with promising technology, capturing the interest of a lot of different industries is a great boost. However, it brings a new set of problems. There's no surer way to dilute your brand and burn through your capital than to spread yourself too thin across multiple sectors. It pushes your customer acquisition costs through the roof and almost guarantees that you'll be a second-tier alternative in several industries but a market-leader in none.

[Read full article](#)

Source: TechCrunch



4 questions every CISO should be asking about the metaverse

The metaverse is coming — and it'll be here sooner than you might think. Gartner forecasts that by 2026, a quarter of people will spend at least an hour a day in the metaverse.

This is great news for businesses, as it will unlock new business models and ways of working that will add value in ways we can only guess at now. As Accenture puts it, the metaverse "will transform how businesses interact with customers, how work is done, what products and services companies offer, how they make and distribute them and how they operate their organizations."

[Read full article](#)

Source: Forbes

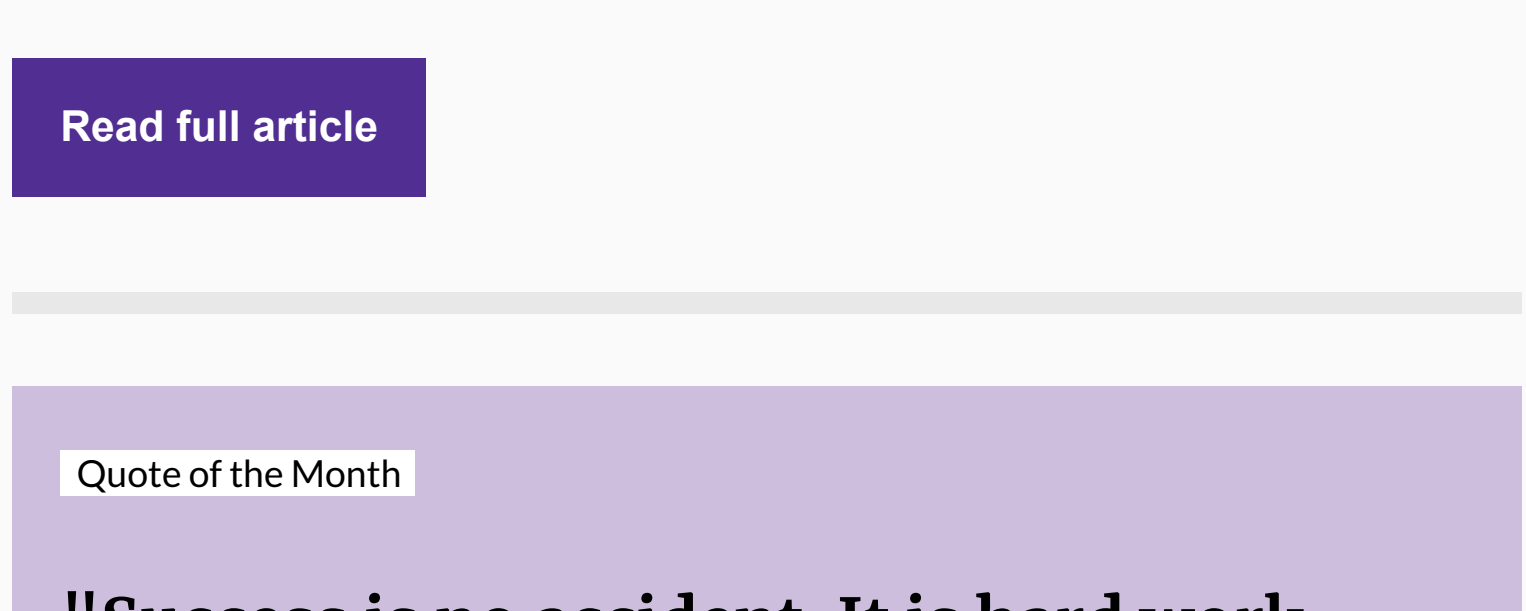


As The Venture Capital Market Cools, A Different Kind Of Startup Investor Prepares To Pounce

The typical venture capital model is based on a few home runs and a lot of strikeouts. One or two companies from a VC fund might reach that mythical unicorn status, and the rest fall by the wayside. That's where Stage comes in. The firm acquires majority stakes in startups that have raised a Series A round from other firms but are no longer showing the sort of growth that would lead to future funding, let alone a billion-dollar valuation or an IPO. Stage's team of former executives and operators helps those companies recapitalize their balance sheets and reorient themselves for more financially conservative and hopefully profitable futures, serving as an alternative for startups that might otherwise go out of business.

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Source: PhocusWire



What NFTs and the Metaverse mean for Airline Loyalty Programs

If you've been even remotely keeping up with emerging tech and trends, you've certainly heard about NFTs and the metaverse.

While these terms might sound like the start of a dystopian piece of fiction you have no desire to be a part of, they also offer up some intriguing real-world use cases if used in an applicable manner.

- **Fun Fact:** The earliest mention of the word "metaverse" dates back to Neal Stephenson's 1992 dystopian novel *Snow Crash*.

[Read full article](#)

Source: HospitalityNet

CitizenM Announces New Venture into the Metaverse

NEW YORK – citizenM – the pioneer of affordable luxury hotels – today announced it will acquire a LAND site in The Sandbox, a leading decentralized gaming virtual world and a subsidiary of Animoca Brands, to begin building a hotel in the Metaverse. This endeavor signifies a new movement in hospitality, as citizenM will be the **first ever hotel group to purchase LAND in The Sandbox**.

[Read full article](#)

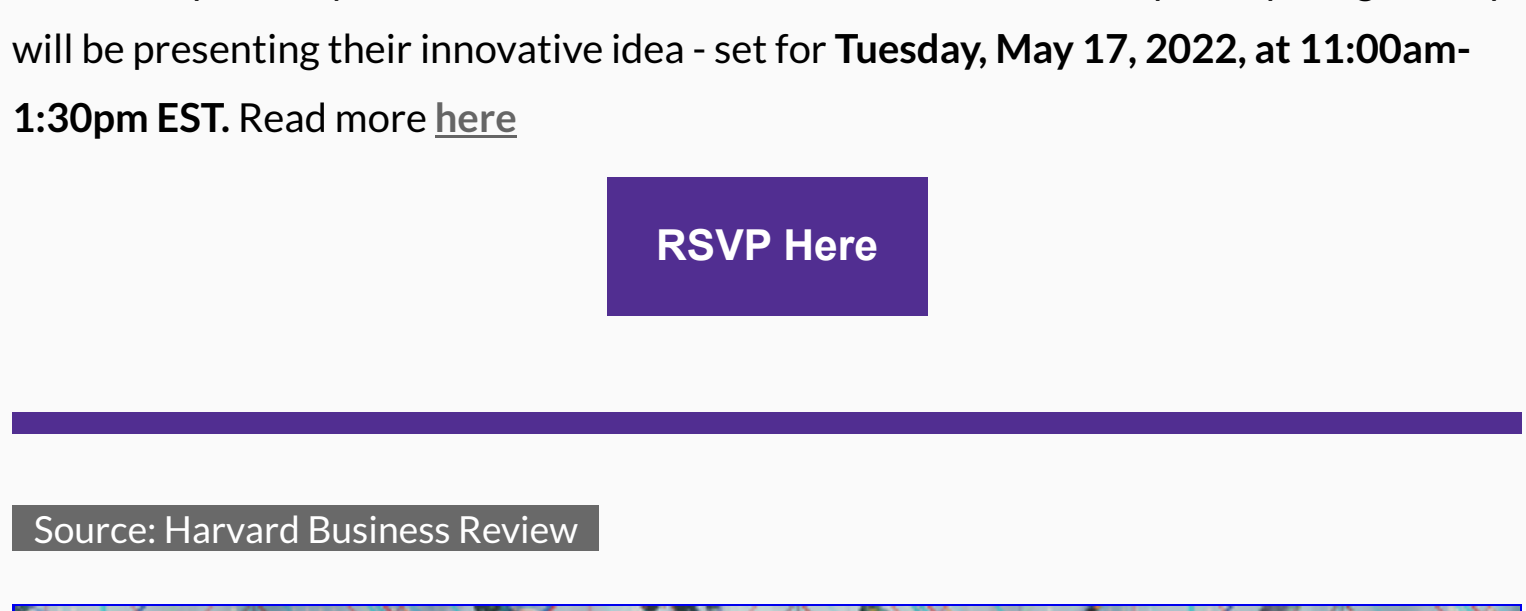
Source: Forbes

10 Common Startup Mistakes When Doing PR

There's a lot that goes into public relations programs behind the scenes. The mindset of a successful PR practitioner is that of a strategist and storyteller, and while many startups have great stories, the narratives have shifted over the years as to what interests people.

[Read full article](#)

Source: PhocusWire



Machine Learning Startup Jarvis Lands \$16M to Grow Hospitality Offering

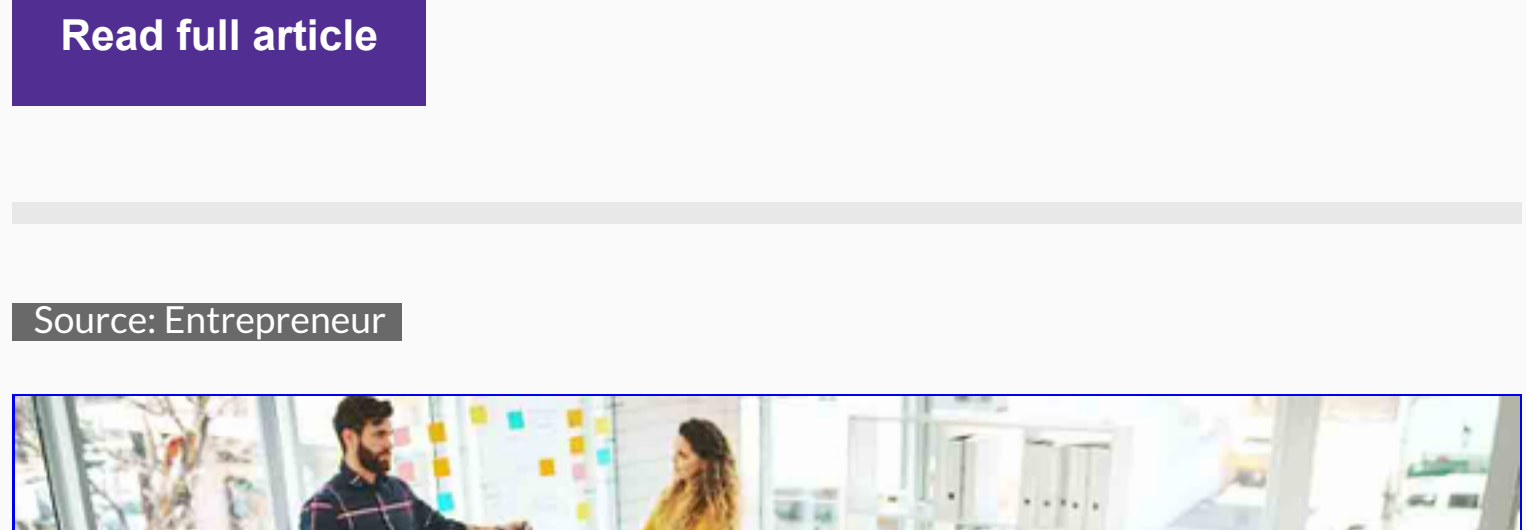
Jarvis ML, a machine learning platform founded in 2021, has raised \$16 million in seed funding led by Dell Technologies Capital, the global venture capital investment arm of Dell Technologies. The company says Shakti and more than a dozen "veteran Silicon Valley technologists and business leaders" are also participating in the round.

[Read full article](#)

Quote of the Month

"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do."

- Pele, former Minister of Sports of Brazil



We are continuously working to improve our newsletter and would appreciate your feedback on what you would like to see more of in the future. Please let us know by filling out the survey below!

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