

**September 2022**

Dear Mentors, Investors, and Entrepreneurship Students,

Welcome to our monthly HI HUB Incubator newsletter!

I hope you all had an excellent summer! This summer has been a busy one for me, I had the privilege to teach at the NYU Tel Aviv campus as well as an online summer course at NYU. Just recently, I returned from the AMA (American Marketing Association) 2022 Summer Academic Conference in Chicago where the talk of the town was all about AI/AR and robotics use in marketing as well as sustainability. I would encourage you all to read more about AI/VR and the metaverse.

With the start of a new school year ahead of us, we are eager to continue sharing interesting and informative articles with you on all things innovation, entrepreneurship, and startup. I am looking forward to another successful semester with our students and with all of you!

- Dr. Richie Karaburun

## Tisch Center HI HUB Incubator Open House



Join us at the Tisch Center HI HUB Incubator Open House!

Are you new to NYU? Have you never visited the HI HUB before? Have you been studying remotely and recently moved back to NYC? We invite you to join us at the HI HUB Incubator Open House and learn about how our Incubator Program can help you with all your entrepreneurial ideas!

**Tuesday, September 27, 2022 | 5PM - 6:30PM EST**  
7 East 12th St, 7th Floor

## Call for Applicants for the Fall 2022 NYU Tisch Center of Hospitality Innovation Hub Incubator Program Cohort

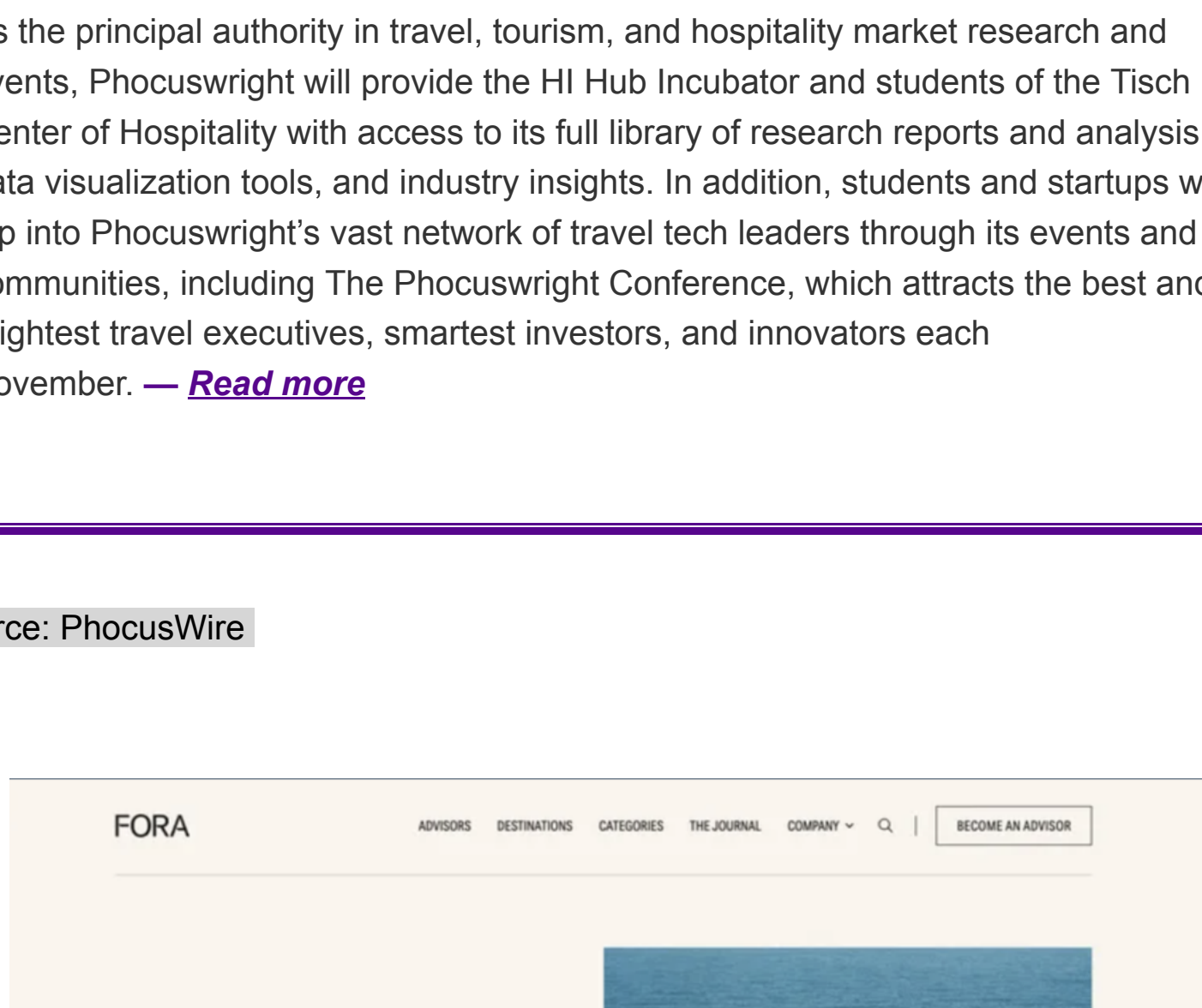
HI Hub Incubator is a 3-month program that offers mentorship, industry connections, advisory services, and more to early-stage startups. The program includes individual mentorship, boot camps, networking events, and master classes, and culminates with a pitch competition where the winning team will receive a \$5,000 cash prize, the second and third-team a \$2,500 cash prize.

HI Hub Incubator's mission is to provide all NYU-affiliated startups businesses and young entrepreneurs with four core services; plan your business, launch your business, manage your business, and grow your business.

NYU-affiliated startup founders (current students and alumni) with an active MVP in the travel, tourism, and hospitality industry can apply to join our incubator program for free.

**Submission Deadline: September 23, 2022, at 11:59 pm EST**

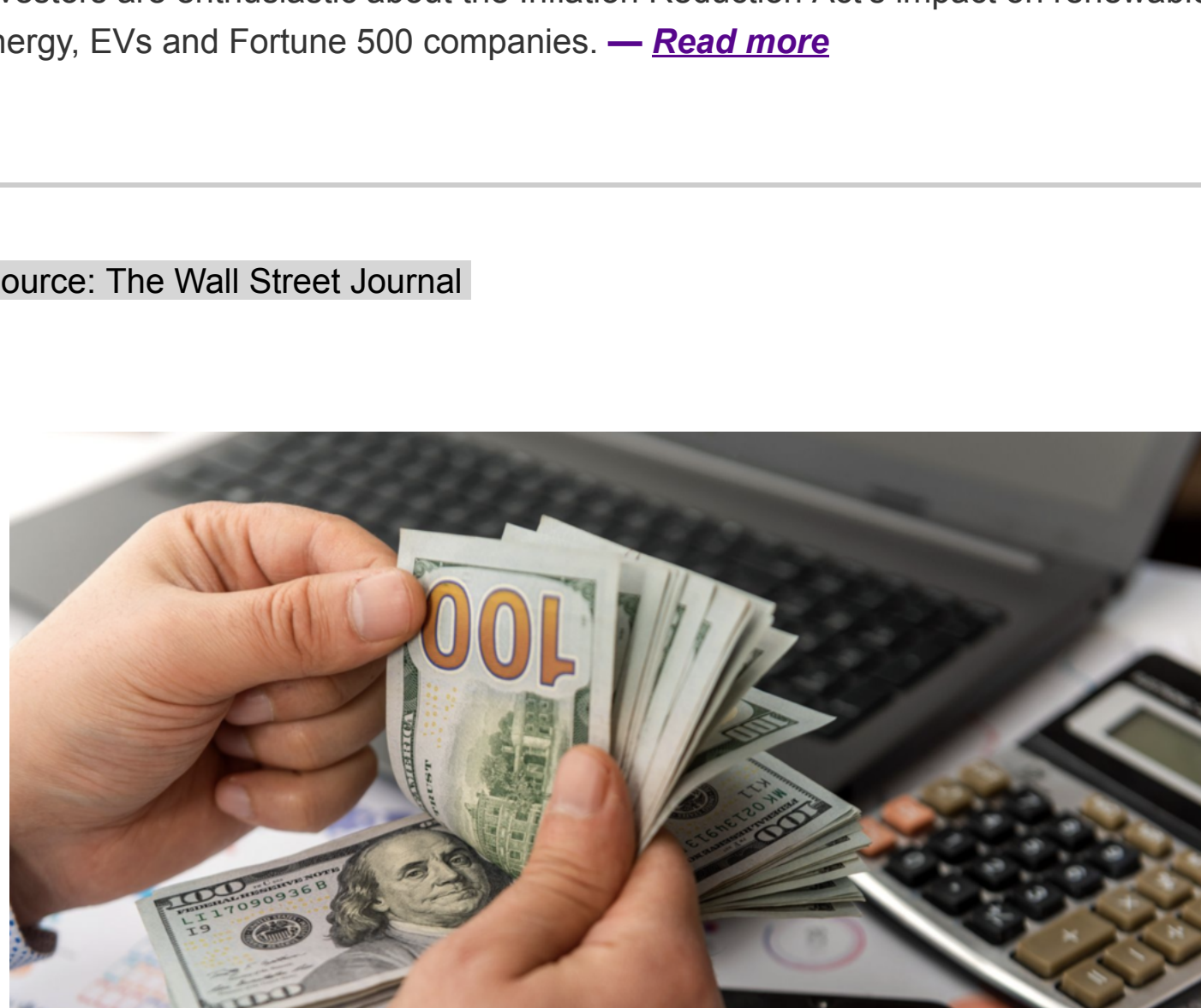
[APPLY HERE](#)



## The NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality - Hospitality Innovation Hub Incubator Collaborates with Phocuswright, an Industry Leading Research and Events Firm, to Advance Entrepreneurship and Startup Success in Travel Technology

As the principal authority in travel, tourism, and hospitality market research and events, Phocuswright will provide the HI Hub Incubator and students of the Tisch Center of Hospitality with access to its full library of research reports and analysis, data visualization tools, and industry insights. In addition, students and startups will tap into Phocuswright's vast network of travel tech leaders through its events and communities, including The Phocuswright Conference, which attracts the best and brightest travel executives, smartest investors, and innovators each November. — [Read more](#)

Source: PhocusWire



## Travel Startup Fora Wants to Reinvent the Travel Agent

The consumer interest in travel agents, coupled with the fact that **women have lost 395,000 jobs since 2020**, inspired travel tech startup Fora's three co-founders to create a new type of travel agency that allows anyone with a passion for travel to earn income as an advisor. — [Read more](#)

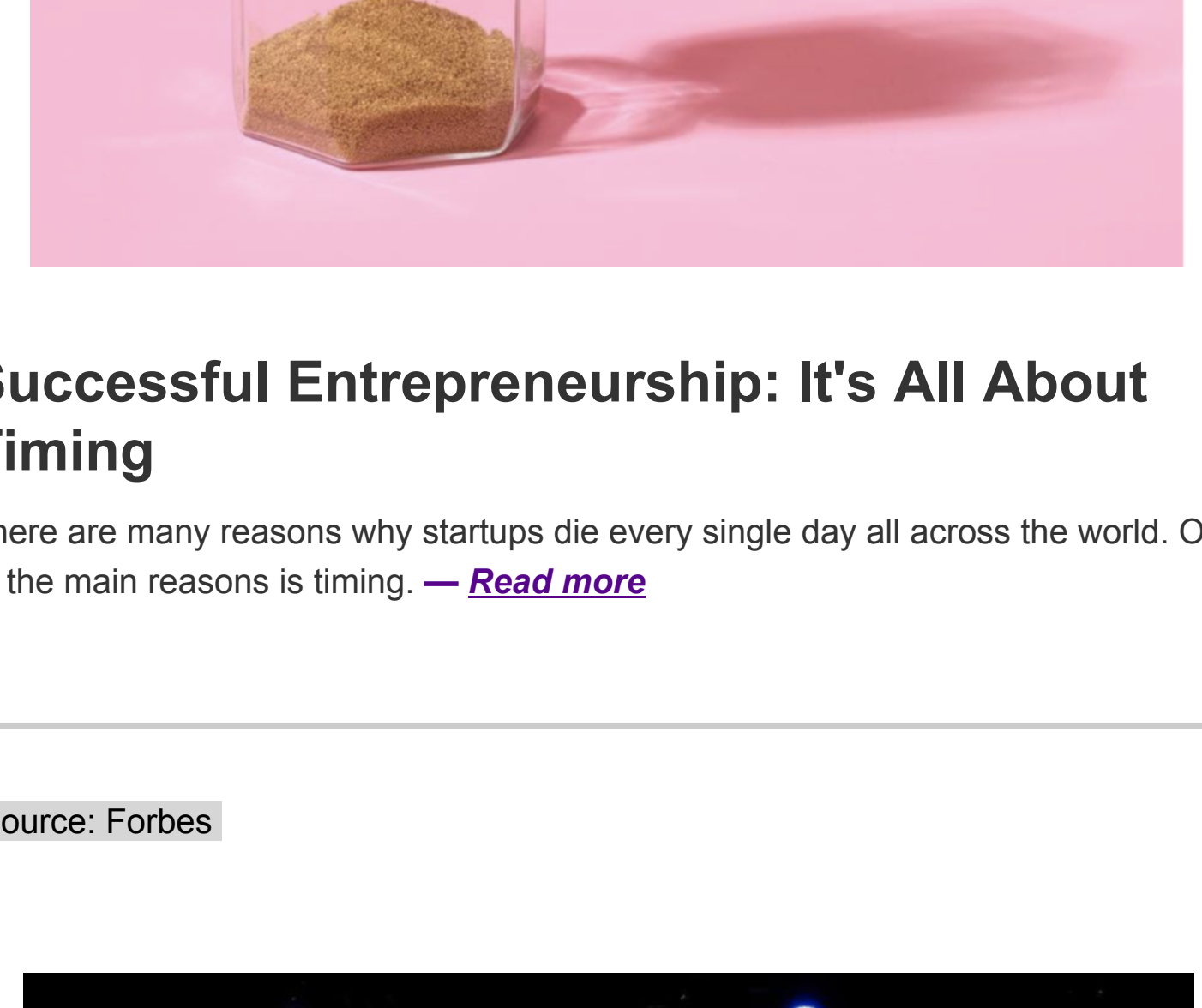
Source: Bloomberg



## VCs Say Climate Bill Will Help 'Prime the Pump' for Startup Growth

Investors are enthusiastic about the Inflation Reduction Act's impact on renewable energy, EVs and Fortune 500 companies. — [Read more](#)

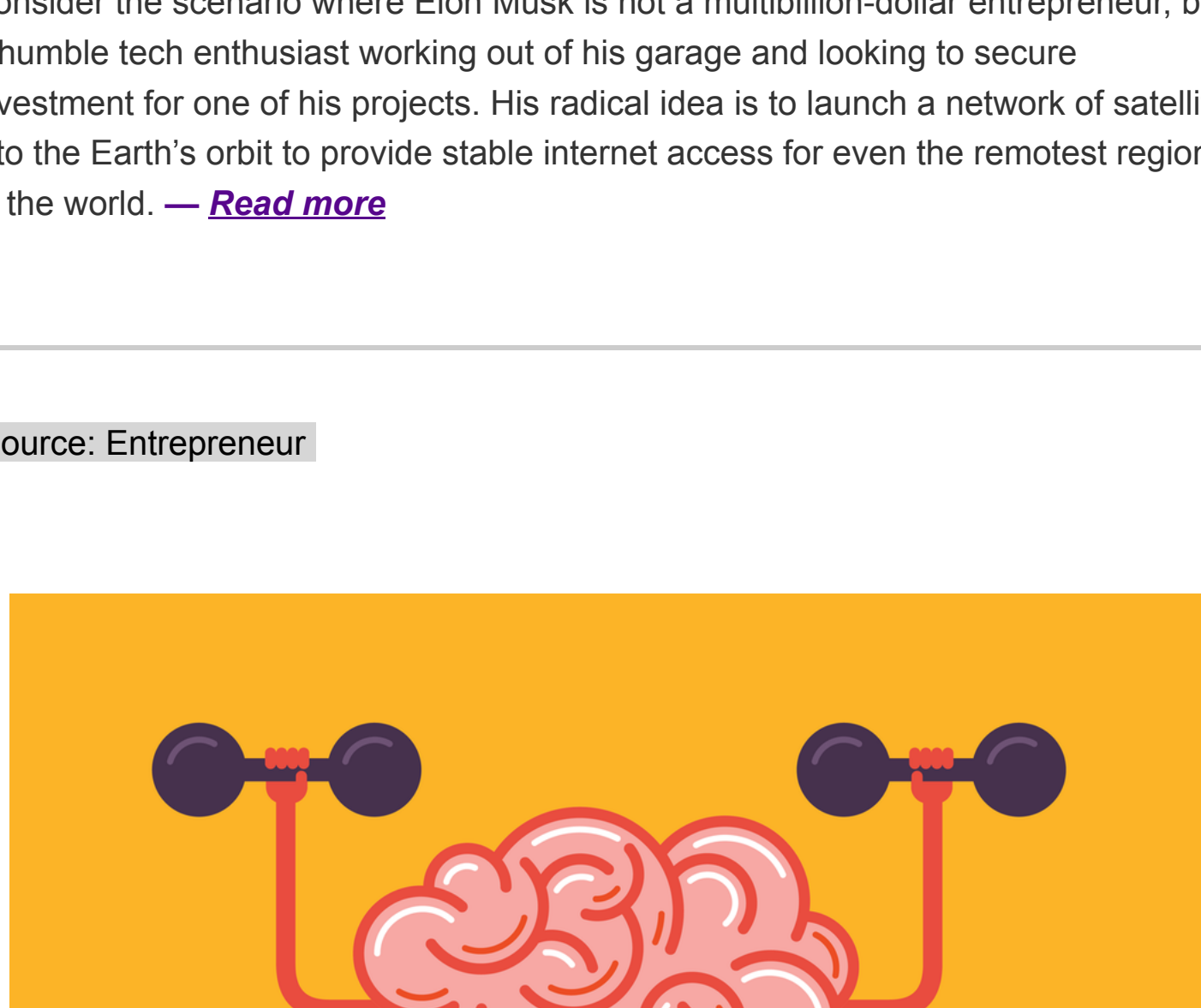
Source: The Wall Street Journal



## How Small Business Can Tell if They're Underpricing Their Offerings

One of the most difficult tasks a small-business owner faces is deciding what to charge for a product or service. All too often, they get it wrong—typically setting the price of their offerings too low and their revenue suffers. — [Read more](#)

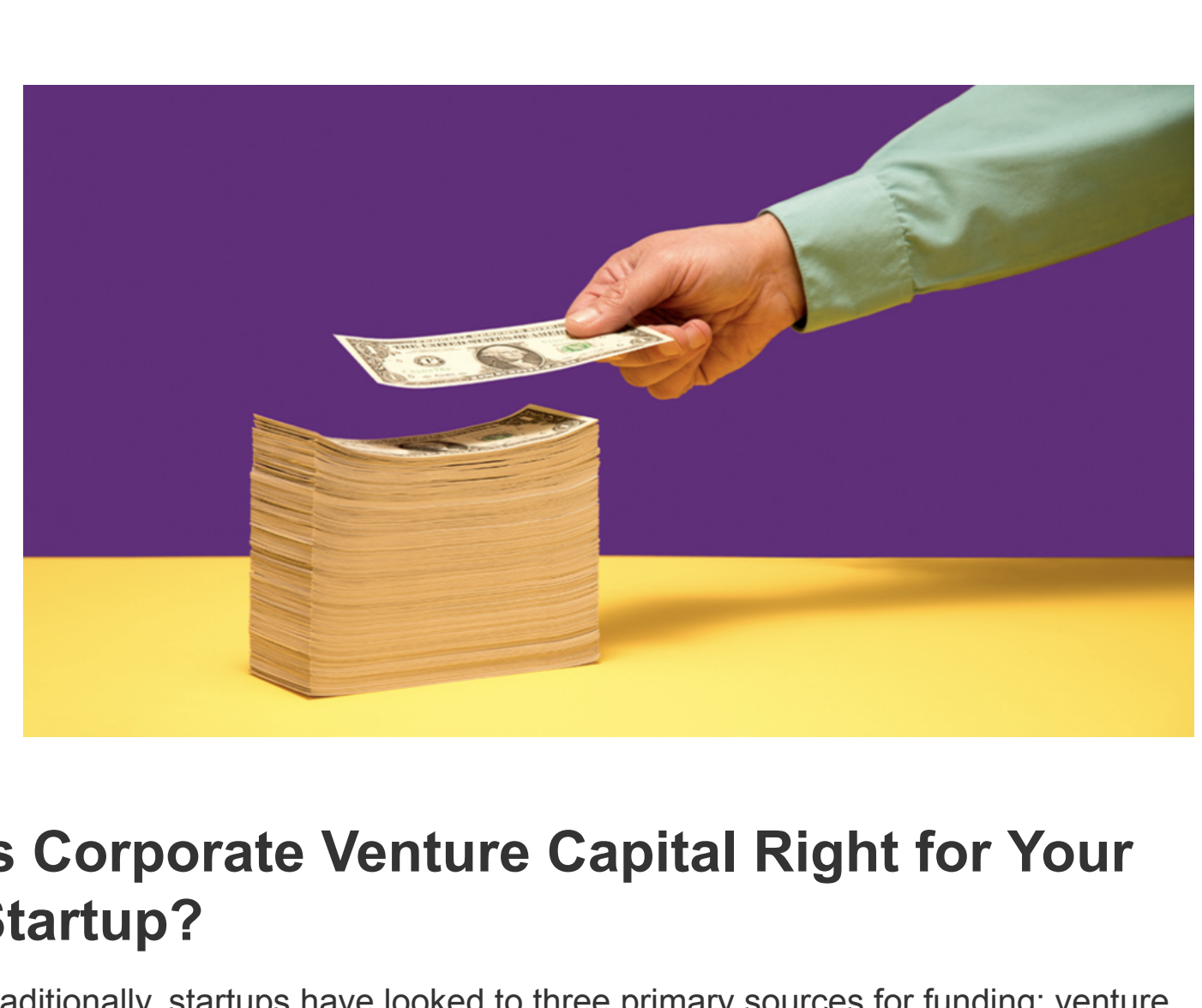
Source: Medium



## Trend Forecasting for Product Managers — How to Predict the Future

People change, markets change, and the whole world changes. These big, long-term changes, also called trends, open doors for new inventions. And kill whole business models. — [Read more](#)

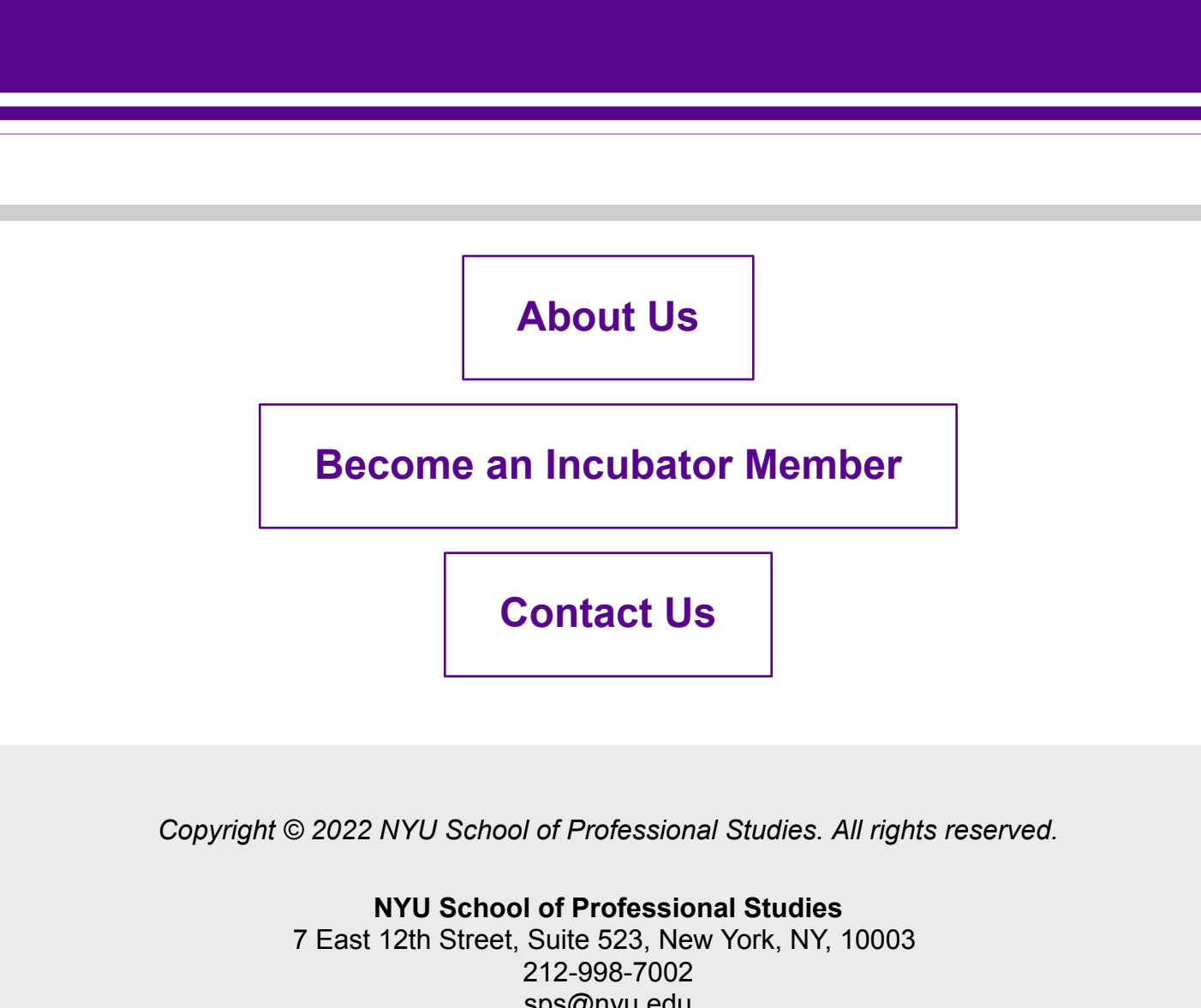
Source: Forbes



## Successful Entrepreneurship: It's All About Timing

There are many reasons why startups die every single day all across the world. One of the main reasons is timing. — [Read more](#)

Source: Forbes



## Can We Unlock Deep Tech Entrepreneurship To Address The World's Biggest Problems?

Consider the scenario where Elon Musk is not a multibillion-dollar entrepreneur, but a humble tech enthusiast working out of his garage and looking to secure investment for one of his projects. His radical idea is to launch a network of satellites into the Earth's orbit to provide stable internet access for even the remotest regions of the world. — [Read more](#)

Source: Entrepreneur



## Want to Succeed? Turn Your Fixed Mindset into a Growth Mindset

Using failure as a learning opportunity and growing by letting yourself be challenged can be a powerful ally on your road to success. — [Read more](#)

Source: Harvard Business Review



## Is Corporate Venture Capital Right for Your Startup?

Traditionally, startups have looked to three primary sources for funding: venture capital firms (VCs), angel investors, and family offices. But in recent years, a fourth option has grown increasingly popular: corporate venture capital funds, or CVCs. Between 2010 and 2020, the number of CVCs grew more than six times to over 4,000, and these CVCs inked more than 2,000 deals worth \$79 billion in the first half of 2021, surpassing all previous annual tallies. — [Read more](#)

Source: Entrepreneur



### Quote of the Month

**“Success is going from failure to failure without losing enthusiasm.”**

- Winston Churchill, former Prime Minister of Great Britain

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