

Thought Into Action (TIA) concluded another year of invaluable experiences for Consuccessful — adaptability in the future are taking shape, aligned with the Middle Campus Plan for Arts, Creativity, and Innovation. This gives us the opportunity to connect entrepreneurship to a wide range of interdisciplinary initiatives that teach students to create solutions for challenges on campus, in the local community, and throughout the world.

**Carolyn Strobel**, Director, Thought Into Action

## Core Program Areas

- TIA Incubator
- Seed Grants
- Entrepreneurs Fund Summer Accelerator
- Interdisciplinary Workshop Series
- On-campus Venture Support
- Downtown Coworking Space



Photo courtesy of Hamilton Area Entrepreneurs

## In the News

Six Colgate alumni entrepreneurs featured on the 2020 Forbes 30 Under 30 list got their start in TIA and Colgate's Entrepreneurs Fund Summer Accelerator.



Right: Chicory cofounders  
Joey Petracca '13 and  
Yuni Sameshima '13



*“Colgate prepares intelligent, creative individuals to overcome setbacks and identify solutions — to master the rollercoaster ride of entrepreneurship through perseverance and relentless curiosity. Forbes has recognized this fact repeatedly.” — Wills Hapworth '07, founding alumnus and senior TIA consultant*

This year, 90 students, two alumni, and two community members participated in the TIA Incubator, creating ventures that solve problems in the for-profit space, nonprofit sector, on campus, and in the local community. The incubator continues to attract a wide cross section of students.

52% women

48% men

33% students of color

Monthly workshops were redesigned to increase student and mentor engagement, add greater interactivity, and foster stronger community bonds between teams. These changes supported the development of participants' entrepreneurial competencies, including critical thinking, strong communication, problem-solving, and perseverance.

The program also began developing a more formal structure for the 200-level entrepreneurs, or those who return to the incubator for a subsequent year. Initial efforts received positive feedback and will be rolled out through monthly topical workshops in the year ahead.

The adoption of Slack as the incubator's official communication channel facilitated conversations, collaboration, and accountability. It also helped ensure a smooth transition to a COVID 19-required all-virtual learning environment in March.

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*"I learned a lot about myself as a leader, my strengths, weaknesses, and how to work as part*

## *Design Thinking Accelerator*

In August, incubator participants were offered a design-thinking workshop to kick-start their ideas and introduce human-centered design as a method to create fast prototypes and receive feedback. The Innovation Fellows, a group of Colgate students trained in design thinking by Professor Karen Harpp, led this session.

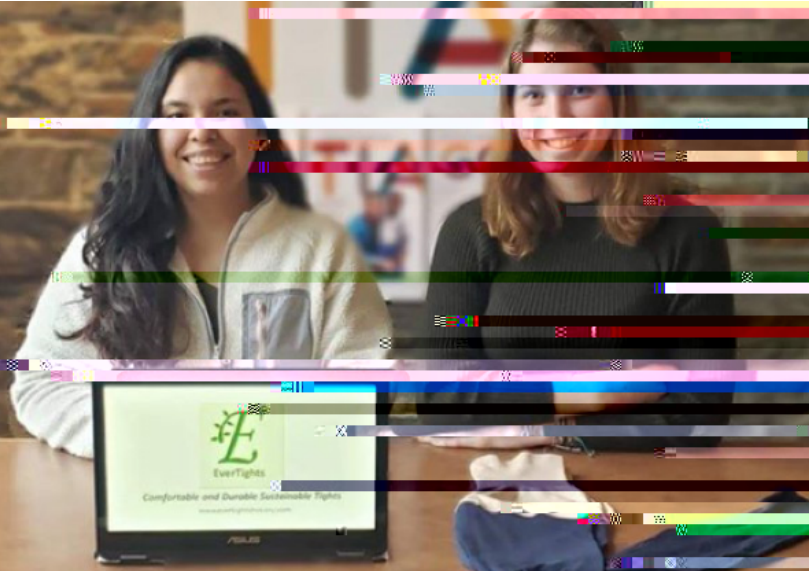
## *Virtual Venture Showcase*

Due to COVID-19, Entrepreneur Weekend plans evolved into a Virtual Venture Showcase. This showcase featured profiles, video pitches, and contact forms for each venture. The showcase received 1,500 visits on launch day and generated numerous meaningful connections for students.

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# Entrepreneurs Fund Summer Accelerator

The eighth annual Entrepreneurs Fund Summer Accelerator transformed into a virtual program instead of the typical Hamilton-based experience. Four ventures led by current students and young alumni — a sustainable panty hose manufacturer, a cause-based advertising technology company, a video game design company, and a travel software company — each received \$7,500 in non-dilutive grant funding and seven weeks of hands-on mentorship from TIA mentors and staff. This program has now awarded more than \$500,000 to 40 teams since 2013.



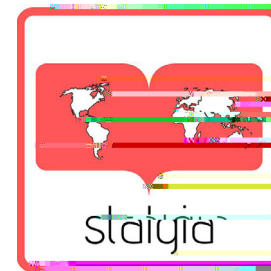
**CLOVO** cofounders Monica Dimas '19 and Megan Martis '20 completed the first production run of their sustainable panty hose, EverTights, and launched a successful \$10,000 Kickstarter campaign.

“Capital from the Entrepreneur’s Fund was crucial in making our product a reality, as it helped us complete our first round of EverTights. Our first 2,000 units are being shipped to our distribution center for fulfillment, and we plan to use our margins for future rounds of EverTights. The consistent feedback and support from our TIA mentors have been a huge contributor to our Kickstarter campaign’s success.”

— Megan Martis '20 and Monica Dimas '19



**Stamp** is a marketing company that makes it easier for businesses to engage with young people and increase their social favorability by sponsoring donations in exchange for a customer interaction.



**Stalgia**, founded by Eric Fishbin '20, Jeremy Harwin '20, Tristan Niskanen '20, and Spencer Spitz '21, is the scrapbook of the future, helping travelers capture memories of their travels in visceral detail so they can call on them at any point in the future, to enjoy and share with friends.

**Far Owl Studios**, founded by Kai Davis '23 and Grace Merelda, designs and creates video games that take time-tested best practices from the gaming industry and puts their own fresh take on them. Their international team is composed of diverse creators from around the world, including England, Egypt, and Russia.



*Being connected with world-class mentors has helped me tremendously. These conversations have allowed me to get a better grasp of my business and overcome the challenges of getting games to market.*

*Kai Davis '2*

## *Interdisciplinary Workshop Series*

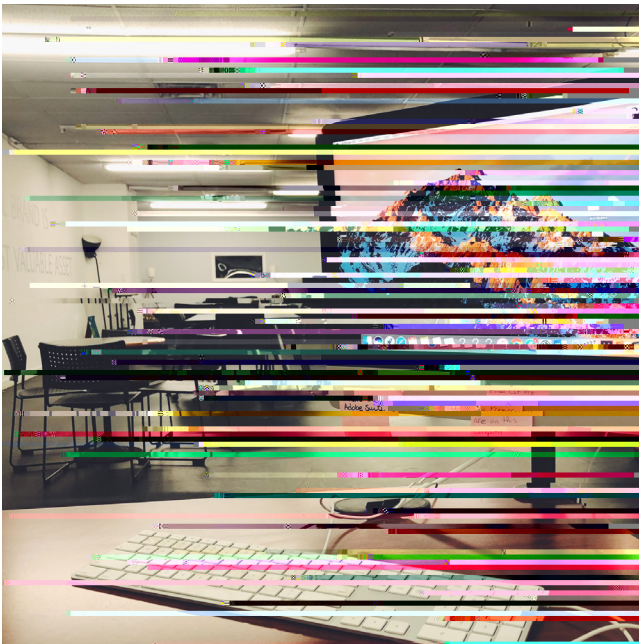
Many students outside of the TIA Incubator are excited to test the waters of creating novel solutions to



# *Downtown Coworking Space and Community Partnership*

This year ushered in an exciting new era for TIA's coworking facility at 20 Utica Street, which opened to community coworking members and launched programming to support both TIA students and local entrepreneurs. These changes were catalyzed when the Partnership for Community Development, Hamilton's economic development organization, received a \$625,000 grant from Empire State Development's New York State Business Incubator Program to expand and strengthen Hamilton's entrepreneurial ecosystem.

In winter 2019, the Partnership for Community Development secured a second grant to replace 18-20 Utica Street with a new building. This new construction will offer coworking and retail space on the ground level and apartments for local professionals on the floors above.



## ***TIA Mentors and Advisers***

Thank you to all the volunteers who generously shared their time to support ventures in the TIA Incubator and Entrepreneurs Fund Summer Accelerator. In particular, thank you to the following mentors who served as ongoing venture mentors for participants in the TIA Incubator:

Oak Atkinson '87  
Deborah Benton P'23  
Gordon Brott  
Hamilton Colwell '01  
Julie DeLoca '91  
Haley Del Plato '14  
Thomas Dunne P'20,'21  
Andres Echenique '83  
Debra Forstenzer  
Bob Gold '80, P'15  
Andy Greenfield '74, P'12  
Lauren Gro '97

Reuben Hendell '82, P'18  
Leigh Herzog '13  
Brian Horey '82, P'21  
Jon Klein P'23,'24  
Bruce Knecht '80  
Nick Laub '16

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