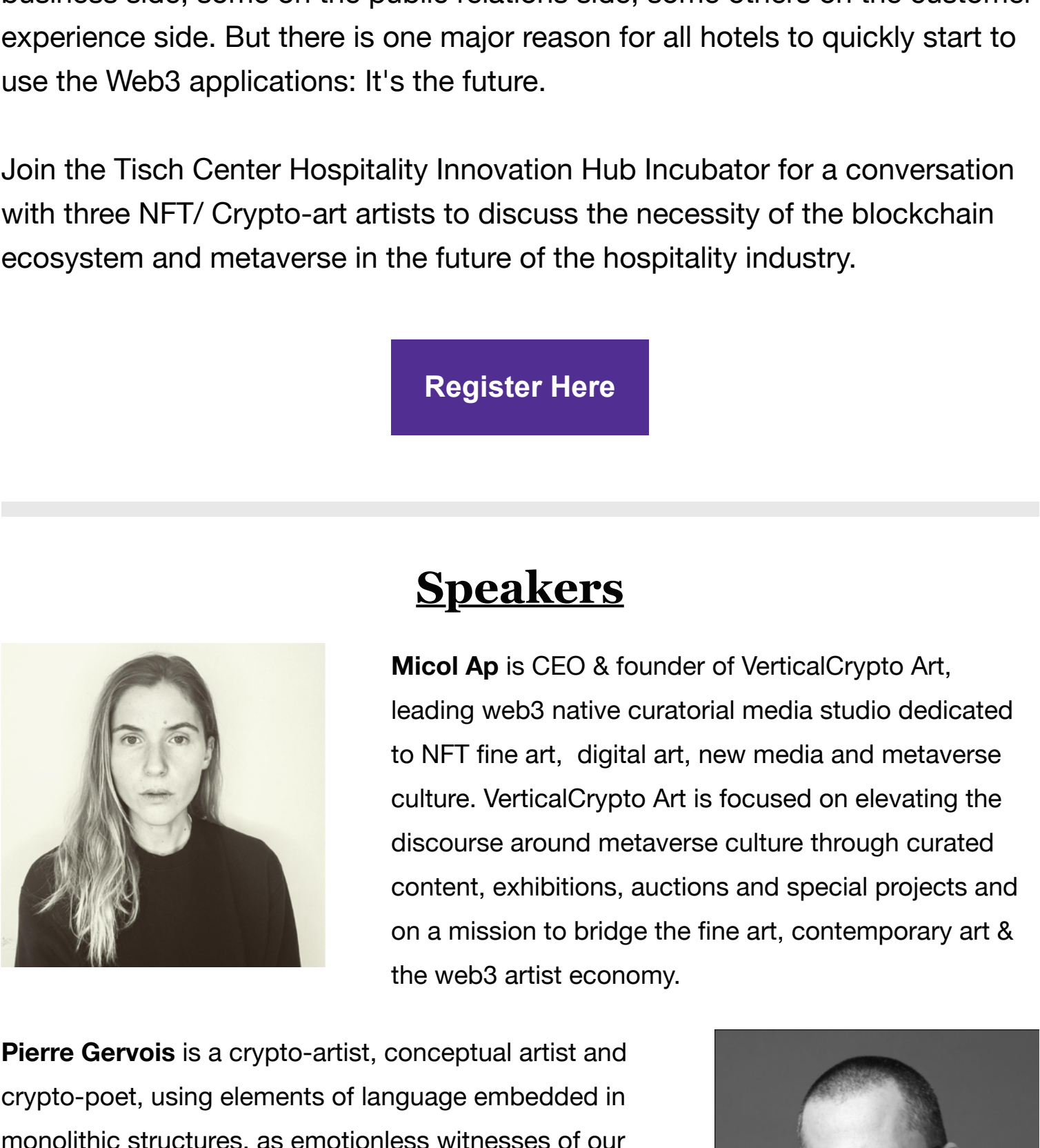


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February 2022

Dear Mentors, Investors, and Entrepreneurship Students,

Welcome to the first edition of our monthly HI Hub Incubator newsletter! Each month we will be sharing exciting articles relating to the world of entrepreneurship as well as information on upcoming events hosted by the Hospitality Innovation Hub Incubator. We are eager to share this exciting information and look forward to connecting with you all soon.



Hospitality Industry and the Metaverse

March 10th | 11AM - 12:30PM

There are multiple good reasons for the hospitality industry to embrace blockchain technology and use the Metaverse's opportunities, some on the business side, some on the public relations side, some others on the customer experience side. But there is one major reason for all hotels to quickly start to use the Web3 applications: It's the future.

Join the Tisch Center Hospitality Innovation Hub Incubator for a conversation with three NFT/ Crypto-art artists to discuss the necessity of the blockchain ecosystem and metaverse in the future of the hospitality industry.

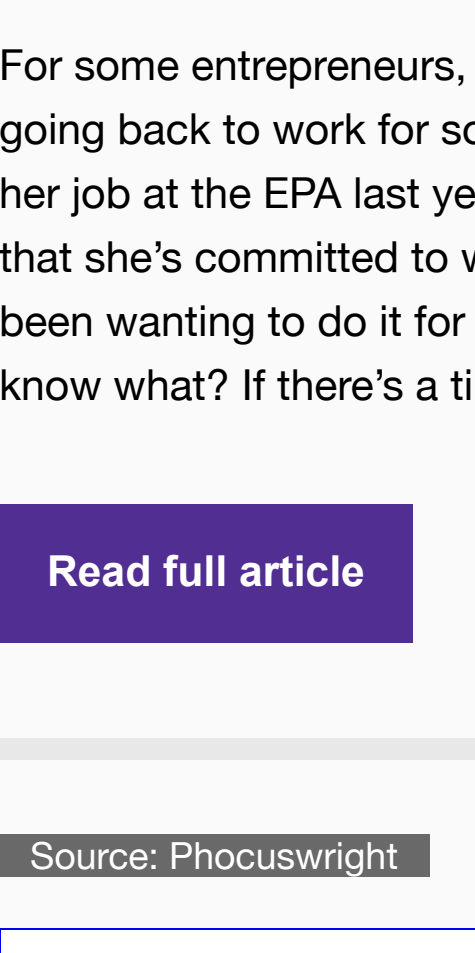
[Register Here](#)

Speakers



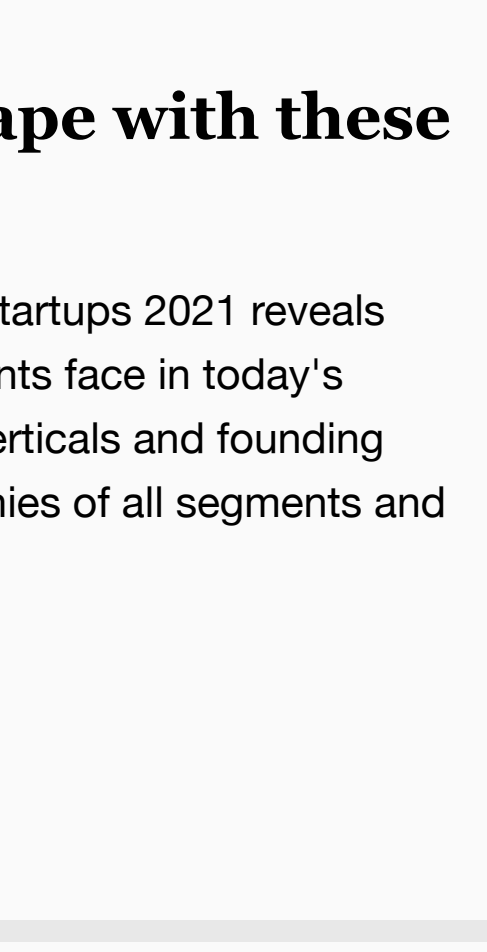
Micol Ap is CEO & founder of VerticalCrypto Art, leading web3 native curatorial media studio dedicated to NFT fine art, digital art, new media and metaverse culture. VerticalCrypto Art is focused on elevating the discourse around metaverse culture through curated content, exhibitions, auctions and special projects and on a mission to bridge the fine art, contemporary art & the web3 artist economy.

Pierre Gervois is a crypto-artist, conceptual artist and crypto-poet, using elements of language embedded in monolithic structures, as emotionless witnesses of our society. He produces documentary films and TV series about art and cultural travel and is an Adjunct Professor of Tourism Public Relations and communications at NYU's School of Professional Studies since 2020.



Fanny Lakoubay is a French-born, New-York-based digital art advisor and curator with 14 years of experience in art, technology and finance. Since 2018, she has been advising NFT projects, artists and collectors. She also writes about NFTs in French and American publications, speaks about the intersection of art and tech at conferences around the world, and teaches at Sotheby's Institute of Art in New York City.

Nobu Iguchi is a Co-Founder and Managing Partner at Agya Ventures, a real estate tech focused VC based in NYC. Prior to Agya Ventures, Nobu worked at Bridgewater Associates, as a senior investment professional on the micro equities team. Nobu holds a BS in Chemistry from Yale College and an MBA from Harvard Business School.

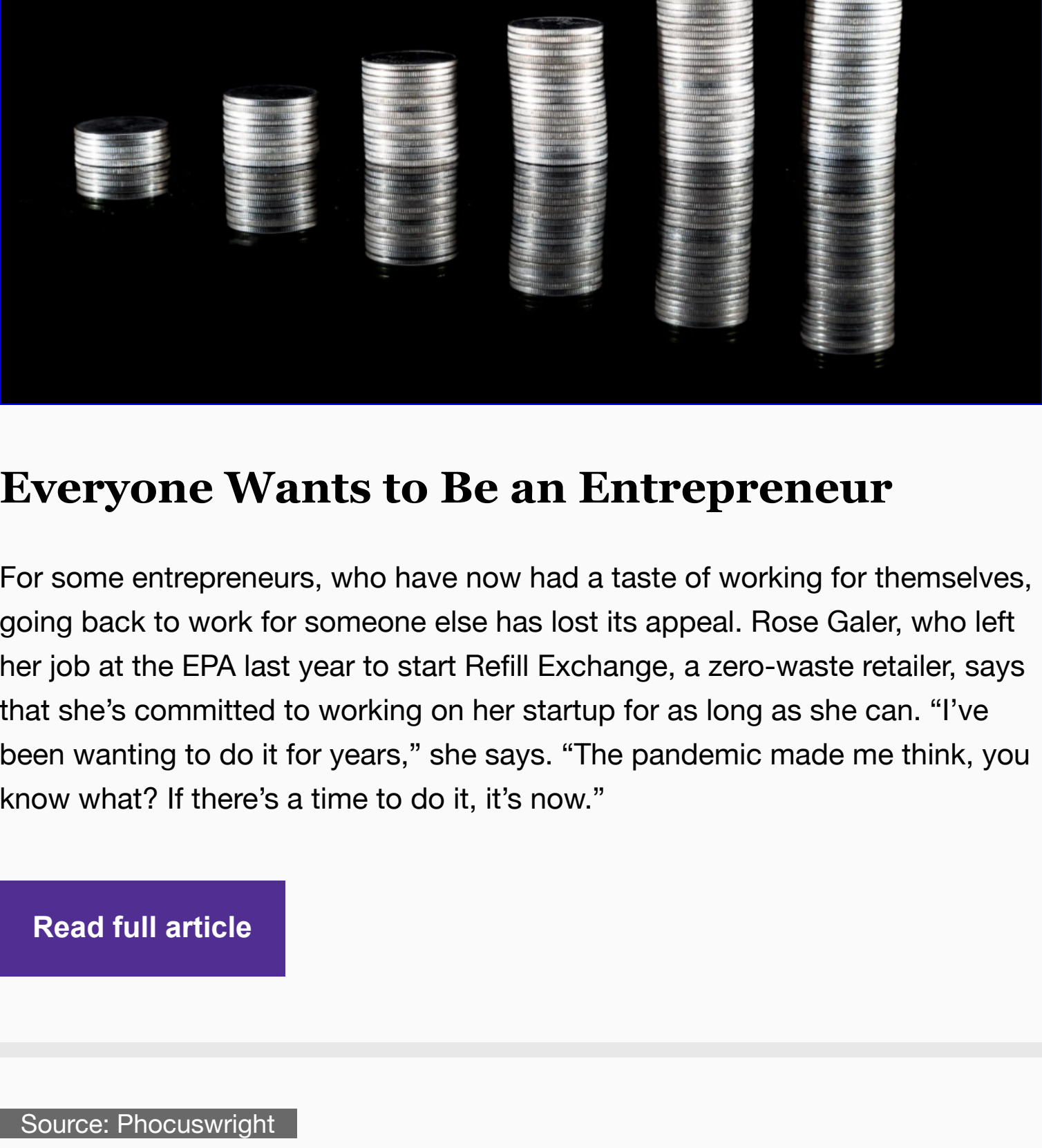


Moderator



Dr. Recep "Richie" Karaburun, aka "Dr. K", is a Clinical Assistant Professor of Hospitality and Tourism at the NYU SPS Jonathan M. Tisch Center for Hospitality and Tourism. With more than two decades of experience in the travel industry, Karaburun is recognized as an industry expert in helping travel companies start and develop a growth strategy and business.

Source: Business News Daily

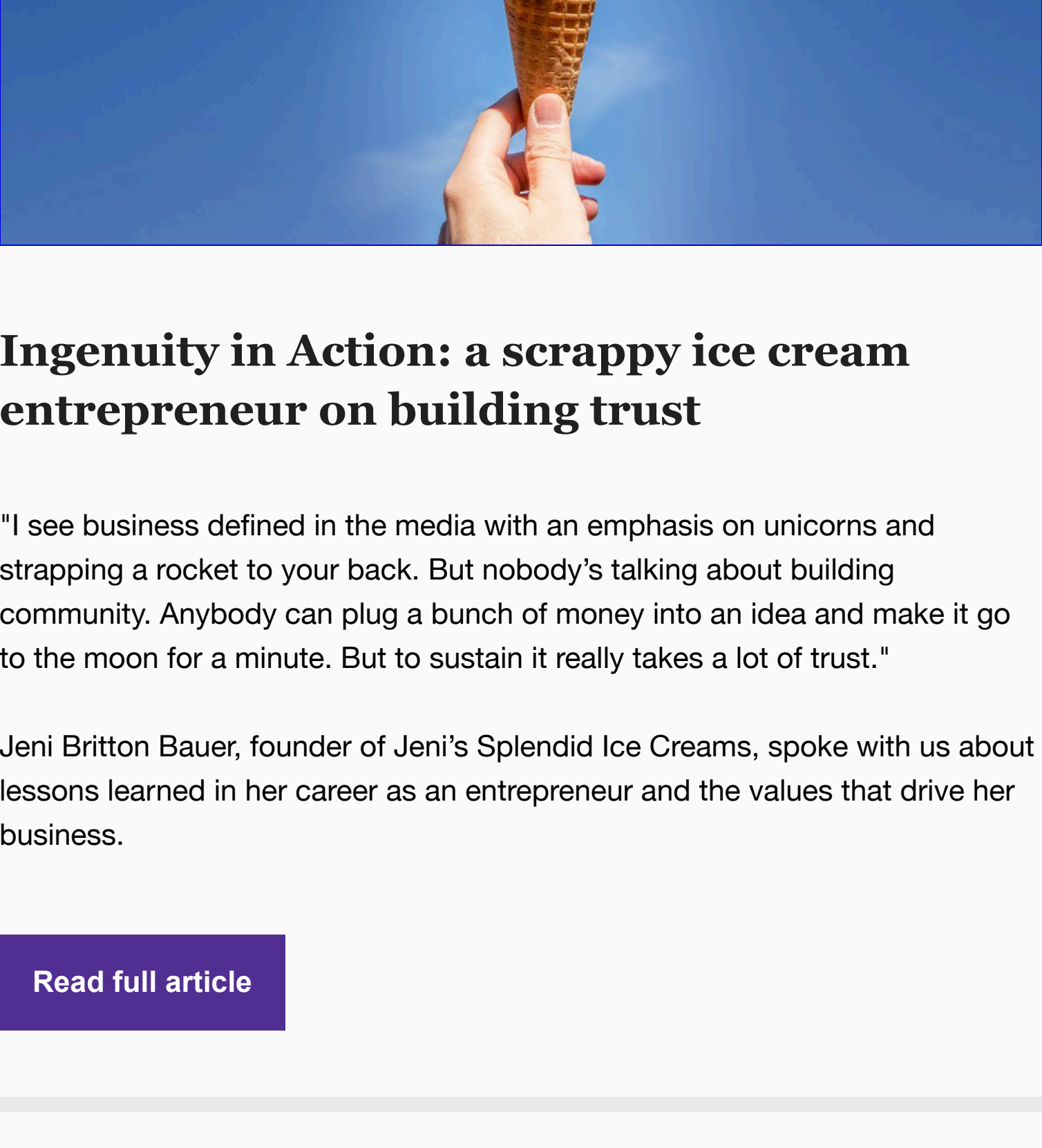


Entrepreneurship Defined: What It Means to Be an Entrepreneur

The road to entrepreneurship is often a treacherous one filled with unexpected detours, roadblocks and dead ends. There are lots of sleepless nights, plans that don't work out, funding that doesn't come through and customers that never materialize. It can be so challenging to launch a business that it may make you wonder why anyone willingly sets out on such a path.

[Read full article](#)

Source: WIRED

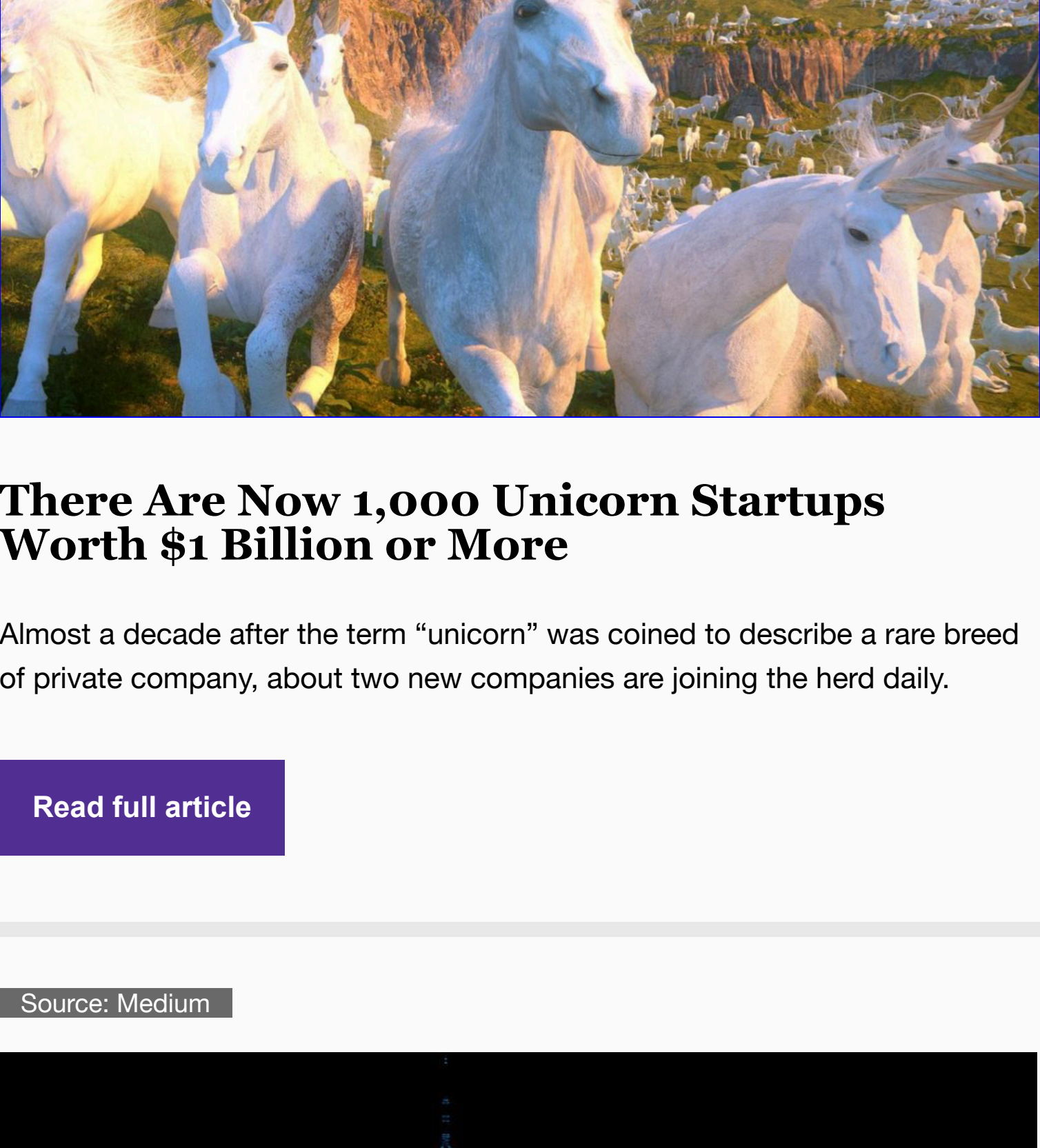


Everyone Wants to Be an Entrepreneur

For some entrepreneurs, who have now had a taste of working for themselves, going back to work for someone else has lost its appeal. Rose Galer, who left her job at the EPA last year to start Refill Exchange, a zero-waste retailer, says that she's committed to working on her startup for as long as she can. "I've been wanting to do it for years," she says. "The pandemic made me think, you know what? If there's a time to do it, it's now."

[Read full article](#)

Source: Phocuswright

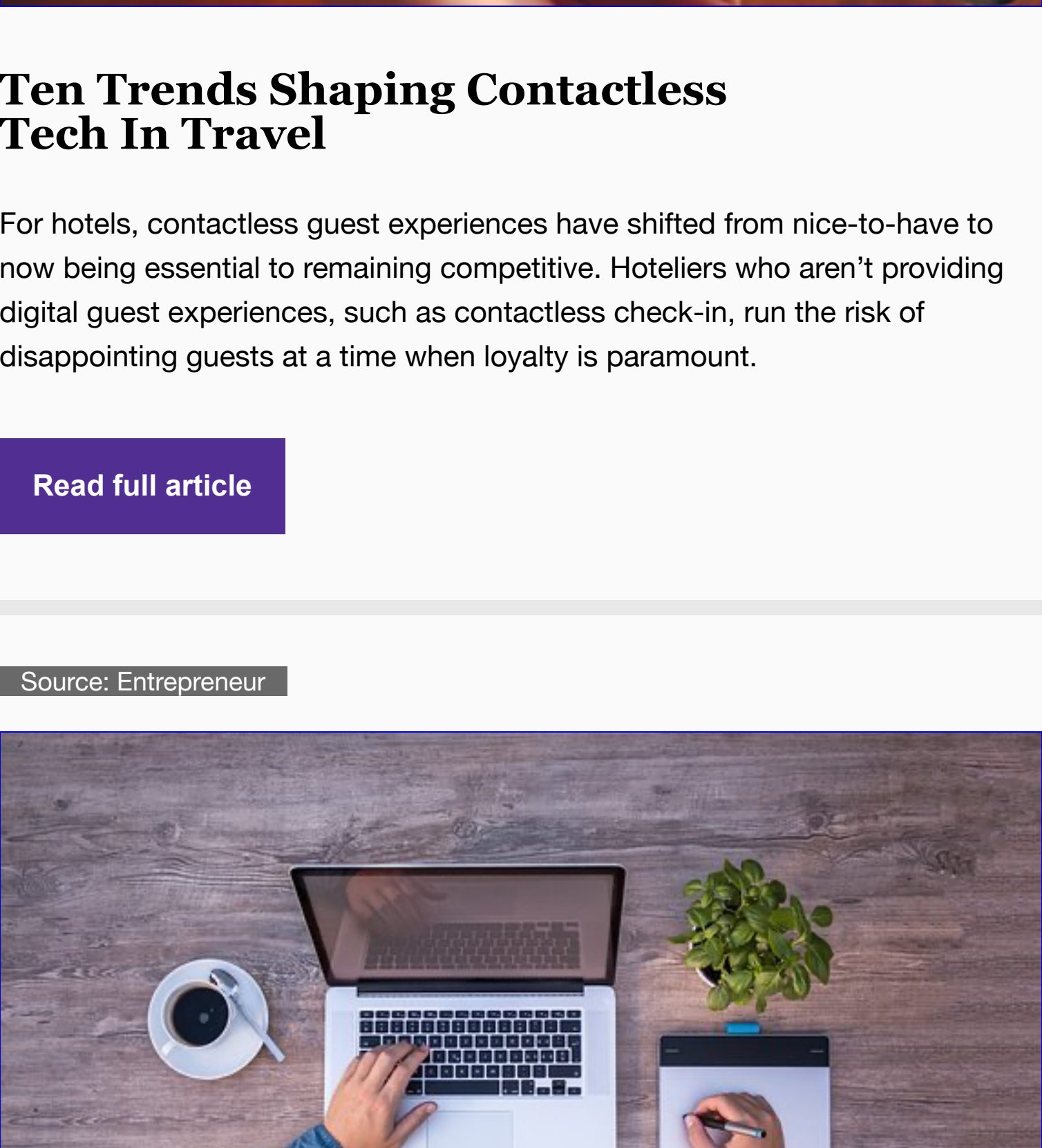


Understand the startup landscape with these 10 findings

Phocuswright's latest analysis of the State of Travel Startups 2021 reveals unique trends, problems and solutions that new entrants face in today's industry. The story of funding, acquisitions, favored verticals and founding geographies portray an evolving industry that companies of all segments and stages should pay attention to.

[Read full article](#)

Source: EY



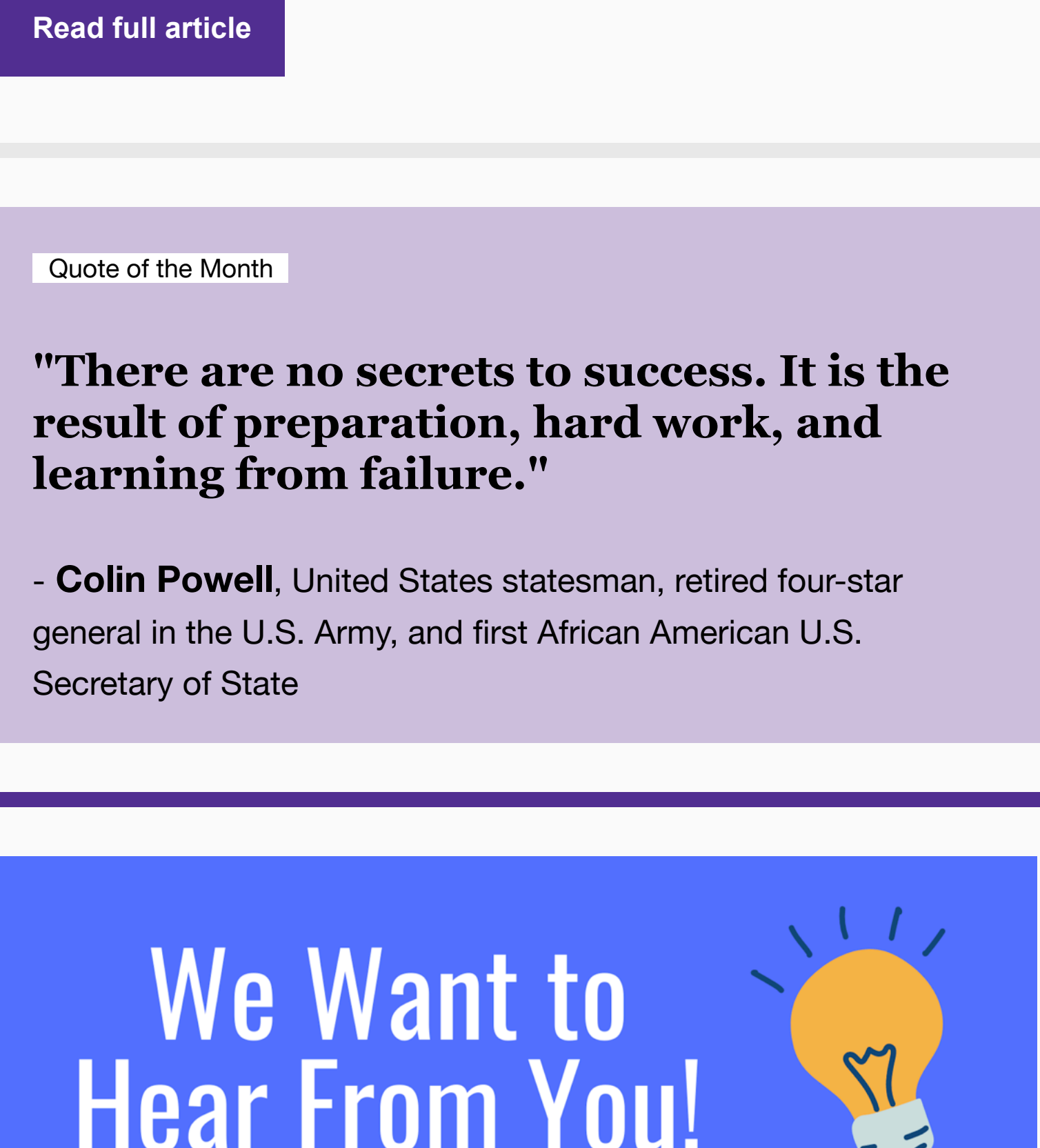
Ingenuity in Action: a scrappy ice cream entrepreneur on building trust

"I see business defined in the media with an emphasis on unicorns and strapping a rocket to your back. But nobody's talking about building community. Anybody can plug a bunch of money into an idea and make it go to the moon for a minute. But to sustain it really takes a lot of trust."

Jeni Britton Bauer, founder of Jeni's Splendid Ice Creams, spoke with us about lessons learned in her career as an entrepreneur and the values that drive her business.

[Read full article](#)

Source: Entrepreneur



Habits You Need to Develop for Greater Productivity

Productive people have one thing in common: a solid routine consisting of small habits that help them to keep a healthy mindset and lifestyle. For many successful people, these habits didn't take long to incorporate into their routine. Research has shown that a habit takes approximately 21 days to become normal behavior. So, here are some habits you can start practicing to become more productive.

[Read full article](#)

Source: Bloomberg

There Are Now 1,000 Unicorn Startups Worth \$1 Billion or More

Almost a decade after the term "unicorn" was coined to describe a rare breed of private company, about two new companies are joining the herd daily.

[Read full article](#)

Source: Medium

Metaverse For Real Estate: A Memo

Termed as an \$8 Tn opportunity, the metaverse holds the promise of altering our relationship with the internet. Yet, in the midst of this buzz, there is veritable skepticism and questions around what is the metaverse, how does it truly impact real estate, and how much of this is hype versus reality.

[Read full article](#)

Source: PhocusWire

Ten Trends Shaping Contactless Tech In Travel

For hotels, contactless guest experiences have shifted from nice-to-have to now being essential to remaining competitive. Hoteliers who aren't providing digital guest experiences, such as contactless check-in, run the risk of disappointing guests at a time when loyalty is paramount.

[Read full article](#)

Source: Entrepreneur



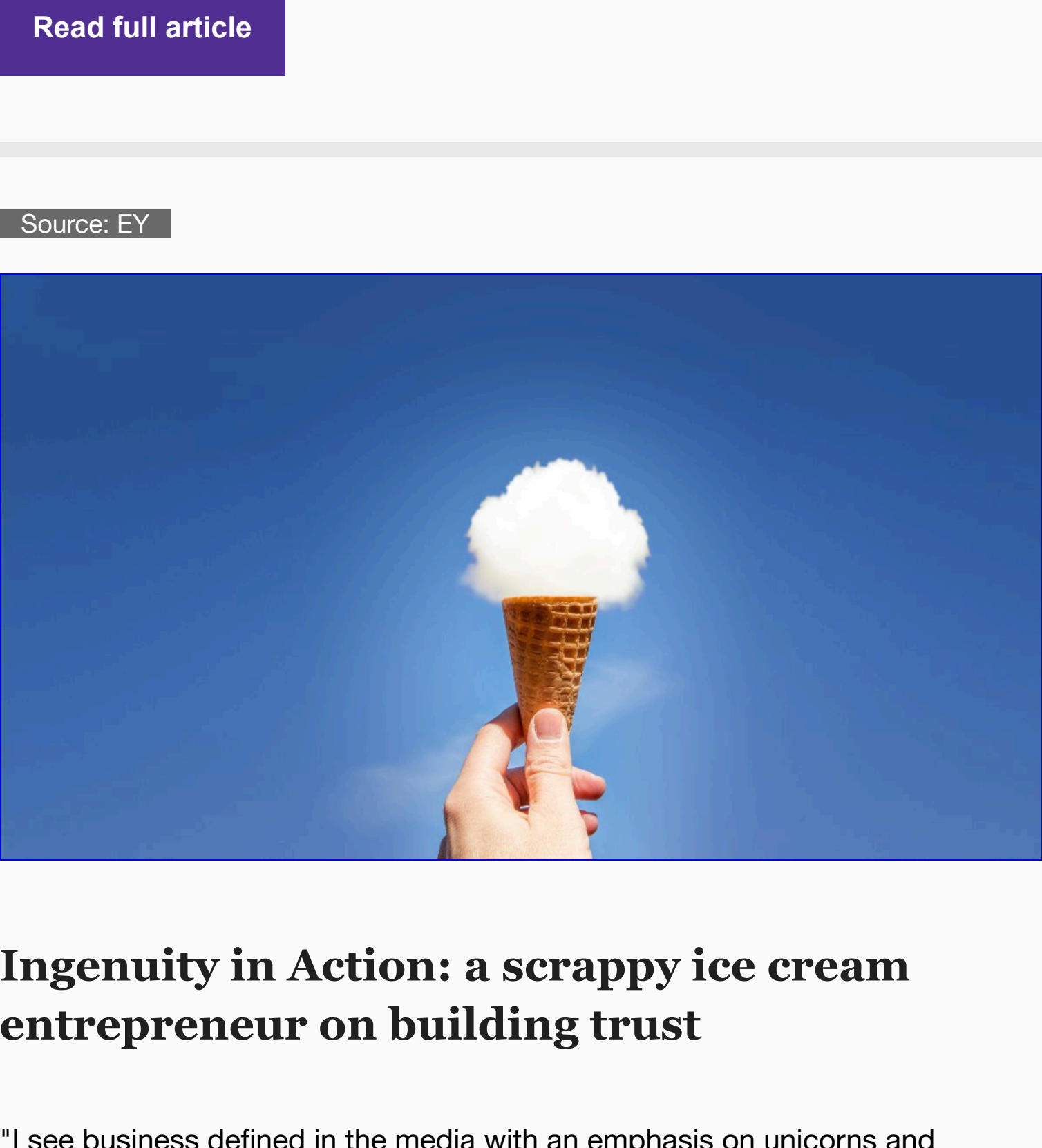
How to Start a Website-Flipping Side Hustle

We're all familiar with the concept of flipping homes in a competitive real-estate market. The process of flipping a home takes months, even years, but the long-term rewards are endless.

Similarly, a website can be flipped for maximum rewards. A website that has potential can be spruced up, grown exponentially and sold for a profit. It's the same concept, except you're investing in a different kind of real estate. It's digital real estate.

[Read full article](#)

Source: Entrepreneur



The Complete Guide to Creating a Customer Referral Program That Boosts Sales and Loyalty

Customer referral marketing, one of the most potent tools under customer engagement, must be considered long-term plans. This method gives marketers the chance to consolidate customers and reinforce brand loyalty, increasing revenues. These 1:1 customer referral programs have been more successful compared to broadly advertised campaigns.

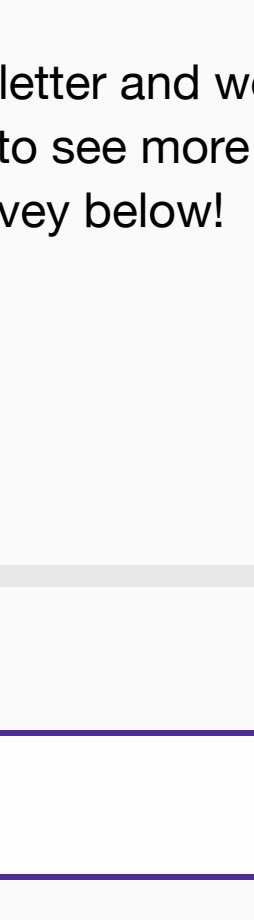
[Read full article](#)

Quote of the Month

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

- **Colin Powell**, United States statesman, retired four-star general in the U.S. Army, and first African American U.S. Secretary of State

We Want to Hear From You!



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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