

# Hi Hub incubator

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March 2023

Dear Mentors, Investors, and Entrepreneurship Students,

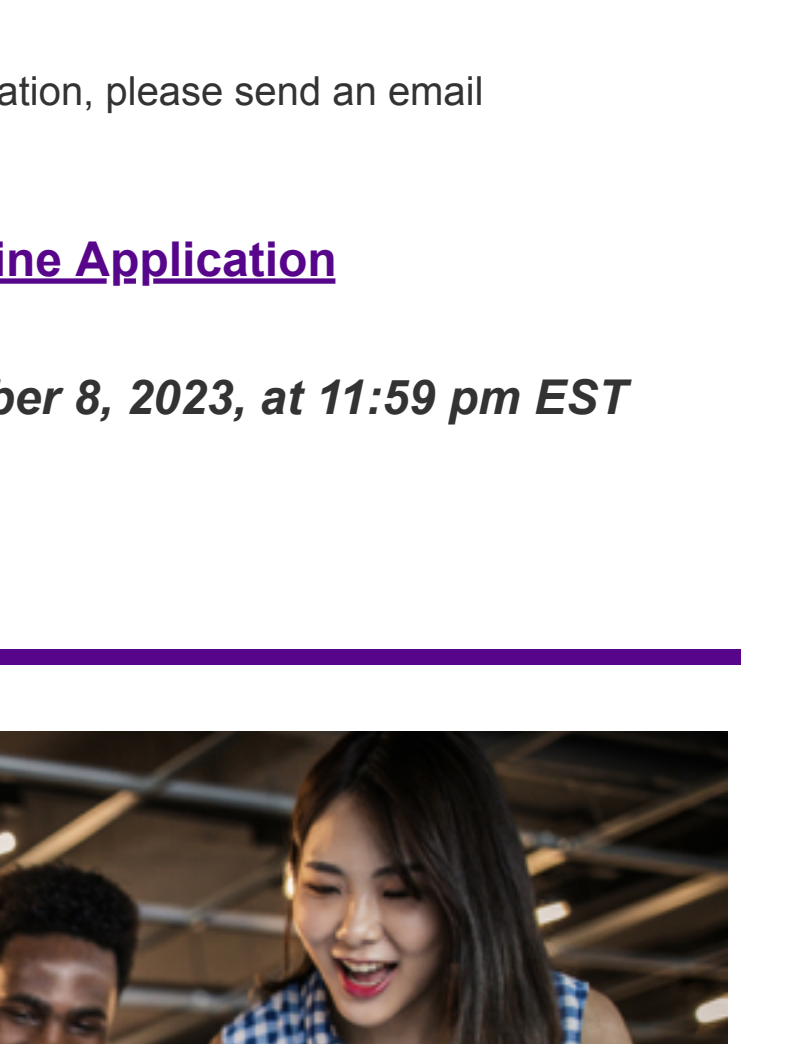
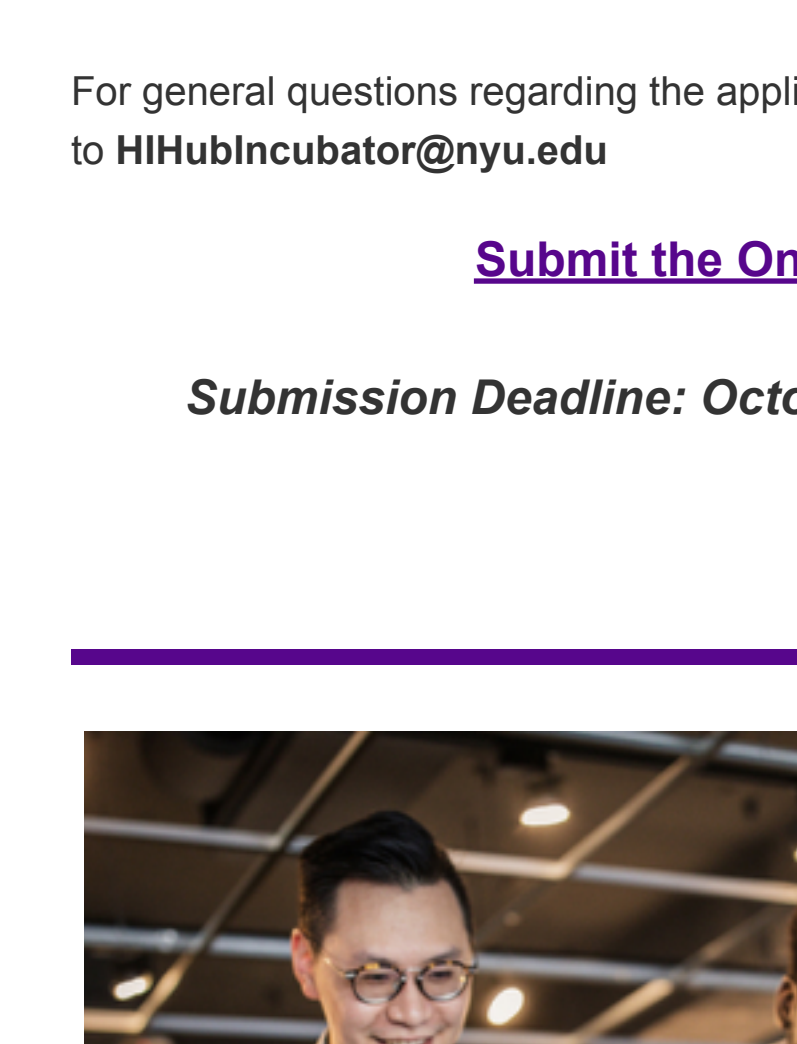
Welcome to the March edition of the Hi Hub newsletter!

We have been busy organizing great events for all students and alumni this month - in this letter you will have the opportunity to learn more about these activities and events, we hope to see you there!

Thank you for your support and, as always, please let us know if you have any questions or concerns. I can be reached at rk104@nyu.edu

Best regards,

Dr. K



## Call for Application to the NYU Tisch Center of Hospitality Innovation Hub Incubator Program 2023 Cohort

The HI Hub Incubator Program will now run as a **6-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 **\$20,000 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, hospitality, and technology industry can apply to join our incubator program for free.

For general questions regarding the application, please send an email to [HIHubIncubator@nyu.edu](mailto:HIHubIncubator@nyu.edu)

[Submit the Online Application](#)

**Submission Deadline: October 8, 2023, at 11:59 pm EST**



## Virginia Tech Founders Circle Tours the Tisch Center's Hospitality Innovation Hub

Recently, Richie Karaburun, clinical professor and director of the Hospitality Innovation (HI) Hub at the NYU SPS Jonathan M. Tisch Center for Hospitality, led students from the Virginia Tech Founders Circle on a tour of the co-learning spaces at the HI Hub where they heard more about the many programs and events offered by the Incubator.

[Read the full article on the HI Hub website](#)

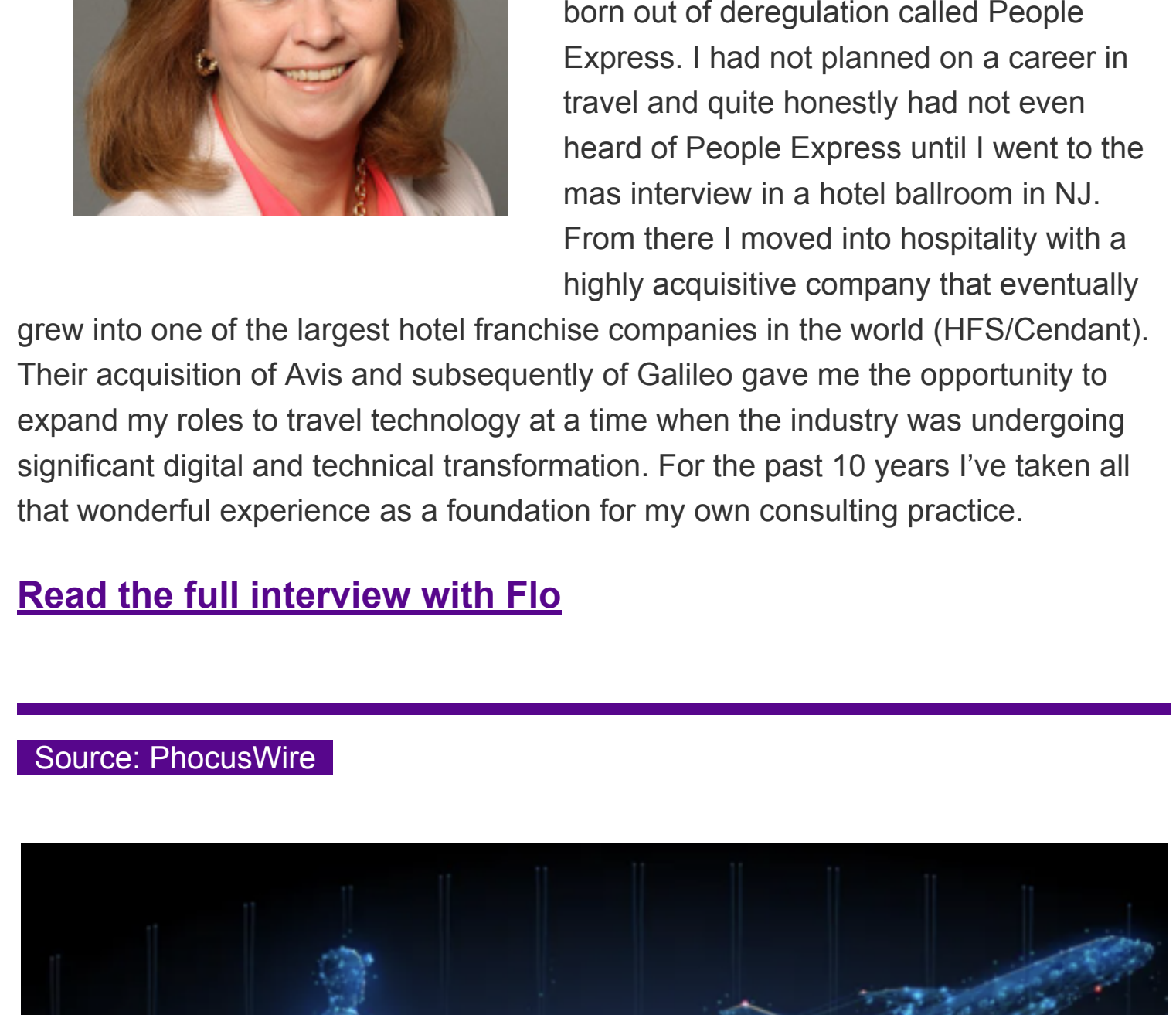
## Upcoming Events



Join one of our bi-weekly open house information sessions to learn more about the many resources available through the Tisch Center's Hospitality Innovation Hub to **plan, launch, manage, and grow your business**, starting February 27th!

Every other Monday from 3PM to 4PM. Join us either in person at the HI Hub Incubator (7th Floor, 7E 12th Street, NY) or via Zoom.

[RSVP on the HI Hub website](#)



Join us for an educational workshop on Go-to-Market (GTM) strategies with emphases on startups and international companies trying to enter and scale in U.S. markets, led by NYU Adjunct Professor, Matthew Sawyer.

Learning Outcomes:

1. **Learn the functions and elements of an effective Go-to-Market (GTM) strategy**
2. **Be able to apply learning to develop a GTM strategy**

**April 17th at 2PM - 5PM in the HI Hub, 7th Floor, 7E 12th St**

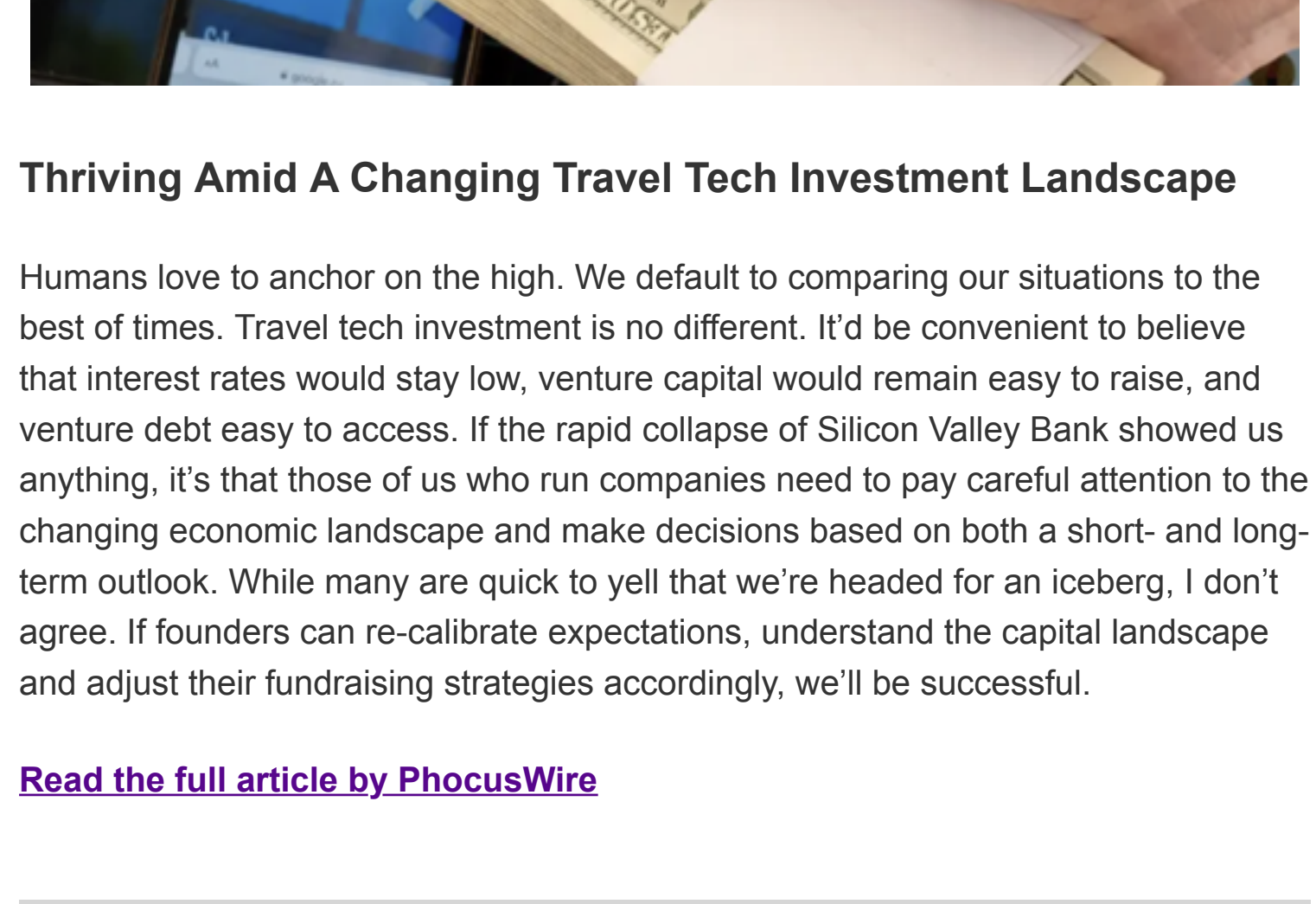
[RSVP to the event here](#)



Join us for our first annual Idea Hackathon powered by Tech4TH, engineered to give students hands-on experience with real-world challenges in the hospitality vertical and generate Return on Imagination.

**April 11th & 18th at 11AM - 2PM in room 321, 3rd Floor, 7E 12th St**

[RSVP to the event here](#)



Join us for a talk with Carly Chase, Adjunct Professor teaching entrepreneurship at Columbia Business School and a Vice President at U.S. News, on **What entrepreneurship can do for YOU and how you can get started**.

You will walk away from this talk with:

- Inspiration and instruction on how and why entrepreneurship can be helpful throughout your life and career
- Questions to consider before starting a new venture
- Tactics for conducting your initial primary market research

**April 25th at 2PM - 3:30PM in the HI Hub, 7th Floor, 7E 12th St or via Zoom**

[RSVP to the event here](#)

## Get to Know Your Mentors & Investors!



### Flo Lugli

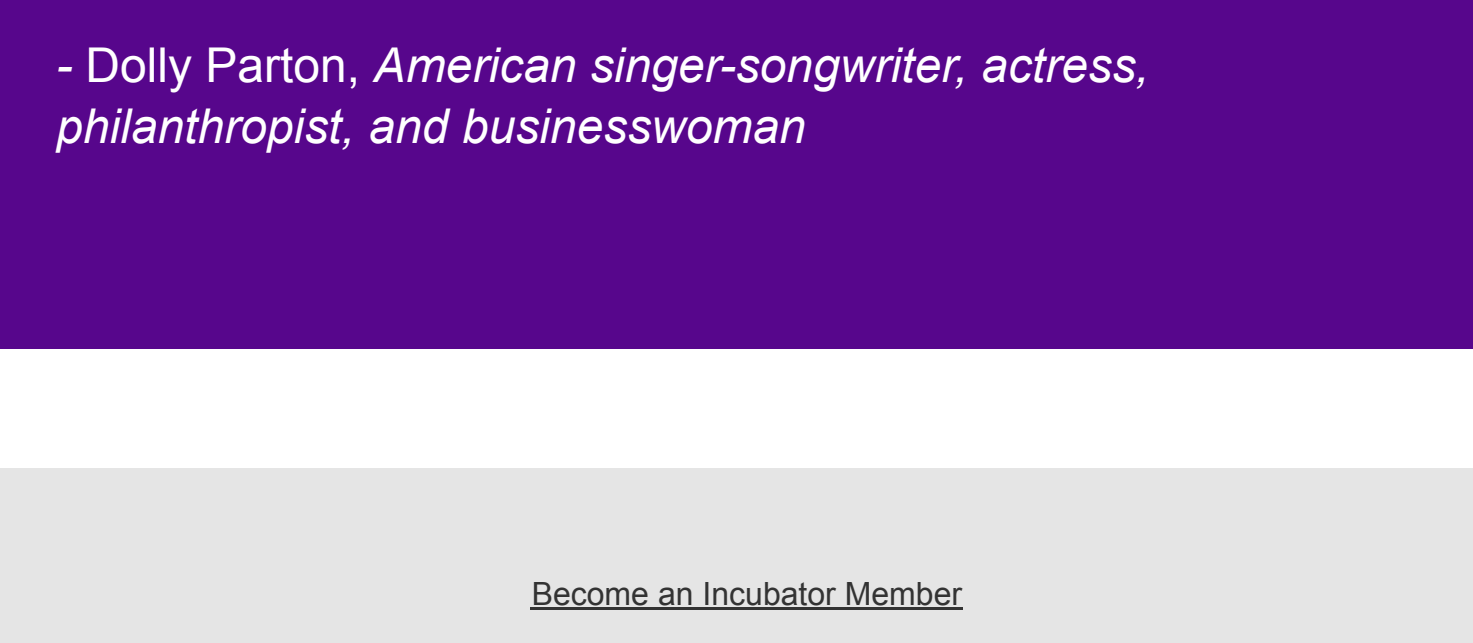
**How has your career path changed up until now?**

I started in the travel industry in the early 1980's working for a start-up airline that was born out of deregulation called People Express. I had not planned on a career in travel and quite honestly had not even heard of People Express until I went to the mas interview in a hotel ballroom in NJ.

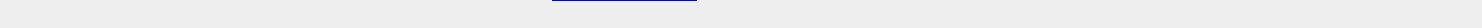
From there I moved into hospitality with a highly acquisitive company that eventually grew into one of the largest hotel franchise companies in the world (HFS/Cendant).

Their acquisition of Avis and subsequently of Galileo gave me the opportunity to expand my roles to travel technology at a time when the industry was undergoing significant digital and technical transformation. For the past 10 years I've taken all that wonderful experience as a foundation for my own consulting practice.

[Read the full interview with Flo](#)



Source: PhocusWire



## Travel Talk: What's Next For Travel Tech

The launch of ChatGPT has supercharged the conversation around artificial intelligence, presenting a wide array of applications for industries of all types, including travel.

In this episode of Travel Talk, thought leaders from throughout Northstar Travel Group examine the myriad ways that this tool, and AI more broadly, is poised to impact many facets of the industry, from developing itineraries to making procurement decisions.

In addition to AI, the panelists discuss other innovations and how they are impacting travel decisions — from the potential of virtual reality and the metaverse to crypto currency and biometric screenings.

[Read the full article by PhocusWire](#)



Source: Entrepreneur



## How Great Entrepreneurs Find Ways to Win During Economic Downturns

Recessions are an opportunity to recalibrate and make great strides in your business while others are unprepared to brave the challenges. Here's how great entrepreneurs can set themselves up for success despite economic uncertainty.

[Read the full article by Entrepreneur](#)



Source: PhocusWire



## Thriving Amid A Changing Travel Tech Investment Landscape

Humans love to anchor on the high. We default to comparing our situations to the best of times. Travel tech investment is no different. It'd be convenient to believe that interest rates would stay low, venture capital would remain easy to raise, and venture debt easy to access. If the rapid collapse of Silicon Valley Bank showed us anything, it's that those of us who run companies need to pay careful attention to the changing economic landscape and make decisions based on both a short- and long-term outlook. While many are quick to yell that we're headed for an iceberg, I don't agree. If founders can re-calibrate expectations, understand the capital landscape and adjust their fundraising strategies accordingly, we'll be successful.

[Read the full article by PhocusWire](#)



Source: TechCrunch



## When It Comes To Early-stage Growth Marketing, It's Often Better To Imitate Than Innovate

When you look at early Uber or Lyft, they were notorious for copying each other on offers, features and more. A recent look at Instagram reveals how they've added new features to their product over the last few years to fend off competitors such as Snapchat (Stories) and TikTok (Reels).

There's a lesson here: If you're not imitating what growth marketing industry leaders are already doing in your vertical as a startup, you're going to be adding months and possibly years of unnecessary testing to your timeline. To be clear, I'm not stating that you should be copying your competitors' website designs and print copy word for word. There's a clear line between copying everything a competitor does exactly and using frameworks outside while adding your own flavor — make sure you do the latter.

[Read the full article by TechCrunch](#)



Source: PhocusWire



## Women-led Travel Startups Talk Challenges, Change, Funding

Every year the gender gap in the workplace closes just a little. That's the good news. The bad news is that at the current rate it will probably take hundreds of years for women to fully be on a par with men.

The pandemic has certainly not helped the situation, and a study on the recent spate of layoffs in technology companies reveals women are disproportionately affected.

But a number of organizations and initiatives, both within and outside of travel, continue to raise the profile of women and minorities and the importance of creating a diverse workplace.

[Read the full article by PhocusWire](#)



## Quote of the Month

*"If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader."*

- Dolly Parton, *American singer-songwriter, actress, philanthropist, and businesswoman*

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NYU School of Professional Studies  
7 East 12th Street 7th Floor  
New York, NY, 10003 US

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