

HI Hub incubator

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January 2023

Dear Mentors, Investors, and Entrepreneurship Students,

Welcome to the January edition of the HI Hub Incubator newsletter!

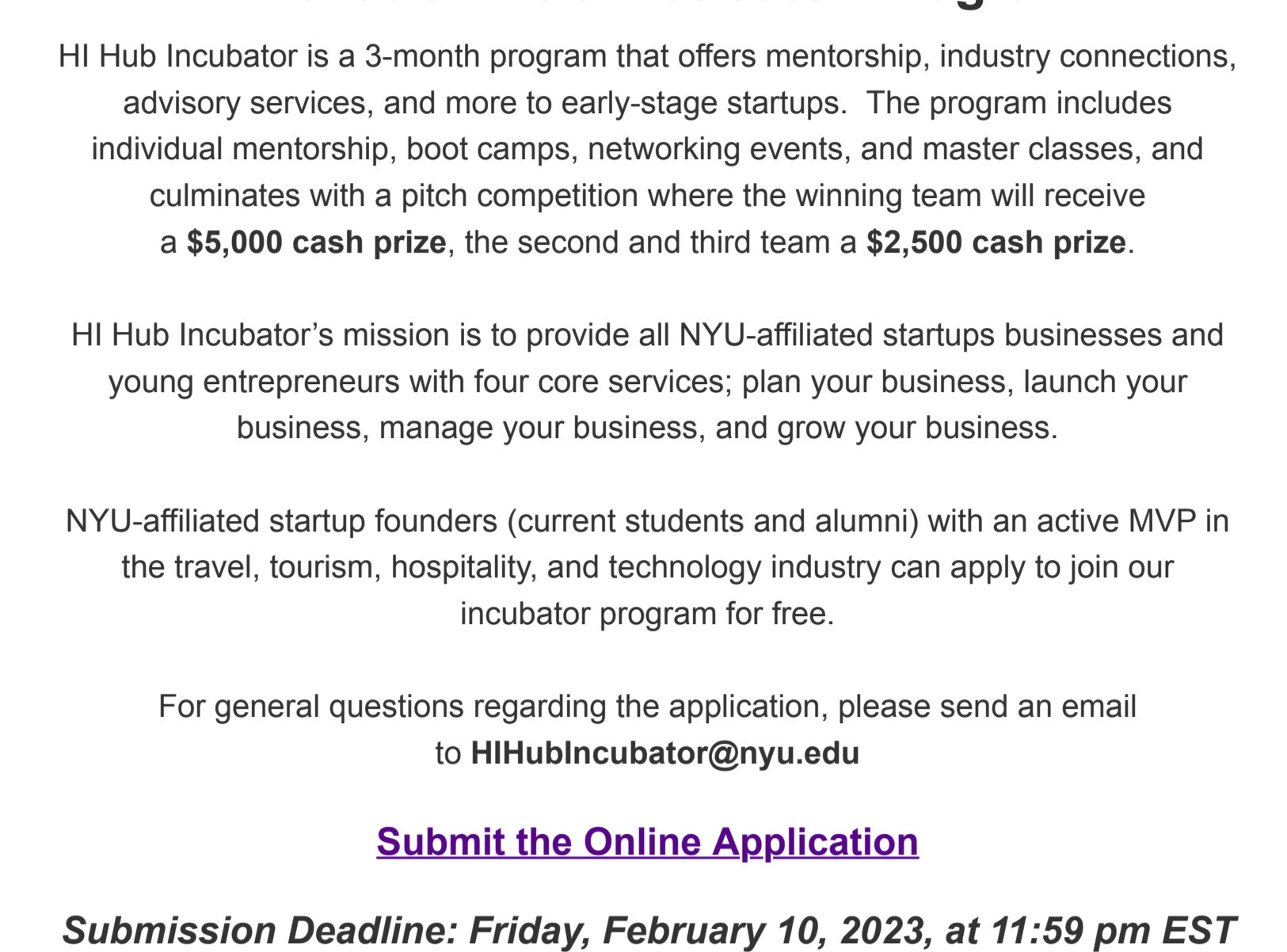
We are very excited about what the new Spring 2023 semester brings. The new year is off to a great start for our incubator with new sponsors and opportunities. Stay tuned for some great events coming up, like our very first Hackathon as well as a master class.

Please enjoy our January newsletter and get to know our mentors and investors through the exclusive interviews below, we will also have interviews with our past cohort members coming soon. As always, feel free to email us any suggestions or ideas on how to improve our program.

Thank you all for your support!

Best,

Dr. K



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

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**.

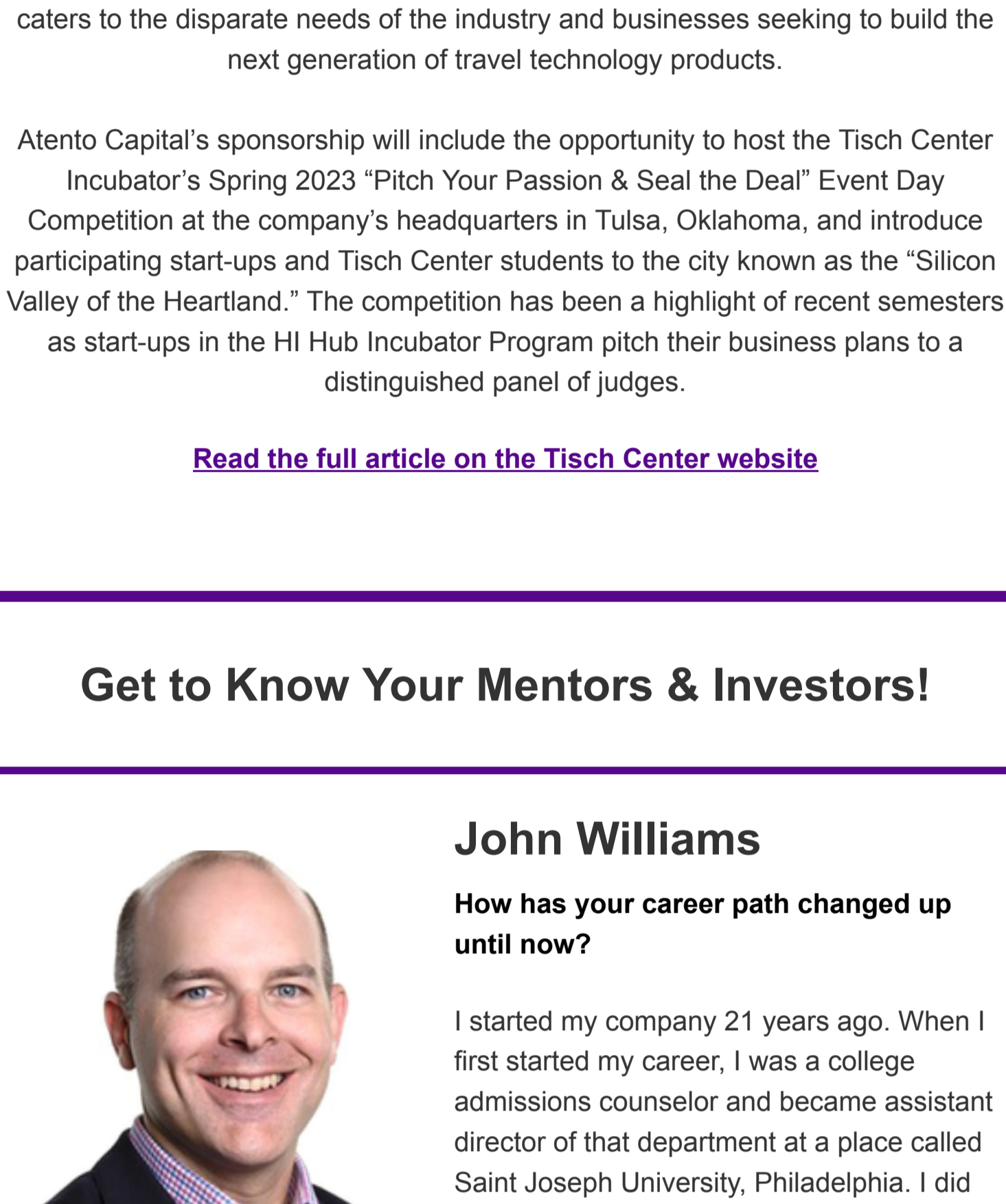
HI Hub Incubator's mission is to provide all NYU-affiliated startups businesses and young entrepreneurs with four core services; plan your business, launch your business, manage your business, and grow your business.

NYU-affiliated startup founders (current students and alumni) with an active MVP in the travel, tourism, 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

[Submit the Online Application](#)

Submission Deadline: Friday, February 10, 2023, at 11:59 pm EST



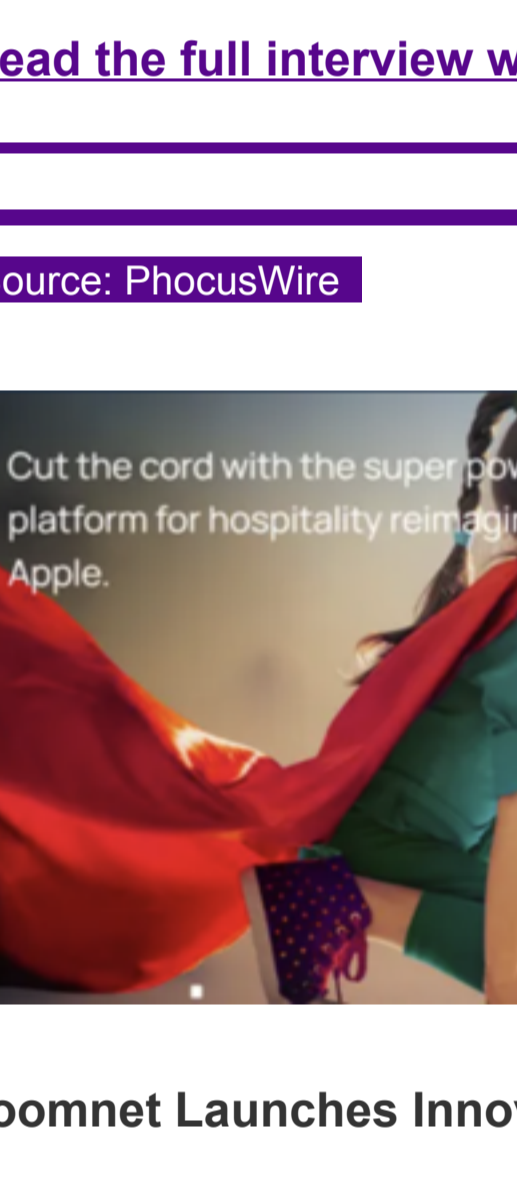
Atento Capital Becomes Platinum Level Sponsor of the NYU SPS Jonathan M. Tisch Center of Hospitality Innovation Hub Incubator

As part of its new HI Hub, the NYU SPS Tisch Center launched the Hospitality Innovation Hub Incubator Program to help NYU-affiliated start-up entrepreneurs and innovators plan, launch, manage, and grow their businesses. The Innovation Hub caters to the disparate needs of the industry and the next generation of travel technology products.

Atento Capital's sponsorship will include the opportunity to host the Tisch Center Incubator's Spring 2023 "Pitch Your Passion & Seal the Deal" Event Day Competition at the company's headquarters in Tulsa, Oklahoma, and introduce participating start-ups and Tisch Center students to the city known as the "Silicon Valley of the Heartland." The competition has been a highlight of recent semesters as start-ups in the HI Hub Incubator Program pitch their business plans to a distinguished panel of judges.

[Read the full article on the Tisch Center website](#)

Get to Know Your Mentors & Investors!



John Williams

How has your career path changed up until now?

I started my company 21 years ago. When I first started my career, I was a college admissions counselor and became assistant director of that department at a place called Saint Joseph University, Philadelphia. I did that for a number of years then I moved into somewhat of a hybrid, helping college or high school athletes put together portfolios for themselves so they could be discovered academically and athletically. It was in the .com times, so as a precursor to all the great websites out there now. Then, I got into the world and changed directions of industries completely and got into hospitality where I started an outsourced concierge company for hotels so that hotels could employ and hire us as the concierge. That evolved then we got into FIT (Free Independent Travel) and into groups and incentives, today I manage the company doing corporate experiences and events incentives throughout the United States.

[Read the full interview with John](#)

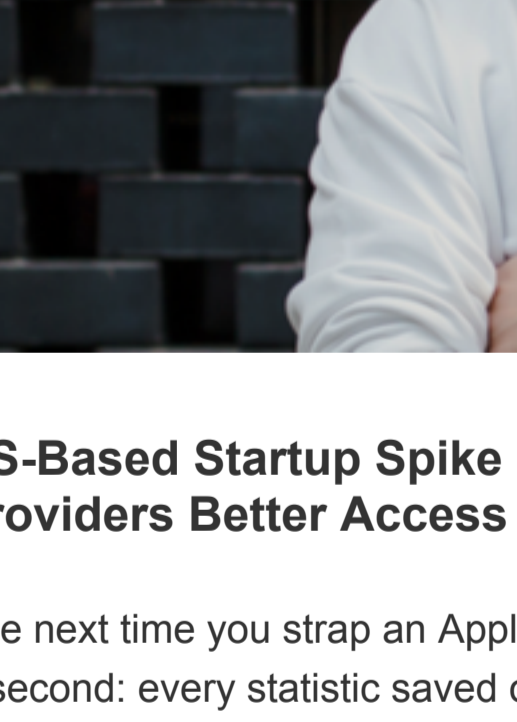


Ron Yariv

How has your career path changed up until now?

On the one hand, after my military service, I decided to work in the hospitality industry and have worked there for forty years. On the other hand, I have worked in different positions, from the waiter to hotel GM. I worked in Europe and the US. I also operated short-term office rental centers, which for me, was putting people in offices vs. people in hotels. Furthermore, in most of my career, I worked for large corporations, Marriott, Hilton, IHG, and Regus. In now I am self-employed. It is a major change from what I was used to in day-to-day work and a completely different state of mind than working for large corporations.

[Read the full interview with Ron](#)



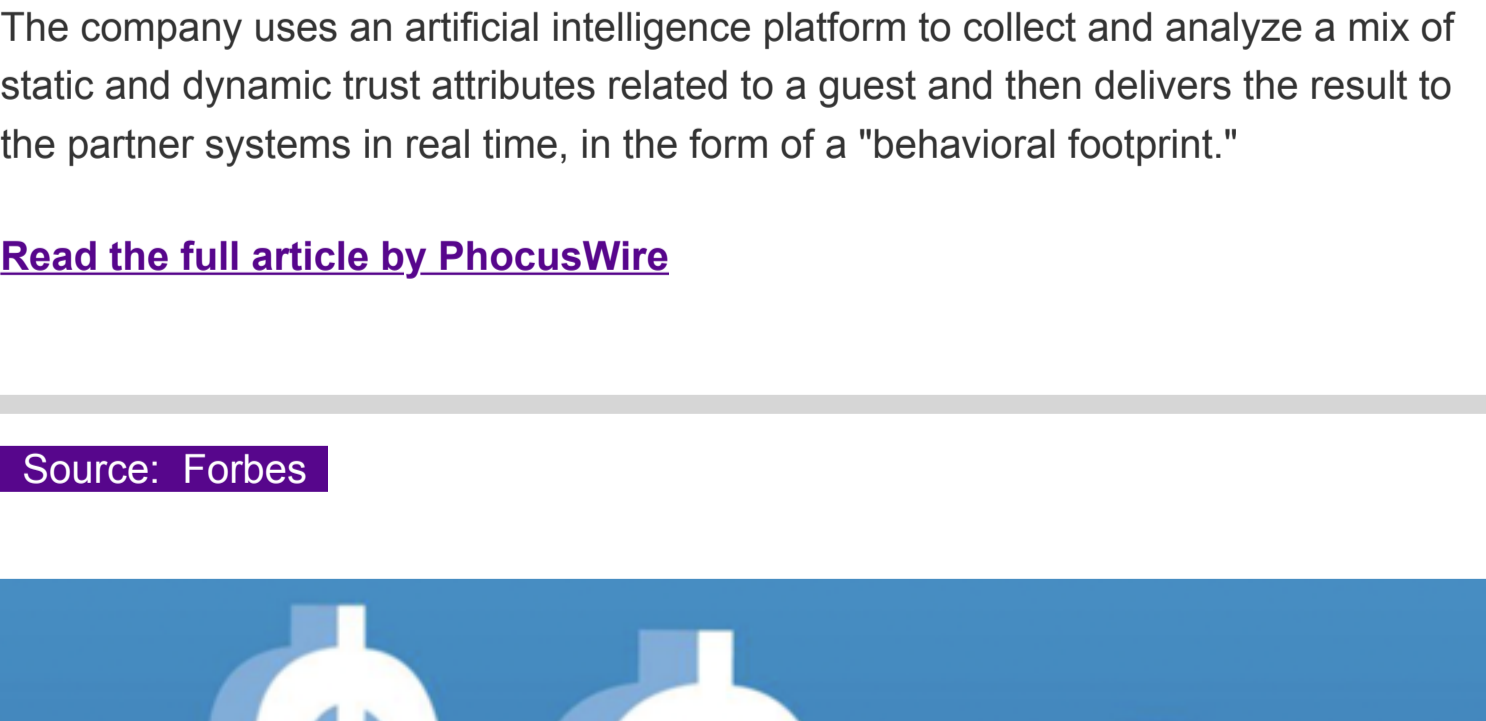
David Falter

How has your career path changed up until now?

I have what is euphemistically called a "portfolio" career. I've had the opportunity to work in venture backed, private equity owned, and large corporations in a broad array of industries. At heart I'm a technology executive who likes building teams and tackling challenging business problems.

[Read the full interview with David](#)

Source: PhocusWire



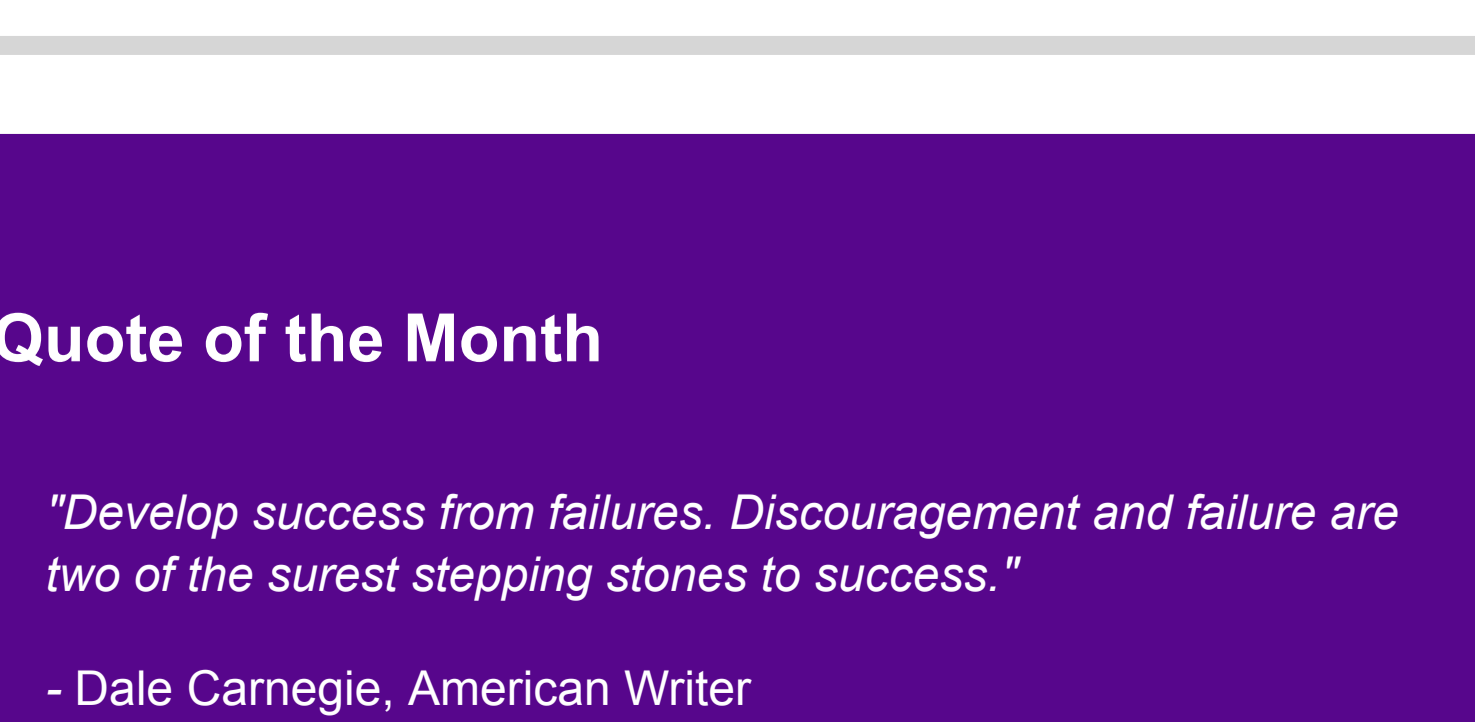
Roomnet Launches Innovation Lab to Develop Hotel Tech

Roomnet, a provider of hotel entertainment and Wi-Fi solutions, has launched an innovation lab in Oxfordshire, England, where it will test and integrate technology the company says will shape the hotels of the future.

Roomnet CEO Darren King says, "We are excited to introduce this new testing and development facility, which will allow us to stay at the forefront of the rapidly evolving hotel technology industry."

[Read the full article by PhocusWire](#)

Source: Medium



Scalability vs. Pace

Most software startups set out to build a scalable business model and aim to show a high pace in the growth of various key metrics, e.g. ARR. Unfortunately, building for scale and keeping a high pace don't always go hand in hand.

[Read the full article by Medium](#)

Source: PhocusWire

South Korean Hospitality Tech Startup Raises \$10M

It has long been said that creativity and innovation often arrive in times of crisis. Our selections of the Hot 25 Travel Startups for 2023 certainly validate that mantra.

Of the 25 startups on this list, 14 have been founded since the start of 2020 when travel - and much else in the world - came to a halt as people around the world faced the COVID-19 crisis.

In fact, nine of the 25 launched in 2021 - and are already showing enough promise to warrant their selection.

[Read the full article by PhocusWire](#)

Source: Entrepreneur

US-Based Startup Spike Enters The UAE To Offer Healthcare Providers Better Access To Data From Wearable Tech

The next time you strap an Apple Watch or a FitBit onto your wrist, consider this for a second: every statistic saved onto this tiny device -including your heart rate, your blood sugar levels, and even your sleep schedule- could be used to create a database of real-time information on your overall health. (And, by the way, this includes your mental health- as you will find out later in this piece!)

As digital health tools continue to progress, one avenue that has opened an array of opportunities for medical providers is that of digital biomarkers, which are basically all the quantifiable, physiological, and behavioral data collected and measured by digital wearable devices. And capitalizing on all of it is Spike, a California-headquartered B2B, software-as-a-service, data-architecture-as-a-service startup. Founded in 2022, Spike has been built as an application program interface (API) that can access all major wearable and internet of things (IoT) providers.

[Read the full article by Entrepreneur](#)

Source: PhocusWire

Startup Stage: Trustd.ai Helps Rentals Filter Out Bad Behaving Guests

The company uses an artificial intelligence platform to collect and analyze a mix of static and dynamic trust attributes related to a guest and then delivers the result to the partner systems in real time, in the form of a "behavioral footprint."

[Read the full article by PhocusWire](#)

Source: Forbes

The Strongest Startups Will Survive The Venture Capital Funding Crash

Suddenly, venture capital firms that handed out more than \$1 trillion in investor capital in two years, investing in 30,000 deals, are signaling a two year drought.

Crunchbase recently reported that North American Startup Funding fell 63% in the fourth quarter compared to a year ago. And a CNBC story, "Startup funding has tanked over the past year - and recession fears are to blame," also pointed out "if you're among the large number of Americans hoping to quit your job and pursue a side hustle full-time, you may want to wait a while."

[Read the full article by Forbes](#)

Quote of the Month

"Develop success from failures. Discouragement and failure are two of the surest stepping stones to success."

- Dale Carnegie, American Writer