Jonathan M. Tisch Center of Hospitality

HI Hub incubator **Subscribe to our Monthly Newsletter**

Welcome to the March edition of the HI Hub newsletter! We have been busy organizing great events for all students and alumni this month -

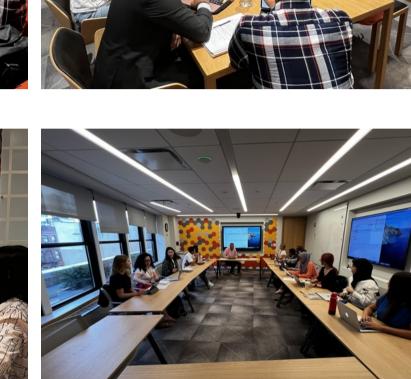
Dear Mentors, Investors, and Entrepreneurship Students,

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





March 2023





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

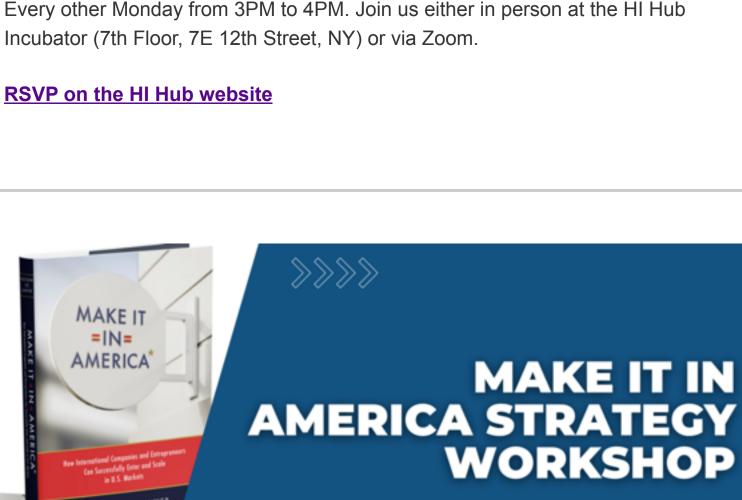
to HIHublncubator@nyu.edu **Submit the Online Application** Submission Deadline: October 8, 2023, at 11:59 pm EST

Virginia Tech Founders Circle Tours the Tisch **Center's Hospitality Innovation Hub** Recently, Richie Karaburun, clinical professor and director of the Hospitality

* NYU SEELE Have an idea for a startup?

Learn more about the Tisch

Upcoming Events



Join one of our bi-weekly open house information sessions to learn more about the

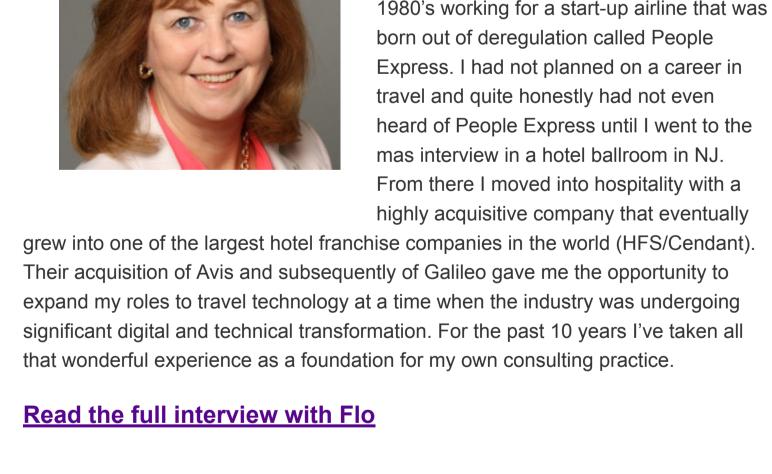
many resources available through the Tisch Center's Hospitality Innovation Hub

to plan, launch, manage, and grow your business, starting February 27th!



vertical and generate Return on Imagination.

SPEAKER: CARLY CHASE, ADJUNCT PROFESSOR AT COLUMBIA BUSINESS





BUSINESS

How Great Entrepreneurs Find Ways to Win During Economic

business while others are unprepared to brave the challenges. Here's how great

entrepreneurs can set themselves up for success despite economic uncertainty.

Recessions are an opportunity to recalibrate and make great strides in your

Downturns

Read the full article by Entrepreneur

Source: PhocusWire

Source: TechCrunch

When It Comes To Early-stage Growth Marketing, It's Often

When you look at early Uber or Lyft, they were notorious for copying each other on

new features to their product over the last few years to fend off competitors such as

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

offers, features and more. A recent look at Instagram reveals how they've added

Better To Imitate Than Innovate

Snapchat (Stories) and TikTok (Reels).

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 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

The launch of ChatGPT has supercharged the conversation around artificial intelligence, presenting a wide array of applications for industries of all types, In this episode of Travel Talk, thought leaders from throughout Northstar Travel Group examine the myriad ways that this tool, and Al more broadly, is poised to impact many facets of the industry, from developing itineraries to making 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 Source: Entrepreneur

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

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

Read the full article by PhocusWire **Quote of the Month**

Become an Incubator Member



Hospitality Innovation Hub Incubator Program 2023 Cohort 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.





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

Center Hi Hub Incubator



1. Learn the functions and elements of an effective Go-to-Market (GTM)

2. Be able to apply learning to develop a GTM strategy

Learning Outcomes:

April 11th & 18th at 11AM - 2PM in room 321, 3rd 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

Masterclass

started

You will walk away from this talk with:

via Zoom

RSVP to the event here

throughout your life and career

What entrepreneurship

Join us for a talk with Carly Chase, Adjunct Professor teaching entrepreneurship at

Inspiration and instruction on how and why entrepreneurship can be helpful

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

Columbia Business School and a Vice President at U.S. News, on What

entrepreneurship can do for YOU and how you can get started.

Questions to consider before starting a new venture

Tactics for conducting your initial primary market research

can do for YOU and

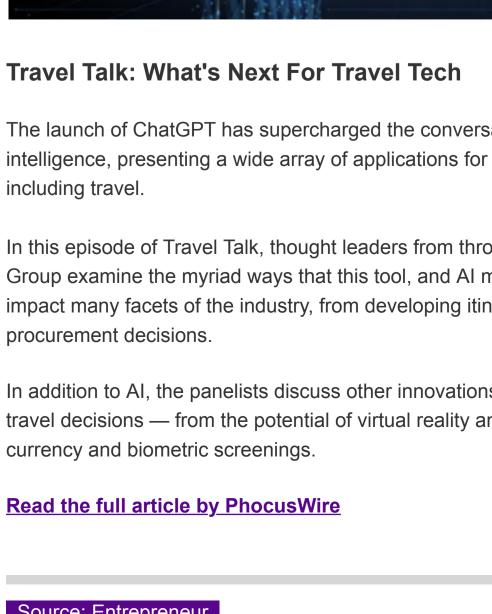
how you can get

Get to Know Your Mentors & Investors! Flo Lugli

until now?

How has your career path changed up

I started in the travel industry in the early



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 longterm 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

a diverse workplace.

for women to fully be on a par with men.

"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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