March 2023 Edition of the HI Hub Newsletter

Dear Mentors, Investors, and Entrepreneurship Students,

Welcome to the March edition of the HI Hub newsletter! We hope you enjoy this month’s updates and insights on the latest trends in our field.

Events, We hope to see you there!

We have been busy organizing great events for all students and alumni this month -

Quote of the Month

"If your actions create a legacy that inspires others to dream, think, believe, and act, you are a leader." - Vivian Malveaux, philanthropist, and businesswoman

Questions to consider before starting a new venture

- What if I fail? And even if you do fail, what is the worst-case scenario?
- How do I know that I am a leader?
- What is my plan B?
- Is there a market for my idea?
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- How do I know when it is time to pivot or let go?
- What is the best advice I received as I was beginning?

Best regards,

Dr. K

Every year the gender gap in the workplace closes just a little. That's the good news. 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.

Better to Imitate Than Innovate

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 a diverse content mix of influencer partnerships, paid promotions, and user-generated content to their channel. This is an example of a strategy that has worked well for them.

When You Copy, You Can Learn

When making marketing decisions, you should be copying your competitors' best strategies, not necessarily their website designs and print copy word for word. That's the risk of copying - you may miss out on new ideas and you may not be able to make the same impact as your competition.

Thrivin Amid A Changing Travel Tech Investment Landscape

Travel tech investment is no different. It'd be convenient to believe that venture debt is always easy to access. However, the rapid collapse of Silicon Valley Bank showed us that we need to be prepared for anything. As a startup founder, it's important to make sure you have a solid fundraising strategy.

Venture Debt's Beating Heart of Early-Stage Growth

Human beings love to anchor on the high. We default to comparing our situations to the best of times. What if we're not in the best of times? What if we're in the worst of times? You need to be prepared for that.

How Great Entrepreneurs Find Ways to Win During Economic Downturns

As an entrepreneur, you need to be prepared for anything. You need to change your decisions based on both a short- and long-term view of the economy. You need to be able to navigate the changing economic landscape and make decisions based on both a short- and long-term view of the economy.

What’s Next For Travel Tech

The launch of ChatGPT has supercharged the conversation around artificial intelligence and machine learning. How has your career path changed up through your life and career? How is it changing now? What do you think will be the important moments in your career going forward?

Better than Silicon Valley

According to travel tech investor Flo, the travel tech industry is better than Silicon Valley. She says, "When it comes to travel tech, we have a lot of founders looking to make an impact in the world, not just make a lot of money." So what does that mean for your startup? How can you make an impact in the world?

Better To Imitate Than Innovate

Better than Silicon Valley. When it comes to travel tech, the companies that are going to succeed are going to be the ones that have a clear strategy for a product or service that solves a real problem. When you copy your competitors' best strategies, you can learn from their mistakes and avoid making the same mistakes yourself.

Travel Talk: What's Next For Travel Tech

The travel tech industry is constantly evolving. How has your career path changed up through your life and career? How is it changing now? What do you think will be the important moments in your career going forward?

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