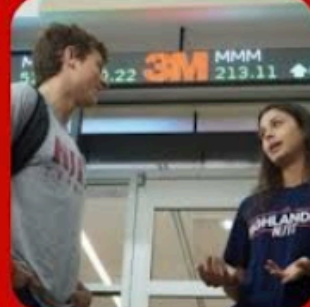


LOCATION, LOCATION,  
LOCATION!



Situated just 20 minutes from New York City, our easily accessible campus offers the best exposure to unforgettable learning experiences.

COHORT-BASED  
LEARNING FOR LASTING  
CONNECTIONS



Forge valuable connections, collaborate on entrepreneurship projects, and build a professional network that lasts a lifetime.

OF COURSE WE HAVE  
SOME FUN IN STORE  
FOR YOU



2 weeks of activities that include visits to New York City, tours of corporations, and lively interactions with current NJIT students and faculty.



## Entrepreneurship Bootcamp Proposal

NJIT is the #2 Public University in the United States and is a diverse STEM-focused institution with an entrepreneurial spirit operating at the highest level of research (Carnegie R1 classification). NJIT's entrepreneurship program has been ranked top 50 by the Princeton Review for several years and has a newly launched [Center for Student Entrepreneurship](#). Our exclusive **two-week Entrepreneurship Bootcamp** in Newark, NJ, is designed for ambitious university students worldwide who are eager to explore the fundamentals of how to think like an entrepreneur, learn how to go from idea to startup pitch, gain first-hand insights from successful startup founders, and experience the vibrant culture of the New York City Metro area.

This bootcamp is a combined effort of the Center for Student Entrepreneurship, the Martin Tuchman School of Management, and the Office of Global Initiatives at NJIT.



## Entrepreneurship Bootcamp at NJIT for NTU Students - Summary

- **Program Highlights:**
  - **Hands-on Learning:** Team-based workshops and business exercises guided by mentors.
  - **Entrepreneurship Education:** Lectures on ideation, business model development, marketing, finance, and pitching from experienced entrepreneurs and faculty.
  - **Simulations & AI:** Engage in startup simulations using AI to accelerate venture creation.
  - **Industry Visits:** Tours to major companies, Fortune 500 firms (like Audible), and innovation hubs (HAX, NJII).
  - **Networking:** Connect with alumni, local entrepreneurs, and industry mentors.
  - **Cultural Outings:** Explore iconic NYC sites, Jersey Shore, and more with weekend free time.
- **Program End Goals:**
  - **Pitch Showcase:** Present a business idea to entrepreneurs and investors in a final pitch showcase.
- **What's Included:**
  - All educational materials, company visits, cultural excursions, on-campus meals, and accommodation in shared double rooms.
- **Cost:** \$4,500 per student (excludes airfare and personal transport and off-campus meals). Payment to be collected by the sending university and sent for the group to NJIT. Program contact: Dr. Kathy Naasz, [kathy.naasz@njit.edu](mailto:kathy.naasz@njit.edu) Executive Director of the Center for Student Entrepreneurship.
- **Eligibility:**
  - Ideally students are second- and third-year university students
  - Required proficiency in English
  - Open to all majors and fields of study for students with an interest in entrepreneurship or those looking to develop an entrepreneurial mindset.
- **Location & Dates:**
  - Newark, NJ (minutes from NYC); Summer 2025
  - Dates: **June 14, 2025 to June 28, 2025**
- **Additional Info:**
  - Minimum of 15 students required to run the program.
  - Travel documents are the responsibility of participants; NJIT will provide letters of invitation if needed.
- **Application:**
  - Open to students seeking a transformative educational and cultural experience in the U.S. startup ecosystem. The sending university will handle the application process and send the list of accepted students to our Office of Global Initiatives led by **Marieta Chemishanova**, contact email: [marieta.p.chemishanova@njit.edu](mailto:marieta.p.chemishanova@njit.edu) or [studyabroad@njit.edu](mailto:studyabroad@njit.edu)
  - **Due date:** February 25, 2025 to receive the finalized list of students with a 25% deposit. April 18, 2025 to receive the final payment balance.

Here's an example of a high-level itinerary for the International Entrepreneurship Bootcamp:

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## Week 1

- **Sunday (Day 1): Arrival Day**
  - International students fly in and arrive in Newark, NJ.
  - Check-in at **Martinson or Maple Residence Halls**.
  - Evening welcome reception and orientation.
- **Monday (Day 2): Bootcamp Kickoff**
  - Morning: **Welcome Session & Introductions**
    - Program overview, expectations, and team-building activities.
  - Afternoon: **Workshop 1: Introduction to Entrepreneurship & Ideation**
  - Evening: Group dinner on campus.
- **Tuesday (Day 3): NYC Cultural Visit**
  - Full-day excursion to New York City.
    - Visit the **Statue of Liberty**, Times Square, and the Empire State Building.
  - Evening: Group reflection on experiences and discussions.
- **Wednesday (Day 4): Workshop Day**
  - Morning: **Workshop 2: Customer Discovery Using AI**
  - **Tour: NJIT** with a discussion on innovation
  - **Workshop 3: Design Thinking and Prototype Creation**
  - **Tour: Makerspace**
  - Evening: Independent work on business ideas.
- **Thursday (Day 5): Newark Cultural Excursion and Company Visits**
  - Morning: Visit Newark attractions, such as the **Newark Museum of Art** or **Branch Brook Park** and/or visit a Newark company (e.g. **Audible**) for a company tour and insights from the team or visit **HAX** and **chat with startup founders**.
  - Afternoon: **Workshop 4: Startup Wars simulation**
  - Evening: Entrepreneurship film viewing and discussion
- **Friday (Day 6): Workshop Day**
  - Morning: **Workshop 5: Startup formation and Business Model development**
  - Afternoon: **Meet an Entrepreneur! Q&A session**.
- **Saturday and Sunday (Day 7 and 8): Free Days**
  - On Your Own Time **Jersey Shore** or local shopping at **American Dream Mall** or another **NYC visit**.
  - Team preparations for Pitch Showcase

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## Week 2

- **Monday (Day 9): Workshop Day**
  - Morning: **Workshop 6: Pitching & Presentation Skills**

- Afternoon: **Workshop 7: Pitch Practice**
- **Tuesday (Day 10): Pitch Showcase & Awards Ceremony**
  - Morning: **Pitch Showcase:** Teams present their ideas to an audience of peers, mentors, and investors.
  - **Awards Ceremony**, a luncheon and celebration.
- **Wednesday to Friday (Day 11 - Day 13): Company and Alumni Connections**
  - Full Days organized by alumni to visit companies and to better understand International business connections and opportunities.
- **Saturday (Day 14) Departure Day**
  - Morning: Check-out from residence halls.
  - Departure to the airport.

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**NJIT Contacts:**

Dr. Kathy Naasz, [kathy.naasz@njit.edu](mailto:kathy.naasz@njit.edu) Research Professor, Executive Director of the Center for Student Entrepreneurship

Marieta Chemishanova, [marieta.p.chemishanova@njit.edu](mailto:marieta.p.chemishanova@njit.edu) or [studyabroad@njit.edu](mailto:studyabroad@njit.edu), Executive Director Global Initiatives