

UNION
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SUITED

WORKSHOP

Supporting Undergraduate Institutions *in* Technology and Entrepreneurship Development (SUITED)



FUNDED BY THE NATIONAL SCIENCE FOUNDATION AND HOSTED BY UNION COLLEGE, SCHENECTADY, N.Y.

SUITED Workshop Part 2

Program Booklet

October 27-28, 2023

450 Nott Street

Union College, Schenectady NY



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Welcome!

We are delighted to welcome you to the Union College campus for the second part of the SUITED workshop. Part 1, held virtually in January of 2023, attracted 116 participants. At Part 2 we will host over 60 participants, experts, and speakers from across the country. We have a full day and a half of activities planned. The schedule can be found on page 4 with a map of the workshop venue on page 5. A map of campus is located on the back cover. Information about the experts and speakers participating in the workshop starts on page 6. And check out the inside back cover for information on some of our favorite local dining options.

The SUITED Workshop organizing committee:

Ann M. Anderson, *Committee Chair*
Agnes S. MacDonald Professor of
Mechanical Engineering,
Union College

Diana Dabby
Professor of Electrical Engineering and Music
Olin College of Engineering

John Blaho
Director, Industrial-Academic Research,
Innovation & Applied Research Division,
City University of New York

Jeff Goronkin
CEO
Urban Co-Works

Bradford A. Bruno
Professor of Mechanical Engineering,
Union College

Mercedes Susi
Senior Associate Director of
Sponsored Programs & Faculty Fellowships
Union College

Mary K. Carroll
Dwane W. Crichton Professor of Chemistry,
Union College

Emily Tong
Assistant to the Dean of Academic Departments
and Programs
Union College

Union College is committed to providing a safe, inclusive, and respectful learning, living, and working environment. To this end, Union will not tolerate gender-based misconduct. [Title IX Policy](#), [Gender-based Misconduct Policy](#), and [Policy Prohibiting Discrimination, Harassment, Bias, and Retaliation in Employment](#) and their associated procedures define prohibiting conduct. Union College students, faculty, and staff as well as non-members are expected to comply with our policies. A “non-member” refers to independent contractors, vendors, visitors and others who conduct business with the College or on College property.

More information and links for making reports can be found at: <https://www.union.edu/suited>

In case of Emergency, the Union College Safety office can be reached at: (518) 388-6911

Other inquiries: please contact Emily Tong at: (518) 388 6233, tonge@union.edu

The Union College Campus

(from: <https://www.union.edu/about/campus>)

Founded in 1795, Union College is a liberal arts college with engineering; home to 2,050 undergraduate students. Spread across 130 scenic acres, Union College's historic campus showcases American collegiate architecture at its finest. Joseph Ramée's revolutionary 1813 master plan set the stage for campuses nationwide.

Nott Memorial: Dating to 1875, the Nott is a National Historic Landmark and one of America's most distinctive examples of High Victorian Gothic architecture. The Nott features a domed roof set with 709 small colored glass windows; an assemblage of Medieval, Persian and European styles; and Hebrew script on its slate roof that bears the Talmudic inscription: "*Short time, vast labor, great reward, master urgent.*" The Nott Memorial is the only 16-sided building in North America. It is named for Eliphalet Nott, a minister, inventor and educational pioneer who served as Union's president for more than six decades, the longest tenure of any American college president.



Integrated Science & Engineering Center (ISEC): Students and faculty across disciplines collaborate, innovate, conduct research and exchange ideas throughout Union's \$100 million Integrated



Science and Engineering Complex, the largest and most ambitious project in Union's history. A key feature of the facility is the striking glass-walled Ainlay Hall, with labs and classrooms for biology, chemistry, physics and astronomy, mechanical electrical, computer and biomedical engineering. It is home to a 1.1-MV tandem pelletron accelerator, 400-MHz NMR spectrometer, micro CT scanner and other instrumentation for student use, as well as an advanced thermal science and fluid mechanics lab.

We acknowledge that we live, work, and study at Union College on the traditional homelands that were originally peopled by the Iroquois Confederacy (Haudenosaunee), including the Cayuga, Mohawk, Oneida, Onondaga, Seneca, and other tribes. What we call Schenectady is a Dutch version of a Mohawk word skahnéhtati, meaning 'The Place Beyond the Pines.' As a College, we honor the land itself with gratitude and acknowledge the people who have stewarded the land, lost lives, and had their land taken unjustly throughout the ages.

FRIDAY 10/27 Union College Campus (College Park Hall)

7:30	Shuttle Pick up at DoubleTree	1:30-2:50	Lightning Presentations (M102)
7:45	Shuttle Pick up at DoubleTree		<ul style="list-style-type: none">• Intro to the Business Model Canvas• Incubators & Accelerators• Intellectual Property
7:45-8:15	Registration at College Park Hall (Lobby)		
8:15-9:00	Welcome & Introductions (M102) (Breakfast available starting at 8:00)	3:00-5:30	Concurrent Sessions
	Overview of Plans for Workshop		<ul style="list-style-type: none">• Individual Meetings w/ Mentors Times TBA (M102, M107)• Expert Meetings (Ballroom)• Team Work (Ballroom)
9:00-10:30	Faculty Research Presentations Teams 1-6 (M102) Teams 7-12 (M107)	5:30-6:00	Sunset tour of campus
10:30-11	Networking Coffee Break (Mezzanine)	6:00-7:00	Networking Hour (Old Chapel)
11-12:30	Faculty Research Presentations Teams 1-6 (M102) Teams 7-12 (M107)	7:00-8:00	Dinner with Keynote Talk (Old Chapel)
12:30-1:30	Lunch w/ Zoom moderated Q&A with Jesus Soriano, NSF Program Director (Ballroom)	9:00	Last shuttle ride back to DoubleTree Hotel

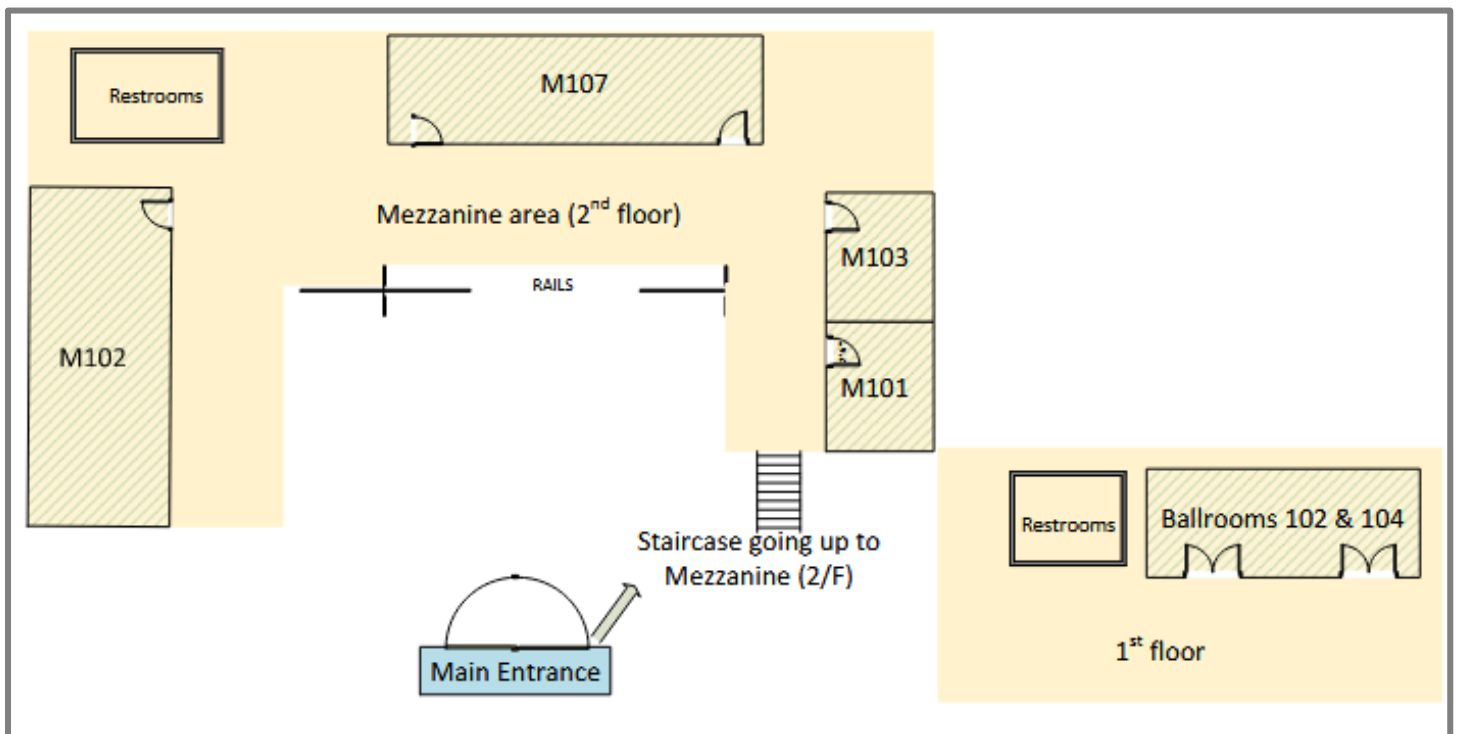
SATURDAY 10/28 Union College Campus (College Park Hall)

7:45	Shuttle Pick up at DoubleTree	11-12:30	Team Presentations on Plans for Moving Forward (M102)
8:00	Shuttle Pick up at DoubleTree		
8:00-9:00	Breakfast and Presentation Preparation (Mezzanine)	12:30-1:30	Wrap-up Lunch (Ballroom)
9:00-10:30	Team Presentations on Plans for Moving Forward (M102)	1:30	Depart Schenectady
10:30-11	Networking Coffee Break (Mezzanine)		

Teams:

1. Olin College of Engineering: Paul Ruvolo, Lori Parmet
 2. Fairleigh Dickinson University: Mohammed Elshaer, Carolyn Julien
 3. Colgate University: Noah Apthorpe, Carolyn Strobel-Larsen, Laura Festine, Travis Millman
 4. Union College: Yijing Stehle, Ellen Robertson, Stephanie Curley
 5. Prairie View A&M University: Ananda Amarasekara
 6. University of Wisconsin – La Crosse: Sujat Sen, Ju Kim, Todd Weaver
 7. Union College: Luke Dosiak, Mercedes Susi
 8. Olin College of Engineering: Jean Huang, Susan Mihailidis
 9. St John's University: Fazel Keshtkar, Puya Ghazizadeh, Elenora Levin
 10. Oregon Institute of Technology: Rachel Speaks, Derrick Speaks, Kristin Whitman
 11. University of Alaska Anchorage: Raghu Srinivasan, Oleg Shirayev
 12. Milwaukee School of Engineering: Wujie Zhang, Gene A. Wright, Sheku Kamara
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College Park Hall Map



Keynote Speaker

Heidi Knoblauch

Senior Director, NY Ventures, Empire State Development Agency



Dr. Heidi Knoblauch is a Senior Director at New York Ventures, a division of Empire State Development (ESD). In her role at ESD, Heidi manages a fund of funds that invests in managers who invest in exceptional New York State founders. Her previous positions include Venture and Growth Banking Relationship Manager at a regional bank, where she worked with emerging technology companies to secure debt and equity financing, and Entrepreneur in Residence at the Capital Region Hot Spot. Heidi is passionate about helping exceptional founders gain access to resources across New York State. She is the Board Chair of Hearst Media's Women@Work and

holds a faculty position at the University at Albany where she is the Ackner-Newman Professor of Practice in the School of Business.

Mentors

Ann M. Anderson

Agnes S. MacDonald Professor of Mechanical Engineering, Union College
SUITED Workshop Organizing Committee Chair



Ann Anderson is the Agnes S. MacDonald Professor of Mechanical Engineering and co-Director of the Aerogel Lab at Union College. She earned her bachelor's degree in mechanical engineering from Tufts University and her masters and PhD from Stanford University. The Aerogel Lab has been funded through a series of MRI, RUI and PRF grants from the CMMI, DMR, CHM and TIP divisions at NSF. She participated in the NSF National I-Corps program as a technical lead in 2013, 2018 and 2020, served as PI on an NSF PFI grant, has been co-PI on two NSF STTR Phase 1 grants. In 2013 she co-founded SunThru LLC as a result of her first I-Corps experience and currently serves as part-time CTO. SunThru is working on commercialization of technology related to research in the Union College Aerogel Lab and was recently

awarded a Phase II SBIR grant from NSF and a grant from NYSERDA.

John Blaho

Director, Industrial-Academic Research, Innovation & Applied Research Division, Office of the CUNY Executive Vice Chancellor, SUITED Workshop Organizing Committee Member

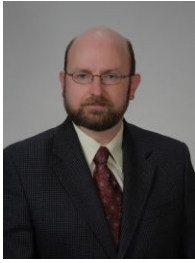


John Blaho is a NYC-based academic industrialist who has worked with startups for over fifteen years. Most recently, he was the President of the Life Support Corporation, a medical management startup based in NYC for seven years; he served as a biotechnology executive for three years; and he currently serves as an elected board member of the Industrial + Technology Assistance Corporation, a NYC-based consultancy serving the industrial manufacturing sector. As the CUNY Director for Industrial-Academic Research, he leads the Division of Innovation and Applied Research, and is responsible for creating/maintaining productive Sponsored Research Projects between industrial entities and CUNY research faculty. He is currently working to increase the amount of faculty and student entrepreneurial activities. He led the creation of and serves as the Program Director of the multimillion-dollar NYC Regional Innovation NSF I-Corps Node (NYCRIN) and, now, the NSF I-Corps Hub for the New York region. He

has also served as the CUNY PI of the NYSERDA-funded PowerBridge NY Proof of Concept Center that developed a Clean-tech I-Corps entrepreneurial training program. Finally, Dr. Blaho is the PI of the CUNY-led Innovation Hot Spot for the NYC Regional Economic Development Council of Empire State Development. Dr. Blaho was trained as a chemical engineer, received his Ph.D. in biochemistry, and was the PI of an academic research lab at the University of Chicago and the Mount Sinai School of Medicine of CUNY for over 25 years. He is recognized internationally for his research on human viruses and was appointed to the Doctoral Faculty of the City University of New York in 1995.

Bradford A. Bruno

Professor of Mechanical Engineering, Union College
SUITED Workshop Organizing Committee Member



Brad Bruno earned his bachelor's degree from Penn State University, his masters from the University of Michigan, and his Ph.D. from Penn State University, all in Mechanical Engineering with focus on atomization and sprays, combustion, and laser diagnostics. He has postdoctoral research experience with the Centre National de la Recherche Scientifique (CNRS) in Orleans, France, and has industrial experience with the International Paper Corporation. He is currently a professor of mechanical engineering at Union College and a research collaborator at Union's multidisciplinary Aerogel Lab.

Bashir Chedrawee

Owner, Simone's Kitchen



Bashir Chedrawee is the owner of the Mediterranean fast-casual startup, Simone's Kitchen. After studying Biochemistry and Neuroscience at UAlbany, Bashir was on his way to medical school when he founded his company. Originally intended to help his mother, Simone, establish her own business, the startup rapidly took off, offering a unique experience to its guests. Simone's Kitchen provides the luxury of high-quality, nourishing food with bold flavors, delivered quickly and at an accessible price point—a place where everyone feels included. Bootstrapping from its scrappy start, Bashir led the expansion of the business to two locations, with a third in the pipeline. Bashir has delved deep into all facets of food startups—from inception, to operations, financing and marketing. Bashir's entrepreneurial journey also expands beyond the food industry. He has served as the Vice President for pro boxer Ryan Garcia's punching bag start-up, Fierce Reflex. Additionally, Bashir holds the position of VP on the Board of Directors for the Electric City Food Co-op and is increasingly involved in a number of entrepreneurial ventures in Schenectady and beyond.

Jessica Fields

Associate Director of the NY I-Corps Hub



Jessica Fields has focused on developing entrepreneurs throughout her career, helping them connect their impact to their customers. She currently serves as the Associate Director for the NY I-Corps Hub where she acts as a liaison between a network of city and state funded incubators and early-stage venture capitalists while leading and managing I-Corps programs regionally and nationally. Fields has centered her work on women-in-entrepreneurship and increasing diversity across the startup ecosystem. She served as the Network Manager for Savor the Success, an all-female, bi-coastal entrepreneurial network, trained regional I-Corps instructors from the Greater New York City area to Mexico, and developed in conjunction with members of the Navajo community, the first Culturally Relevant Economic Development (CRED) I-Corps program tailoring the Lean Launch curriculum to support Native American Entrepreneurs. Fields served as the Industry Mentor for Team 1421 in the national I-Corps Teams program and Business Mentor for a med-tech team during their NSF PFI. Fields is a nationally certified NSF I-Corps instructor, member of the Steering Committee for the M.A. in Translational Medicine program for City College of NY and received her B.A. in Anthropology and Psychology from Webster University and her M.P.A. from the School of International and Public Affairs from Columbia University in the City of NY.

Michael Newell

Vice President Sales and Marketing for AvantGuard, Inc.

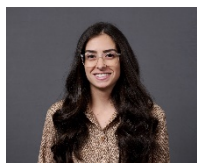
Michael is an experienced entrepreneur with over 35 years of experience in startups, sales, marketing, strategic planning, and general management for technology based industrial products in new businesses and new markets. Prior to AvantGuard, he was CEO at Ener-G-Rotors Inc. and has held key leadership positions in U.S. Analytical Instruments, AT&T Capital Corporation, Inficon, Rheodyne, Empire State Health Solution, and IDEX Health and Science Technologies, managing sales, marketing, and business development efforts in North America, Europe, China, and Japan. Michael has served as a Tech Entrepreneur in Residence for the New York State Small Business Development Center, a Severino Fellow for the Lally School of Management and Technology at Rensselaer, and as a mentor at the UStart Incubator in Schenectady, NY. In addition, Michael has served on the Union College Board of Trustees and Union College Alumni Council.



Experts

Cira Cardaci

New York I-Corps Hub, Manager



Cira Cardaci is the Manager for the NY I-Corps Hub with experience building and mentoring technology-driven startups. She has taught the Lean LaunchPad entrepreneurship methodology on several Regional I-Corps cohorts and frequently serves as an adjunct in the NSF National I-Corps Program. Cira is also an adjunct lecturer in the Master's in Translational Medicine Program at the City College of New York, teaching a course titled Engineering, Entrepreneurship and Business Leadership. She is currently a lead instructor for the Gotham Innovation Gambit I-Corps course in which she trains early-stage entrepreneurs in customer discovery and business model generation. Previously, she co-founded a women's digital health company MenoPal, Inc. With that project, Cira served as an entrepreneurial lead in the NSF National I-Corps Program in Fall 2018. Cira has a B.S. in biopsychology from Wagner College and an M.S. in Translational Medicine from the City College of New York.

Mary K. Carroll

Dwane W. Crichton Professor of Chemistry, Union College
SUITED Workshop Organizing Committee Member



Mary K. Carroll is the Dwane W. Crichton Professor of Chemistry at Union College and the 2023 President-Elect of the American Chemical Society. She earned a BS in chemistry from Union College, a PhD in analytical chemistry from Indiana University, Bloomington, and performed postdoctoral research at the University of Massachusetts, Amherst. She co-directs the Union College Aerogel Lab, a vibrant and productive interdisciplinary research group. In addition to fundamental studies, the group investigates applications of aerogels in sustainable buildings, chemical sensing, drag reduction, and automotive pollution mitigation. She co-founded SunThru LLC to commercialize the aerogel technology developed at Union. Mary has extensive experience with grant-writing activities, having served as PI for or contributed to successful proposals for funding from ACS-PRF, Dreyfus, NSF RUI, NSF MRI, NSF I-Corps, NSF STTR/SBIR, NSF PFI and NYSERDA programs.

Shahrokh (Seve) Falati

Professor of Law from Practice at New York Law School,
co-Director of the Innovation Center for Law & Technology, and Director of the Patent Law Clinic



Shahrokh (Seve) Falati is a Professor of Law from Practice and the co-Director of the Innovation Center for Law & Technology at New York Law School. He teaches Intellectual Property (IP), Trademark & Unfair Competition Law, and directs the Patent Law Clinic at New York Law School. Seve began his IP law career as a Scientist. Having studied Pharmacology at Edinburgh University in Scotland, he moved to England and obtained a Ph.D. in Pharmacology before completing a three-year fellowship as a Fellow in Medicine at Harvard Medical School. Four of his first-author publications have been cited by over 2000 subsequent scientific papers. He has 19 years of experience in IP law and is admitted to practice law in New York and Massachusetts, before the U.S. District Court for the District of Massachusetts, and as a registered patent attorney before the USPTO in Washington.

Brian Gerling

Executive director of the Innovation Law Center



Brian Gerling is the executive director of the Innovation Law Center and Professor of Practice. He teaches the course on Innovation Law at Syracuse University College of Law. As ILC Executive Director, Gerling oversees the center's applied learning course—the Innovation Law Practicum—in which students from the College of Law and across Syracuse University gain practical skills and experience assisting companies with IP, regulatory, and market landscape research, as well as capital sourcing.

Jeff Goronkin

CEO, Urban Co-Works
SUITED Workshop Organizing Committee Member



Jeffrey Goronkin is the founder and CEO of Urban Co-Works, a coworking business with locations in Schenectady, New York and Scranton, Pennsylvania. Goronkin previously co-founded Buzz Media, a marketing and communications company. Before that, he was the founder and CEO of social networking website iZoca.com and the Vice President for Life Sciences at Evident Technologies, a nanotechnology firm specializing in quantum dot-based applications. Goronkin is excited to bring his expertise and passion for entrepreneurship to the Scranton community with the opening of a new Urban Co-Works location in 2023.

Nicole Marshall

Assistant Vice President for Academic Advancement & Research Administration,
Director of Grants Office, Union College



Nicole Marshall is responsible for bolstering resources to support institutional priorities, academic initiatives, and faculty research through grants from government and private sources, as well as leading cross-functional teams to advance the College's Strategic Plan goals. Nicole received her B.A. in English and began her career as a technical writer for Science Applications International Corporation in Northern Virginia. She has over 20 years of experience in pre- and post-award grant administration. Since joining Union in 2006, Nicole has created robust infrastructure and facilities for research while overseeing a diverse and continuously expanding portfolio of approximately \$10 million annually in external grants.

Maria Pidgeon

Director, Office of Economic Development, Division for Research & Economic Development, University at Albany



As the Director of Economic Development at UAlbany, Maria provides leadership in the promotion of the university's role in the areas of innovation and entrepreneurship, research, and economic development. She is responsible for promotion and coordination of business outreach activities and partnerships, including regional economic development initiatives, and support of state and regional Economic Development relations. Maria has led and promoted UAlbany entrepreneurship programs and services, including the UAlbany Innovation Center, UAlbany's Incubator Program, the NSF I-Corps Program, and Innovate 518 – The Capital Region Innovation Hot Spot both. She has worked collaboratively with regional and university partners and coordinated the implementation of the university's innovation and entrepreneurship efforts in support of economic development initiatives and program development.

Jeff Ritchie

Director of the Office of Sponsored Programs, Hamilton College



Jeff Ritchie, CRA, CFRA is the Founding Director of the Office of Sponsored Programs at Hamilton College. Jeff came to Hamilton College from Lewis University in Chicago, where he created that institution's Office of Sponsored Programs. In his role as founding Director at both of these institutions, Jeff created a full range of policies and procedures to guide the research enterprise, including the areas of proposal development, post-award financial accounting, and research compliance. Jeff is currently Board Emeritus (and former Chair) of the Research Administrators Certification Council, which provides the Certified Research Administrator (CRA), Certified Pre-Award Research Administrator (CPRA) and Certified Financial Research Administrator (CFRA) credentials. In his spare time, Jeff tries to be a gentleman farmer at the Hamilton College campus garden, and enjoys reading and following his beloved Green Bay Packers.

Arber Ruci

New York I-Corps Hub, Entrepreneur in Residence



Arber Ruci is an entrepreneur and patented inventor. He is the founder of a computer vision AI startup spinning out from his academic research lab at the City University of New York. Additionally, he serves as the Entrepreneur-in-Residence for the New York I-Corps Hub where he is a National I-Corps Instructor. Arber is the co-PI of two NSF PFI awards at CUNY and has served as Industry Mentor to three National I-Corps teams. From 2019 to 2022, Arber served on the Board of Directors of the New York State Business Incubator Association. Previously he was the Director of the New York City Innovation Hot Spot, an Empire State Development Funded Center, as well as the CUNY iHub Business Incubator in Harlem, NY.

Ariella Trotsenko

Executive Manager in the Industrial & Applied Research Division at the City University of New York



Ariella creates and executes new entrepreneurship opportunities for the New York NSF I-Corps Hub and NYC Innovation Hotspot. She is the Lead Instructor for the Gotham Innovation Gambit I-Corps course series where she guides research teams, and soon-to-be startup companies, through the Lean LaunchPad Methodology. She is frequently called upon to Adjunct in the National Innovation Corps (NSF I-Corps) Teaching Team and has been an Industry Mentor (IM) for two National I-Corps Teams (#1835 and #2259) where she joined teams through the healthcare and education market customer discovery journey. Ariella continues to currently advise three life science ventures through their regulatory and commercialization plans. Ariella also serves on the Board of Directors of the Business Incubator Association of New York State (BIANYS) where she promotes entrepreneurial activities of incubators within the state. She is a proud alumni of the CUNY system at both Macaulay Honors College and Baruch College.

NSF Program Director

Jesús Soriano

Program Director, National Science Foundation



Jesús Soriano is Program Director in the NSF Partnerships for Innovation program, in the Directorate for Technology, Innovation and Partnerships. Jesus is a co-founding Program Officer of the NSF Mid-Career Advancement Program, and also serves in the NSF Eddie Bernice Johnson INCLUDES Initiative. Previously, Jesus served as SBIR/STTR Program Director for Biomedical and Smart Health Technologies since 2012, when he joined NSF after 20 years of leadership experience across industry, non-profit and academic sectors. Prior to NSF, he was the Senior Advisor to the Puerto Rico Trust for Science, Technology and Research. Previously, he was Executive Vice President at QRxPharma, Ltd, Senior Director of Business Development at Osiris Therapeutics, Inc., held several executive leadership positions at ATCC, and was Associate Director for R&D Operations and Business Development at Entremed, Inc. Jesus began his career as a family doctor in Spain; then worked at the University of Geneva

Medical School as a Research Scientist and Assistant Professor. He came to the US as a visiting scientist to the National Cancer Institute (NIH). He holds a MBA from the Johns Hopkins Carey Business School; a Ph.D. in Medical Sciences from the University of Geneva; and a M.D. from the University of Alicante, Spain.



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Information about the Schenectady area:

<https://www.union.edu/about/area>

Some favorite local dining places:



(map source: MapQuest)

GRANO Farm-to-table Italian cuisine, including daily fresh-made pastas. 426 State St.; (518) 280-3059; granoschenectady.com

JOHNNY'S Casual Italian-American family dining. 433 State St.; (518) 982-5657; johnnysdowntown.com

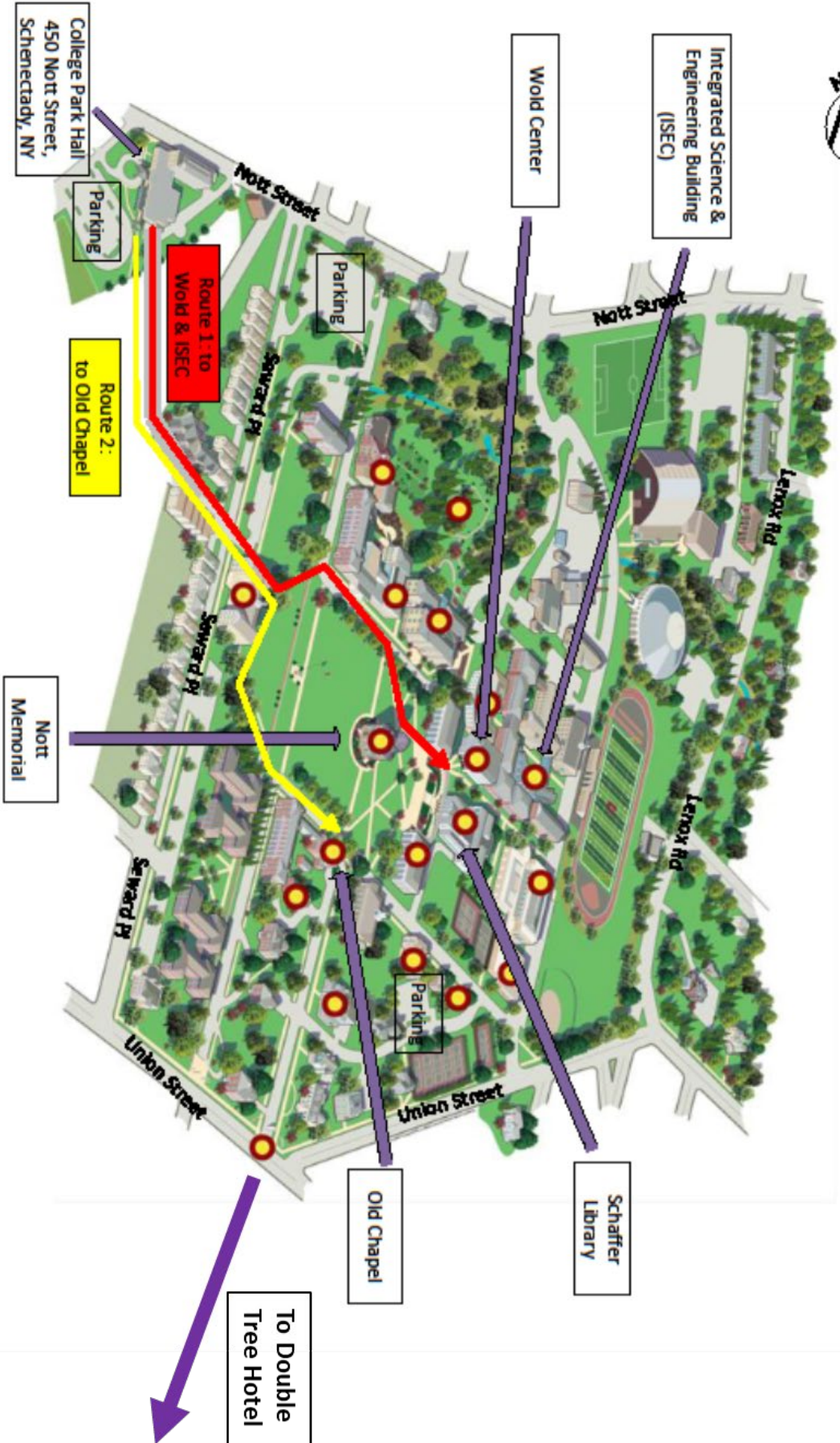
HERBIE'S BURGERS Classic burger eatery featuring organic ingredients and vegan options. 175 Jay Street; (518) 280-1814; herbiesburgers.com

SIMONE'S KITCHEN Modern Mediterranean flavors served in bowls, pitas and more.; 108 State St.; (518) (518) 746-4919; ordersimones.com

TARA KITCHEN Authentic Moroccan cuisine, featuring assorted appetizers, lunch and dinner plates, and tagines. 431 Liberty St.; (518) 708-3485; tarakitchen.com

THE NEST Contemporary Southern cuisine, including fried chicken, chicken and waffles, biscuits and assorted small plates, with outdoor seating. 512 State St.; (518) 672-3018; thenest518.com

ZEN Japanese and pan-Asian eats, including specialty sushi rolls. 469 State St.; (518) 280-0388; zenasianfusion-lounge.com



Integrated Science & Engineering Building (ISEC)

World Center

College Park Hall
450 Nott Street,
Schenectady, NY

Route 1: to
World & ISEC

Route 2:
to Old Chapel

Nott
Memorial

Schaffer
Library

Old Chapel

To Double
Tree Hotel