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NYU SCHOOL OF PROFESSIONAL STUDIES

Jonathan M. Tisch Center of Hospitality

HI Hub incubator

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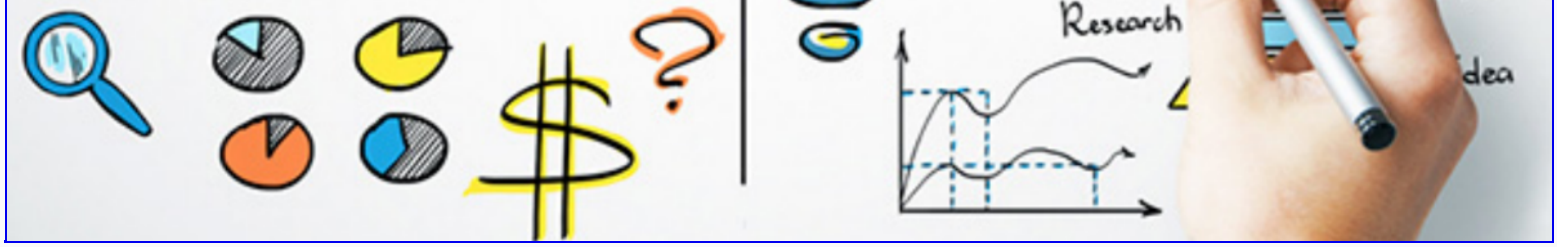
March 2022

Dear Mentors, Investors, and Entrepreneurship Students,

Welcome to the second edition of our monthly HI Hub Incubator newsletter. Thank you to those who made our previous event, Hospitality Industry & The Metaverse, a huge success. Be sure to sign-up for our next event below, we look forward to seeing you there!

- Dr. K



Playbook to Start and Scale a Start Up

Thursday, April 28th | 11:30AM - 1PM

VIA ZOOM

Join us and learn from our great speakers, Todd Buelow, Ben Gilman, and William Bisset. Their playbook includes the most important lessons they've learned about successfully growing, scaling, and exiting a startup. This panel will be moderated by our very own Dr. K as part of the Tisch Center HI HUB Incubator Program.

Register Here

Speakers

William Bissett, CFP

President and Founder, Portus Wealth Advisors

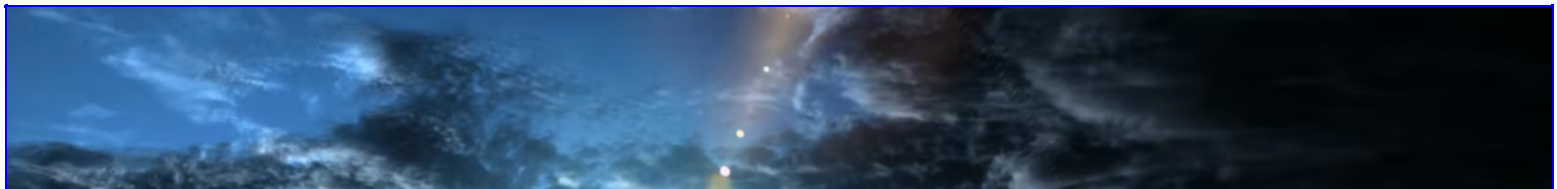
Todd Buelow
Principal at Dualboot Partners

Ben Gilman
Principal at Dualboot Partners

Moderator

Recep "Richie" Karaburun, DPS
Clinical Assistant Professor of Hospitality and Tourism
Jonathan M. Tisch Center of Hospitality
NYU School of Professional Studies

Source: The Drum

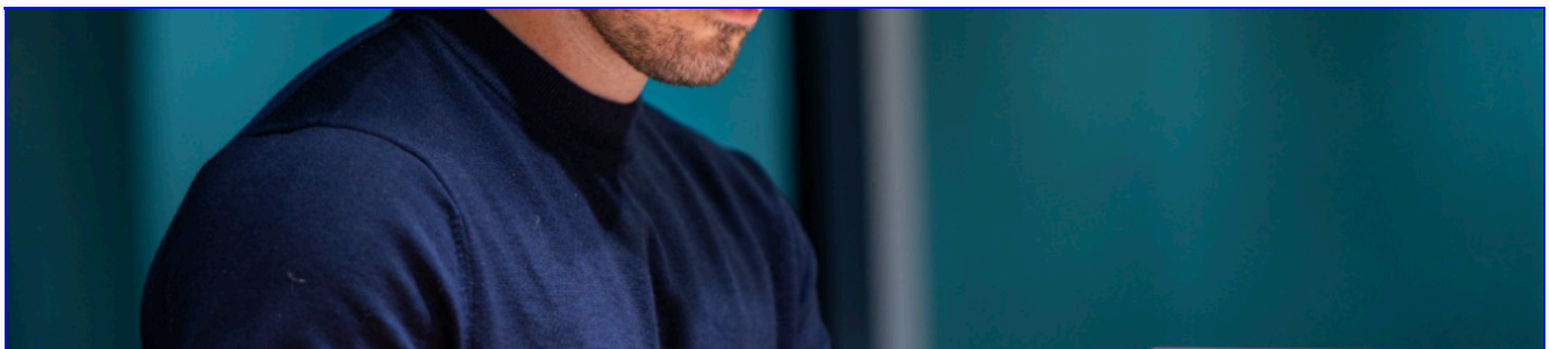


The Metaverse: Is it alive or is it dead?

There are many out there who will claim that the metaverse is a fad that's already beginning to die down. In fact, it's more likely to be a long-term and paradigm-shifting trend that's just getting started. Here's why brands should not be sounding the death knell of the metaverse – which, in truth, has yet to emerge in its full form.

Read full article

Source: Medium



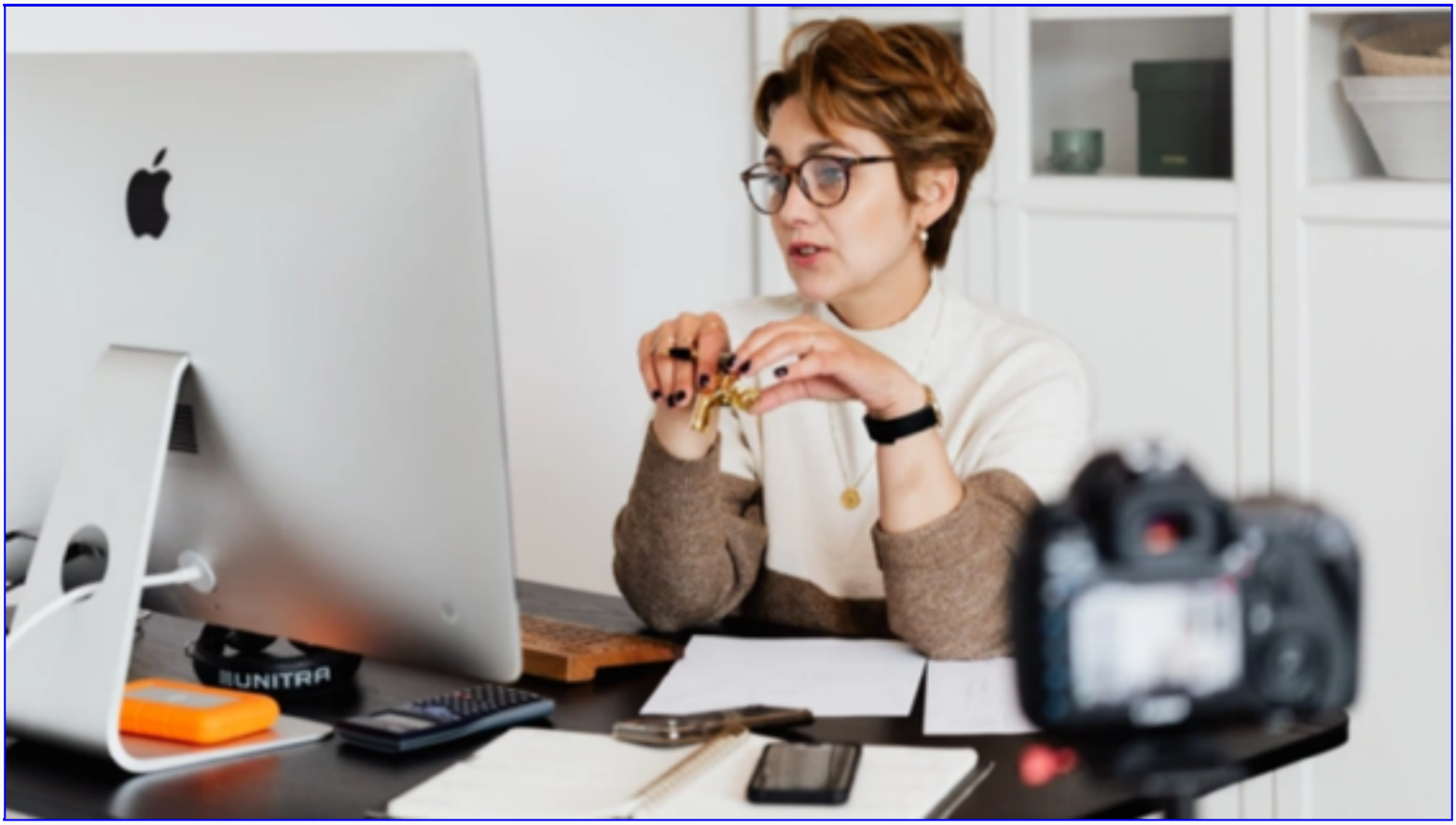
Why You Should Launch A Microstartup

We often see the news that a huge startup just got funded for millions of dollars or that a startup just got acquired by a tech giant for billions. Some of these startups may seem simple on the surface but, in reality, require a massive amount of funding, team members and a large amount of capital burn to get it to the stage of profitability.

Unfortunately, most startups will never get to that scale, yet many entrepreneurs aim towards these massive valuations as their ultimate goal.

Read full article

Source: Entrepreneur



9 Sales Presentation Tips that will Close More Deals

You feel confident that your product quality and personal sales techniques will shine. But closing a deal requires more than a good product and a competent salesperson. Preparation for a sales meeting is key. So, we have put together 9 top tips to help you increase your confidence and close more deals.

Read full article

Source: Entrepreneur

Need a Business Idea? Here are 55

To start one of these home-based businesses, you don't need a lot of funding -- just energy, passion and the drive to succeed.

Read full article

Source: PhocusWire

Why it's Time for Travel to enter the Metaverse

In the last year, “metaverse” has become one of the buzziest words – driven in large part by Facebook’s rebranding its parent company with the name Meta in October 2021.

But Facebook is just one of the many major companies keenly interested in the metaverse. McDonald’s, Coca-Cola and Gucci are some of the other mainstream brands working to stake a claim in this three-dimensional, virtual space.

And metaverse and Web3 consultant Steve Bambury says now is the time for travel brands to make moves toward creating a presence in the metaverse – or risk getting left behind.

Read full article

Source: Forbes

How to Position Your Company to Adopt These 3 Digital Transformation Strategies

Over the past few years, digital transformation has become a corporate goal for organizations of all sizes. As of 2018, Tech Pro Research reported that seven out of 10 companies had a digital transformation in place or on the radar. Today, that number may be higher given the way Covid prompted a surge in the need for digital solutions across most corporate operations.

Read full article

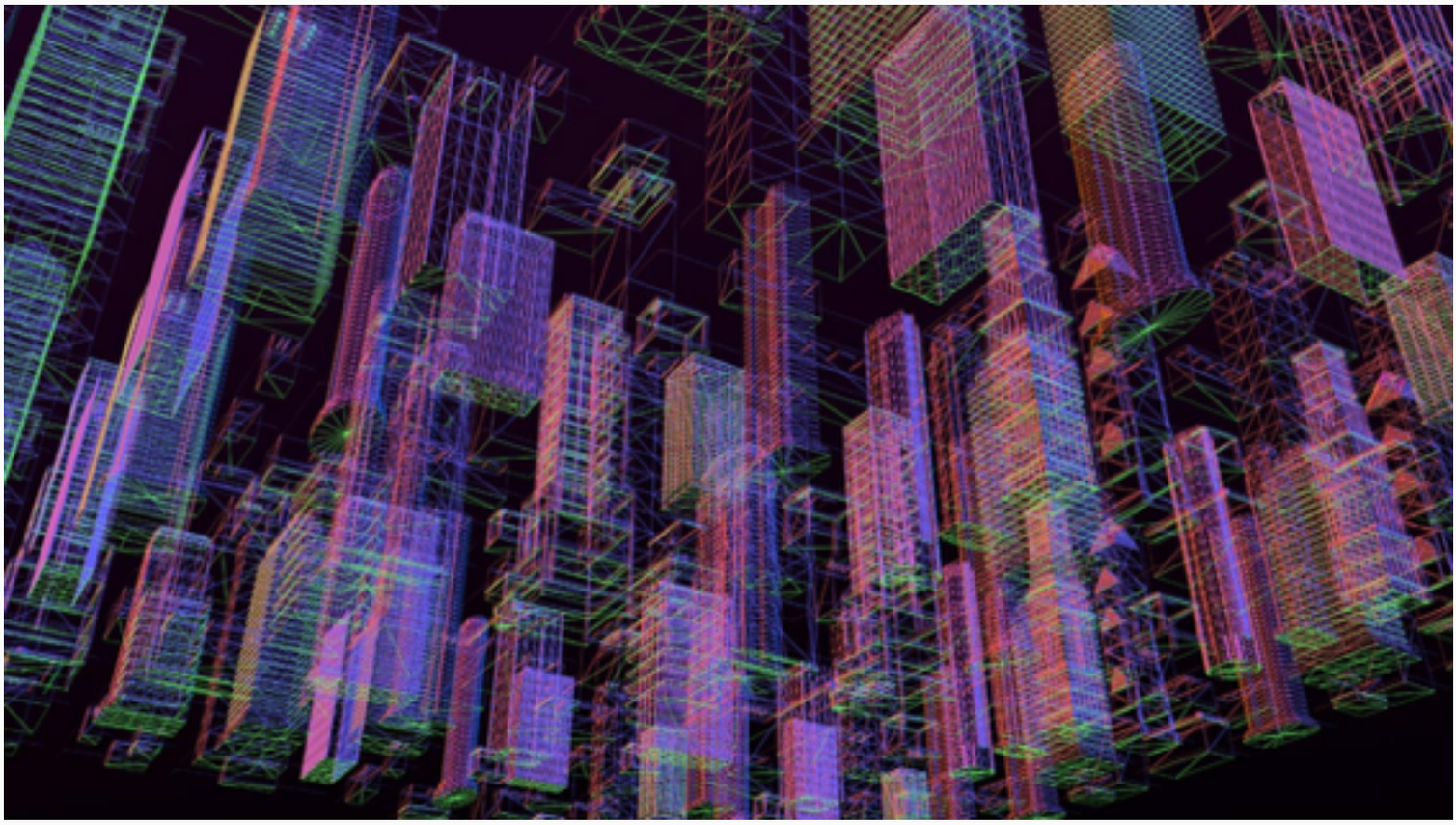
Source: Harvard Business Review

How to Get Your Big Ideas Noticed By the Right People

Many young employees early in their careers have big ideas for change in the world and in their organizations, but often, you're met with barriers to big change. Finding and connecting with the right people within your organizations to listen to your ideas can make all the difference.

Read full article

Source: Harvard Business Review



What Makes a Company "Future Ready"?

What makes a company “future ready”? The author analyzed top companies by revenue across four sectors, measuring seven equally weighted factors, then analyzed what leading companies were doing differently.

Read full article

Source: Harvard Business Review

Ask an Expert: How Do I Become a CEO?

There are three breakthrough pathways that the most successful C-suite residents tend to leverage.

Read full article

Source: The Drum

This Week in the Metaverse: Stella Artois

World Water Day NFTs and Crypto.com Sponsors Fifa

Things are moving fast in the metaverse and in the wider world of web3. Depending on who you ask, this futuristic, blockchain-based space is either the next big thing for marketing or an over-hyped fad. Here's what you need to know from this past week.

Read full article

Source: Business News Daily

Entrepreneurs Answer the Question 'Why is Innovation Important'?

Innovation doesn't have to be as game-changing as inventing the computer – in fact, you've probably been innovative many times throughout your life. This guide will explore the concept of innovation and show you how to innovate more consistently and conscientiously to improve your business's revenue.

Read full article

Source: PhocusWire

Where Blockchain and NFTs Might Meet Physical Travel

In an interview with PhocusWire, Boyd Cohen discusses use cases for NFT and blockchain in travel, the move from being centralized to decentralization and the readiness of the industry.

Read full article

Quote of the Month

"It is better to fail in originality than to succeed in imitation."

- **Herman Melville**, American novelist, short story writer, and poet of the American Renaissance period

We are continuously working to improve our newsletter and would appreciate your feedback on what you would like to see more of in the future. Please let us know by filling out the survey below!

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