



# CornellNYC Tech

Home of the Technion-Cornell  
Innovation Institute



A GAME CHANGER

# Applied sciences – right idea, right time

21<sup>st</sup> century tech sector shifting

- from technological focus to technology-enabled change

NYC positioned to become new tech capital

- unrivaled potential for deep engagement with industry

Scale that matters to NYC economy

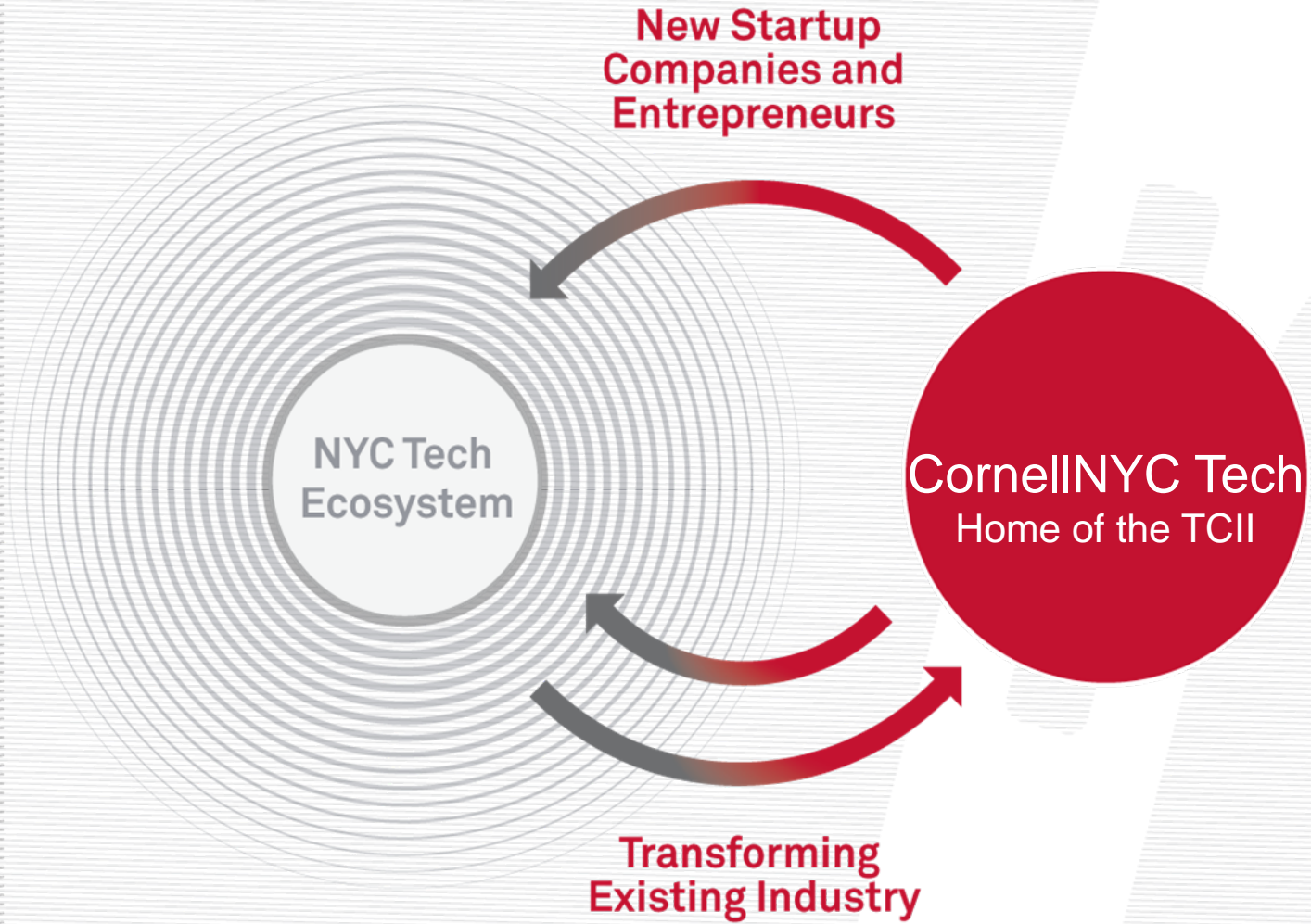
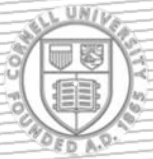
- tens to hundreds of thousands of jobs
- a scale at which Cornell and Technion have succeeded

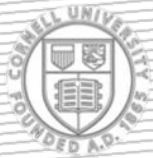
EXECUTION

# Effective and Committed Partnership

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# Ingredients for Success

**THOUGHT LEADERSHIP**  
envisioning and experimenting with the future

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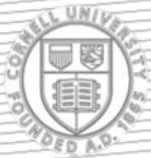
**TECHNOLOGY INNOVATION**  
driven by deep user engagement

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**ENTREPRENEURIAL ECOSYSTEM**  
to turn experiments into successful new companies

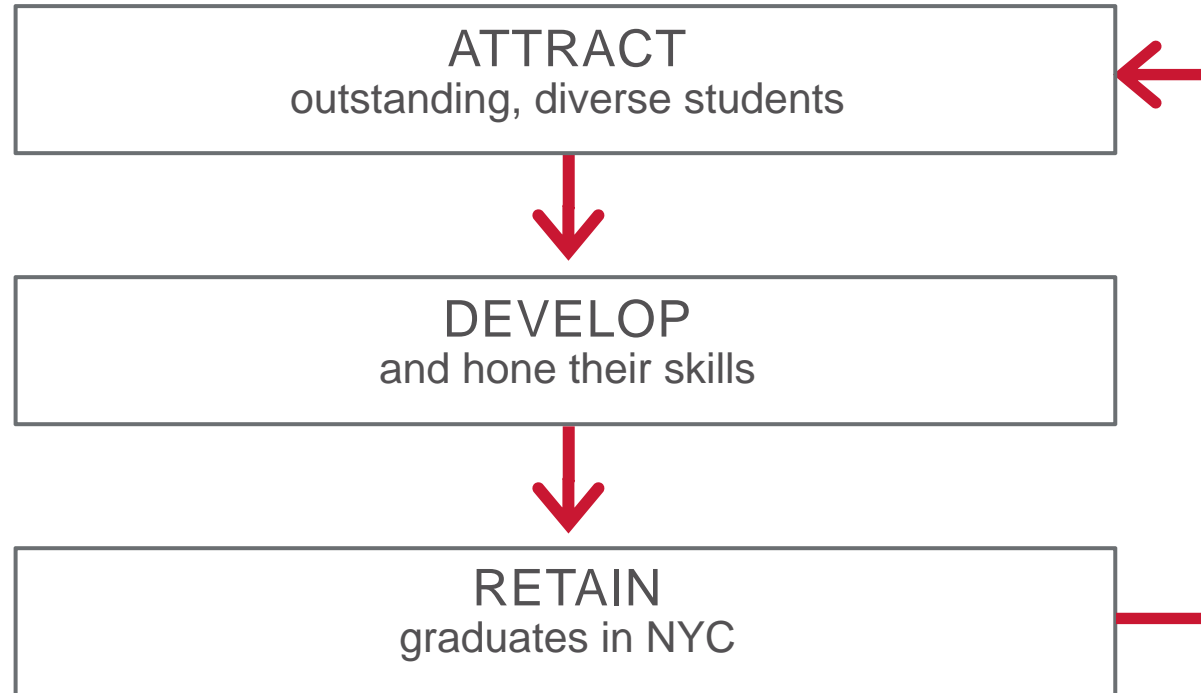
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**EXPANDED TALENT POOL**  
to lead and staff technology-enabled change

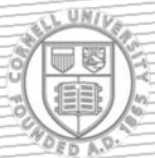


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# Ingredients for Success: Talent Pool

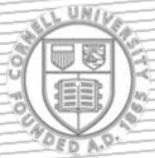


**EXPANDED TALENT POOL**  
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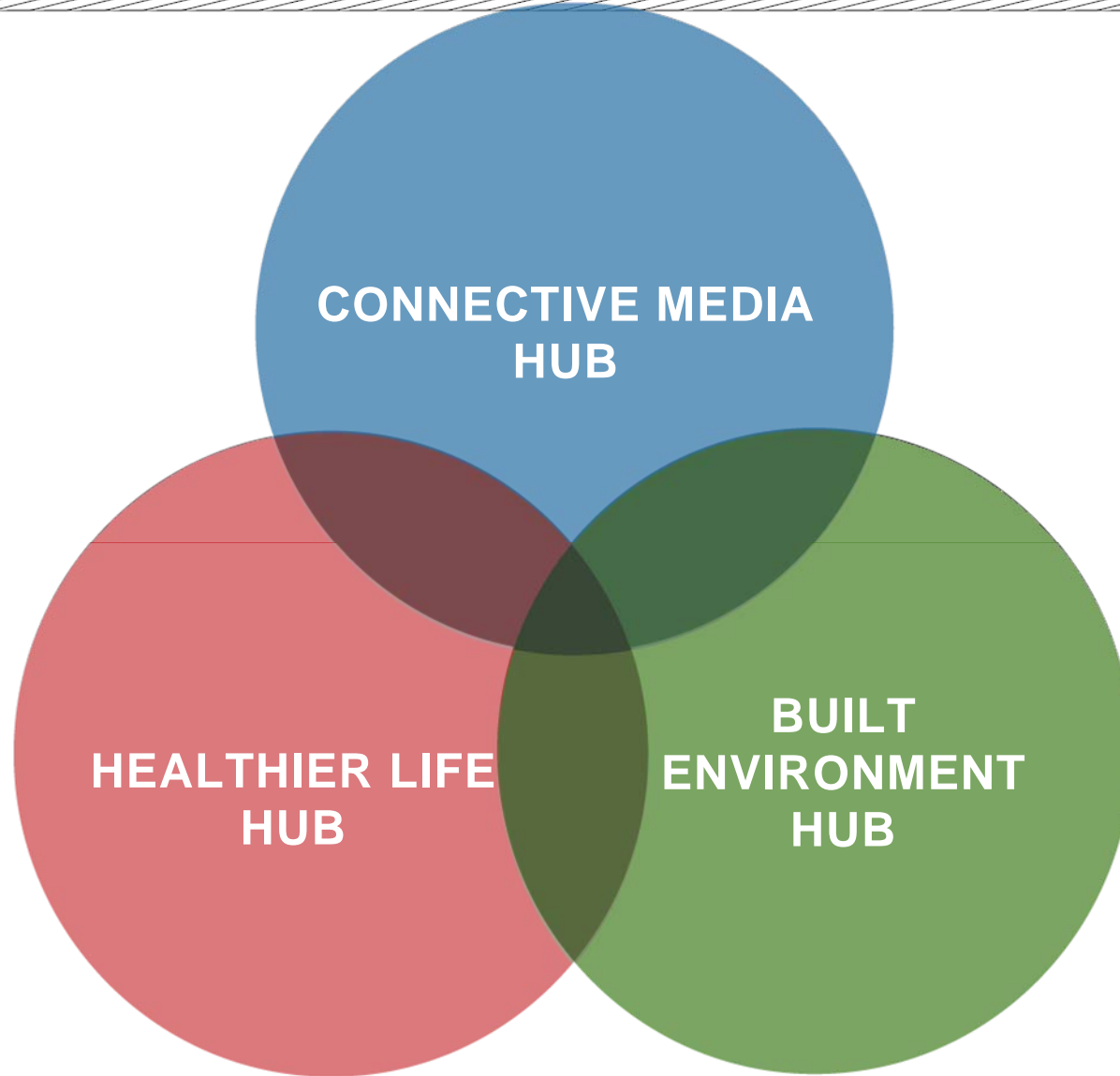


## Transformational Educational Environment for Students

- Masters and PhD degrees (Cornell and Technion)
- Technology commercialization focus
- Innovative curriculum with experiential classes and entrepreneurial emphasis
- All students have industry mentors
- Deep NYC connection
- Undergrad and K-12 non-degree programs



# Interdisciplinary Hubs

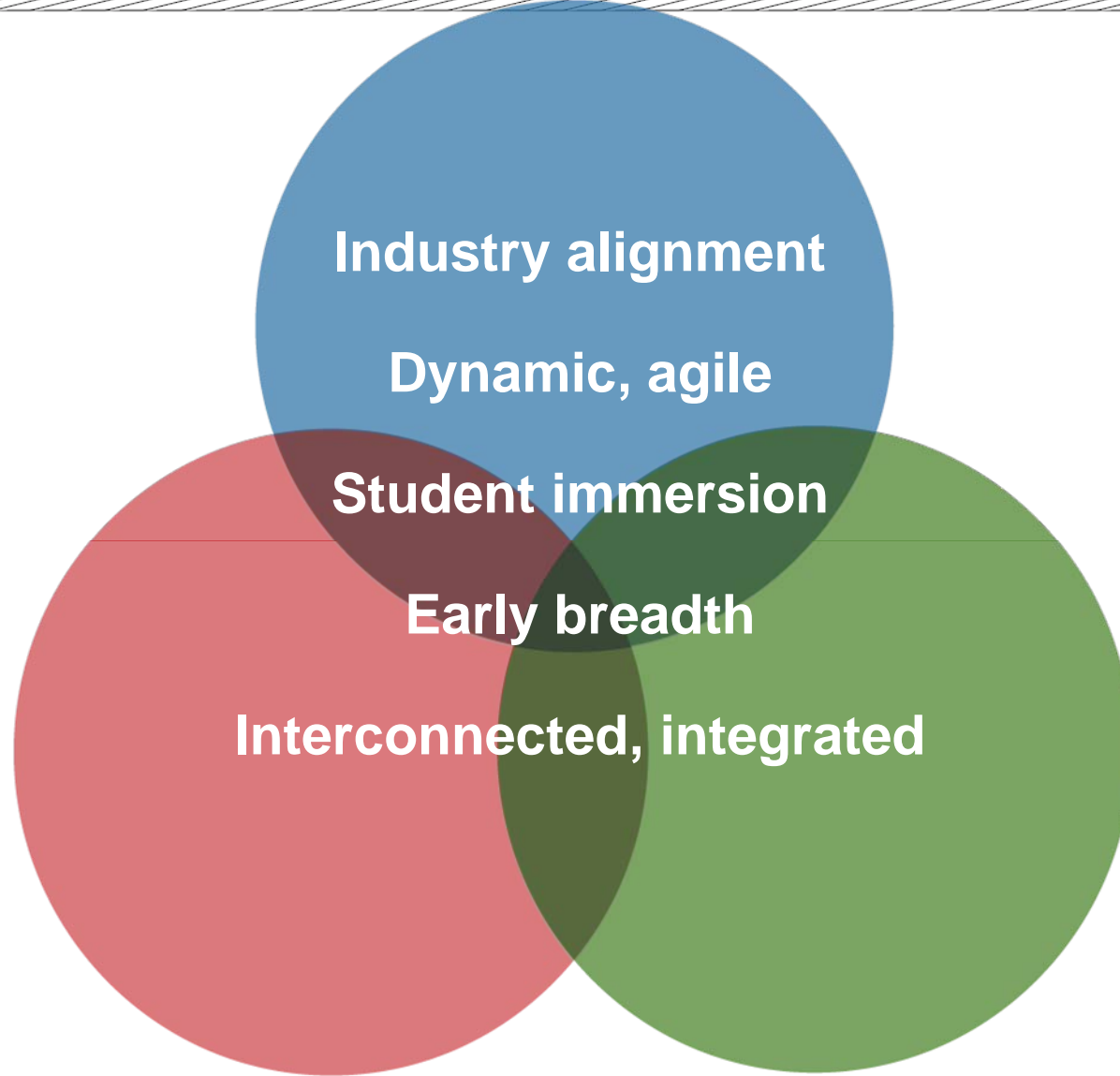
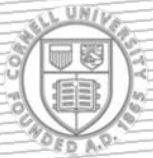


INNOVATIVE ACADEMIC PROGRAM

# Interdisciplinary Hubs

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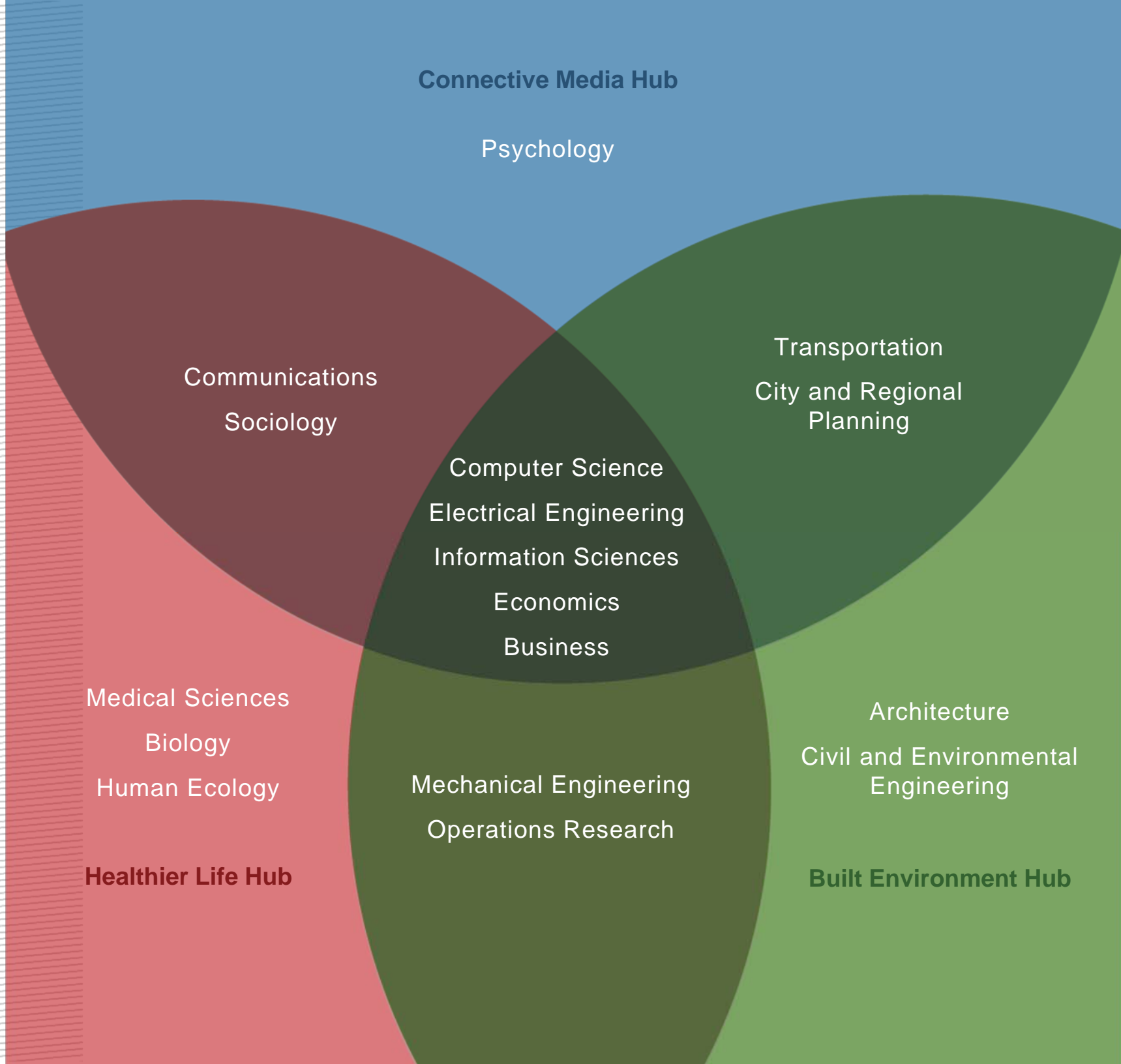
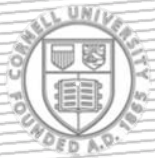
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Connective Media Hub

Psychology

Communications  
Sociology

Transportation  
City and Regional  
Planning

Computer Science  
Electrical Engineering  
Information Sciences  
Economics  
Business

Medical Sciences  
Biology  
Human Ecology

Architecture  
Civil and Environmental  
Engineering

Mechanical Engineering  
Operations Research

Healthier Life Hub

Built Environment Hub

# Hubs Tied to NYC Industry Sectors

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**INDUSTRIES**

- Advertising
- Entertainment
- Finance
- Publishing
- Retail

**CONNECTIVE  
MEDIA**

**INDUSTRIES**

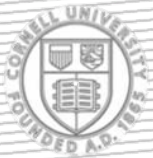
- Healthcare
- Insurance
- Medical Devices
- Medical Information  
Systems

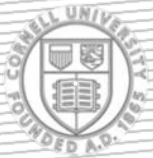
**HEALTHIER  
LIFE**

**BUILT  
ENVIRONMENT**

**INDUSTRIES**

- Architectural  
Design
- Construction
- Energy
- Transportation





JOB CREATION

## Build Culture of Entrepreneurship and Innovation

Increase flow of ideas that yield successful new businesses and products

Readily accessible talent pool to lead technology enabled change

Foster NYC based networks – tech magnet

Growth-focused tech transfer practices for university-owned IP

JOB CREATION

# Cornell and Technion Strategic Alignment

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CORNELL

Over **2,600 Cornell**  
**related companies**  
since **2006** employ  
more than **34,000**  
**people**

CornellNYC Tech  
on Roosevelt Island

TECHNION

Technion is responsible  
for **half the Israeli**  
**companies**  
on **NASDAQ**

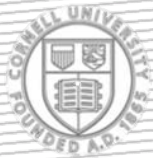


JOB CREATION

# Cornell and Technion Strategic Alignment

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**30,000** permanent jobs from spin-offs, licenses and corporate growth

Up to **8,000** permanent jobs from campus operations

Up to **20,000** construction jobs

**NYC Tech Campus**



THE CAMPUS

Environmental standard-bearer

Open and welcoming public spaces

A campus and a community

Technology magnet

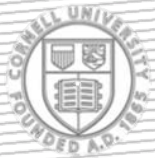


THE CAMPUS

Spontaneous interaction

Organizational adjacencies

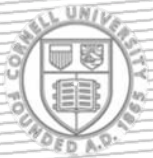
Living laboratory



## Academic Programs

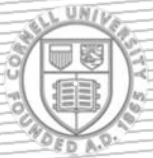
- Define research mission for campus and hubs
- Define Cornell degrees to be offered; apply for accreditation
- Define the TCII dual MASc degree; apply for accreditation
- Identify seed faculty and students for NYC Tech Campus





## Next Steps

- Establish campus leadership and administrative structure
  - Dan Huttenlocher, Dean
  - Cathy Dove, Vice President
- TCII Liaison from Technion (Craig Gotsman)
- Faculty committee to develop hub research and hiring proposals
- Curriculum committee to develop initial degree programs for accreditation



## Economic development

- Economic development
  - \$150 million seed fund
  - Significant programming on and off campus
  - Incubators, accelerators, other support for early-stage businesses
  - Partnerships with established companies



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