

NEW YORK STATE CENTER OF EXCELLENCE
BIOINFORMATICS & LIFE SCIENCES



INNOVATION LECTURE SERIES

“How to Market Your Growing Startup”

AGENDA: Introduction
Panel Discussion
Q&A



NEW YORK STATE CENTER OF EXCELLENCE
BIOINFORMATICS & LIFE SCIENCES

 **University at Buffalo**
The State University of New York

WELCOME

Julie B. Molenda

Senior Manager, Marketing Communications
Office of Economic Development



UPCOMING CBLS EVENTS

May 17 – May 25, 2016

**Pre-Seed Workshop, Buffalo
CBLS, 701 Ellicott Street**

- A forum for high-tech ideas with potential—bring an idea from concept to plan in just two days
- Looking for **volunteers** for the 2016 workshop
- Contact Sandra Small, PhD at sksmall@buffalo.edu for more information



UPCOMING CBLS EVENTS

June 15, 2016

Bright Buffalo Niagara Entrepreneur Expo

Hotel @ The Lafayette

391 Washington Street Buffalo, NY 14203



- 35 of the brightest entrepreneurs will pitch their business ideas
- Keynote address from Bill Rancic, New York Times bestselling author and winner of NBC's breakthrough program "The Apprentice"
- Register today at ubevents/event/2016brightbuffalo



CBLS PARTNER EVENTS

April 21, 2016 | 5 p.m. – 7 p.m.



Beakers and Beer

Jacobs Institute

875 Ellicott Street Buffalo, NY 14203

- Free food, drinks and great conversations!
- Join us immediately following the lecture
- Sponsored by the Buffalo Niagara Medical Campus



CBLS PARTNER EVENTS

April 21, 2016 | 5:30 p.m. – 7:30 p.m.



Startup Grind

640 Ellicott Street Buffalo, NY 14203

- Fire side chat featuring Dan Magnuszewski from ACV Auctions
- Hear from this 43North winner with 15 years experience in the software industry
- Questions? Contact **Eben Piazza at Eben@startupgrind.com**



CBLS PARTNER EVENTS

April 26 - 29, 2016 | New Orleans

Launch Pad Pitch Competition @ Collision

- Buffalo chosen as one of 8 cities to compete as part of the Launch Pad Pitch Competition Collision 2016 – America’s fastest growing tech conference with over 10,000 attendees from more than 50 countries
- Buffalo bringing down our best tech startups – **ACV Auctions, Loupe and Painless1099** to compete for title of best tech startup
- Large Buffalo Collision contingency of 35 key ecosystem partners heading down to cheer on our teams and promote all that Buffalo has to offer!





See you in
September!

The Panelists



- **Matt Davison** - Public Relations Professional; Managing Partner, Martin Davison Public Relations
- **Carolyn Human** - Public and Media Relations Professional; President, Carolyn Human Communications LLC
- **Frank Gullo** - Director of Digital and Mobile Strategy; Superior Group
- **Katie Krawczyk** – Communications and Public Relations Director; President, 19 IDEAS
- **Mike Gluck** – Professional Copywriter and Co-Author of *Everydata*; President, Gluckworks, Inc.
- **Jenna Kavanaugh** – Director, Marketing and Communications; Invest Buffalo Niagara



Thank You

Q&A