

SUMMER SANDBOX

Top 15 Things You Should Know About Summer Sandbox:

- 1) **Sandbox is a Startup Accelerator** – meaning it’s a fast, intense and rigorous 9 weeks where you attempt to start a new venture. Accelerator programs can be found at top universities around the world.
- 2) **All Ideas are Welcome (almost)** – your focus can be on developing a for-profit business or non-profit organization. Since consulting businesses are limited in scalability and market segment, these are more difficult to have in Summer Sandbox.
- 3) **Your Own Idea is Not Required** – you can apply to Sandbox even if you don’t have your own idea ... you can join a team with an idea.
- 4) **It’s a 9-week Program** – Sandbox runs from June 1 – July 31. There are no sessions the week of June 29, but you are still paid and expected to put in hours on your startup.
- 5) **Housing is Free** – 775 S. Main houses the entire cohort and the cost is included in the registration fee.
- 6) **This is NOT a Class** – Sandbox is not a traditional classroom experience, you are expected to self-start and actively participate. The outcome is based on YOU.
- 7) **You’re Working at a Real Startup** – you are expected to dedicate 40+ hours/week to your startup and make progress on your startup every day.
- 8) **This is a Resumé Experience** – you can include your Sandbox tenure on your resumé and LinkedIn page.
- 9) **It’s Comprehensive** – you will actively take part in value creation, customer interviews, creating financials, establishing pricing, defining business models, identifying selling channels, developing marketing plans, pitching an idea, and working with team dynamics.
- 10) **It’s Highly Interactive** – you will get out and talk to people and do 100+ customer interviews, 25 practice pitches, be coached by 15 mentors, and give a final pitch to the HWS and Geneva community.
- 11) **It Will Challenge You in Many Ways** – with weekly report-outs, ongoing pitch practice, weekly mentor sessions, and a concluding “Pitch Night” presentation, you will grow by being challenged in respectful and constructive ways.
- 12) **It’s at The Bozzuto Center** – the Sandbox cohort has 24/7 access to the Bozzuto Center (22 Castle St. in Geneva, NY) for the duration of the program ... it is your space throughout the 9-week session.
- 13) **We Road trip!** – there are 3 road trips throughout the 9-week program to RIT in Rochester (HWS & RIT co-pitch event), Cornell in Ithaca (visit the Rev incubator for a design thinking workshop), and Le Moyne in Syracuse (visit the StartFast Accelerator).
- 14) **There are Great Coffee Conversations** – besides ALWAYS having great coffee from Ithaca-based Gimme! Coffee, every Thursday morning is our “Coffee with Entrepreneurs” hour with alums and local entrepreneurs. Hear stories and learn through an interactive Q&A session.
- 15) **The Registration Fee is \$3500** – this includes housing for the 9-week program, business model mentoring, pitch coaching, materials, headshot, and associated costs to operate the program.