

April 01, 2010

## Spring newsletter

Northeastern University - IDEA, Northeastern's Venture Accelerator

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## Spring Newsletter

Over the semester, IDEA has been focused on making its presence known. During this time, some key events took place that IDEA participated in. These events include the IDEA/HIC Info Sessions, the Entrepreneurship Co-op Reflection Fair, the Northeastern University College of Business and Administration Dean's Breakfast and the HIC Demo Day. For additional information on past IDEA news, read more here.

### Gap Funding Event

This semester, IDEA worked with many student ventures, fourteen of which applied for Gap Funding. IDEA's Gap Fund allows students to apply for small amounts of capital that will aid ventures in the accomplishment of milestones. After a long vetting process, IDEA named five venture finalists:

**Annie Mulz** A high quality urban clothing company inspired by the "Animal in Man."

**HypeGenius** A social media marketing company for musicians and other clients.

**Golcio** A business-to-business e-commerce portal that targets emerging markets in Latin America.

**Bandzu** An online band management platform that organizes a band's important information.

**Style Check** A mobile application that provides fashion-related decision support to consumers.

The teams presented to IDEA's Management Team and Advisory Board on April 5th, met with their coaches and refined their pitches in a public speaking workshop in preparation for their final presentations at IDEA's inaugural Gap Funding event on April 20th.

After presentations, during a networking session, the board along with IDEA's Investment Officer, Nick Sammut, convened and decided on which business would be awarded funding. After much consideration, the decision was made to award Annie Mulz with \$10,000 in capital, which will help them to close the gap between where they are now and the milestones they identified.

IDEA will continue to support and work with these five teams, as well as all current and future ventures. Follow IDEA on Twitter, Facebook and our website to see the progress Annie Mulz makes over the next few months.