

Synapse NYC

January 25th – 26th, 2016



Brought to you by:



So, what am I doing?

Synapse NYC is a chance to learn, form new friendships, and have fun in NYC. You will get to visit a couple of the coolest startups in NY, meet with alumni, and learn about the startup scene.

Here are a couple of tips & tricks:

Get close with all the Synapse crew. The underlying idea behind most Brown EP events is to create a tight community of innovators.

Explore the jungle. We're going to New York City because of its great startup ecosystem — we're here to see that not everything is in Silicon Valley. There's a lot of energy and innovation in our east coast!

Embrace your curiosity. You're probably curious, but don't miss the opportunity to ask questions you might want to know later! Think of questions beforehand for the speakers/alumni at these startups and bring a notebook instead of a laptop if you want to take notes.

We are very lucky to have this opportunity so make the most out of it!

For those of you traveling with us:

Train:

PVD to NYP:

- Train Number: Amtrak 165 Northeast Regional
- Date: Sunday January 24th
 - 3:20 pm: see you at the station!
 - 3:49 pm: departs from PVD
 - 7:26 pm: arrives to NYP

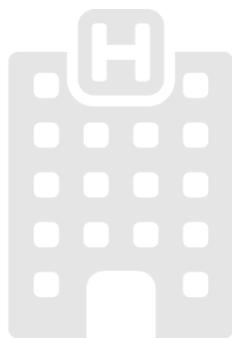
NYP to PVD:

- Train Number: Amtrak 176 Northeast Regional
- Date: Tuesday January 26th
 - 3:30 pm: departs from NYP
 - 7:18 pm: arrives to PVD

PVD: Providence Amtrak Station (100 Gaspee St)

NYP: New York Penn Station (8 Av and W 31st Street)

Hotel:



Hyatt Place New York Midtown South
52 W 36th St, New York, NY

Breakfast included!

Schedule

Monday January 25th

3:00 pm + Buzzfeed
200 5th Ave
8th Floor

The time that is not spent visiting startups is free-for-all, but we definitely encourage spending time together hanging out around the city!

5:30 pm + Squarespace
28 Mercer St
2nd floor

7:00 pm + Venture for America
40 W 29th St
Suite 301

Tuesday January 26th

10:00 am + MongoDB
229 W 43rd St
5th Floor

12:00 pm + General Catalyst
295 Lafayette Street
Suite 703



Startups

Buzzfeed.

BuzzFeed is the leading social news organization, intensely focused on delivering high-quality original reporting, insight, and viral content across a rapidly expanding array of subject areas. Their technology powers the social distribution of content, detects what is trending on the web, and connects people in real time with the hottest content of the moment. The site is rapidly growing and reaches more than 25 million monthly unique visitors. It was founded in 2006.

Squarespace.

Founded in 2004, Squarespace's mission is to provide creative tools that help anyone give a voice to their ideas. That is why they offer a fully hosted, completely managed environment for creating and maintaining a beautiful website, blog, or portfolio. From the designers and engineers who are creating the next generation of web and mobile experiences, to anyone putting a website together for the first time, Squarespace provides elegant solutions that set new standards for online publishing.

Venture for America.

VFA is a non-profit program founded in 2011, for young, talented grads to spend two years in the trenches of a start-up with the goal that these graduates will become socialized and mobilized as entrepreneurs moving forward. They currently have over 100 Fellows in 8 cities. Their mission is to revitalize American cities and communities through entrepreneurship, to create new opportunities and to restore the culture of achievement to include value-creation, risk and reward, and the common good.

BuzzFeed

 SQUARESPACE

VENTURE
FOR AMERICA

For a better experience, we recommend reading a bit more about the different companies before you visit. This way, you'll be able to ask informed questions about their general purpose and history, and find out more about the cool opportunities offered at the startups!

MongoDB.

MongoDB was founded in 2007 by the people behind DoubleClick, ShopWiki and Gilt Groupe. At DoubleClick, the site could never be down and there were daily challenges with processing, storing, and scaling data. MongoDB was created to harness the power of the cloud for more efficiency, to scale horizontally, and to make operations easier for scale at development. Today, MongoDB boasts more than 10 million downloads, thousands of customers, and more than 1,000 partners. By offering the best of traditional databases as well as the flexibility, scale, and performance required by today's applications, MongoDB lets innovators, from startups to enterprises, deploy apps as big as they can possibly dream.

General Catalyst Partners.

General Catalyst Partners is a venture capital firm that makes early-stage and growth equity investments. Founded in 2000, it funds breakthrough ventures and backs exceptional entrepreneurs via capital, business building resources and strategic support. Some of the startups they have funded include Snapchat, Airbnb, Warby Parker, Gusto, Groupme and One Month.



General Catalyst
Partners



We will be providing \$11 of subway money each, to cover transportation between the companies during the day.





The Crew

Thanks! This trip wouldn't be possible without the participation and enthusiasm of every one of you.

Here's a list of the awesome people you'll get to know during the trip.

- Adi Melamed
- Ankita Sharma
- Annabel Sen
- Anuj Krishnamurthy
- Benjamin Pruzan
- Blake Mandell
- Cliff Weitzman
- Dora Chu
- Drashti Brahmbhatt
- Edward Li
- Erica Oh
- Ethan Mok
- Hannah Tipperman
- Jackson Sales
- Joseph Engelman
- Justine Breuch
- Kimberly Nguyen
- Maria Shimizu
- Matt Cooper
- Michael Markell
- Mikaela Bloch
- Nathaniel Parrott
- Rachael Tipperman
- Rohan Rastogi
- Spencer Bratman
- Sara Khan
- Steven Shi
- Tiffany Chen
- Valentin Perez
- Valentina Cano

Brown EP Special Events Team:

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Some final notes

What to bring

1. Photo ID
2. Pen and paper if you want to take notes
3. Questions to ask the panelists
4. Resume (optional)

Note: Other than the hotel's breakfast, food is not included.

Sharing about Synapse

Please feel free to share about your Synapse experience on social media, your blog, and with your family and friends.

For social media, use #synapseNYC2016 and #BrownEP.

After the trip

If you would like to get more involved with Brown EP, remember that you can always reach out.

Check out our website, which has our different events and teams:
www.brownentrepreneurship.com

And to see what other great innovation and entrepreneurship groups are working on in Brown and RISD:

www.innovateonthehill.com

synapse



NYC

Any questions? Please email us at
ep@brown.edu, or contact anyone from the
Special Events team.