Application Form:

Innovation and Entrepreneurship Capstone Course  
Submit completed application form, a copy of your unofficial transcript and the required essay to

Professor Gould via email (mg38@nyu.edu)

**Instructions:** **1.** Complete this form electronically **2.** Print completed form **3.** Sign form **4.** Scan **5.** Submit form

**Information about you...**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| First Name | James | | | Last Name | LeBlanc | | | “N” Number | N19032117 |
| Net Id | jl149 | | | NYU Email | jl149@nyu.edu | | | Cell Phone | 7188640693 |
| Advisor | | Joyce Yin | | | | Concentration | | | Applied Database Technologies | |
| Application for: | | | Term | Fall | | | Year | 2015 | | |

**Information about the business you will plan...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| NAICS Code | 523210 | | Name of Industry | Securities and Commodity Exchanges |
| Type of Business | | Digital currency exchange | | |
| Expected Location | | New York, NY | | |
| Briefly describe what your business will do:  The business will function as a digital currency exchange. Customers will be able to exchange US currency for Bitcoin. Customers will be able to deposit and withdraw both types of currency and trade them on the exchange maintained by the business. | | | | |

This capstone course will prepare you to start and run a business of your choice. You will go through a "total immersion" process far more intense than you would experience in most other courses teaching how to write a business plan for the purpose of obtaining funding.

This is a rigorous course. You will be expected to put in the required effort to research each aspect of your business. You will be expected to stay focused and meet tight deadlines without excuses. You will be expected to prepare a structured, detailed, granular plan following the guidelines provided.

The goal is for you to learn as much as possible about your business before you open the doors so you can start "doing" the business instead of paying fixed costs while you "plan" it.

By completing and submitting this application you agree, if accepted, to meet the expectations of the course as stipulated in the course syllabus and in the mandatory orientation meeting (date/time to be announced).

|  |  |  |
| --- | --- | --- |
| Print your name | Signature | Date |
| James LeBlanc |  | 8/24/2015 |

**Required Essay Instructions:**

1. Essay is to be prepared as a separate Word document, double spaced with one inch margins on all sides.

2. Essay must not exceed 1,000 words.

3. Essay must include a title, your name and your "N" number on a cover page.

4. Essay must accompany Application Form.

**Required Essay Topic:**

Explain your motivation for enrolling in this course and what you expect to gain from it. Make a case for how your experience has prepared you to conceive of and start an entrepreneurial venture, How do you expect to incorporate innovative business processes, products and/or services into this new business?