



**CORNELL
TECH**

HOME OF THE
**JACOBS
INSTITUTE**



studio_code:

> **Tools Not Rules**

There is no sure-fire formula for creativity or entrepreneurship, but there are many methods, practices, and tools that you can use, edit, and devise yourself.

{ **Build Things That Matter**

Entrepreneurship means making an impact beyond yourself. Deliver real value to many people, improving their daily lives.

~ **It Should Be Hard**

Product development is hard, from thinking of new ideas, to being on the receiving end of critique, to befriending your future co-founders. Embrace ambiguity, directionality, risk, reflection, resilience.

@ **The People Who Make Stuff Are The People Who Make Stuff**

An entrepreneur is the person who is actually building the thing at the time, often unreasonably so, and despite the odds. Just get started!

!= **Don't Be A Jerk**

The Studio is a network connecting you with your teammates, with students and faculty from every program, with advisors and critters from hundreds of organizations. Toxic behavior travels fast and negatively affects everyone.

. **Always Have Something To Show**

Storytelling and business planning are necessary but insufficient. Build a prototype that embodies your narrative and let *it* do most of the talking.

... **Connect The Dots**

Diversity, depth, curiosity, conversations, critique, research, weirdness, humility, perseverance, play—these are the combinatory conditions that catalyze ideas and inspire. Be yourself and get connected!