

# What's the Big IDEA?



December  
2014



## NEXPO: A Wild Success!

**IDEA's NEXPO celebrated the breadth of entrepreneurship at Northeastern in a big way last month.**

With over 600 attendees, 41 startups, 13 University resources and 11 research projects with pursuable startup potential in attendance, NEXPO was positioned to be the most exciting and well-attended on record.

To engage a wider range of groups on campus IDEA made some changes to the floor plan, invited more groups on campus to present and focused this year's event on making connections. In addition to [IDEA ventures](#), in attendance were [Health Science Entrepreneurs](#), [Husky Startup Challenge](#) and [Social Enterprise Institute](#) startups as well as [Center for Research Innovation](#) research projects. There was also a CoFoundersLab break out session and an [Entrepreneurship Immersion Program](#) match up.

Combining these groups on the floor provided a more inclusive scope of entrepreneurship at Northeastern and helped offer something for all attendees, whether it was working for a startup, finding a co-founder or

joining a club on campus.

Alexis Roumeliotis, of [Novo](#) the bar tab payment app, mentioned "Attending NEXPO was not only fun for our team, but also extremely helpful. Novo was able to receive some great feedback and insight on what its future users are looking for. In addition, it was a great marketing tool, as it gave us an opportunity to start spreading the word about our app."

We would love to hear about your success at NEXPO, whether as a startup, attendee or presenter! Tweet at [@ideaneu](#) why you loved #NEXPO2014.

## Latitude Longboards: Indiegogo Campaign

**An Indiegogo campaign for the most avid boarder in the market.**



[Latitude Longboards](#), founded by a father-son pair of avid boarders, is carving a new space in the longboard market and using an Indiegogo campaign to launch their product and connect with their market. The product, the Legacy38, is a unique wood-carved board designed for maximum speed, mobility and style while using wood-engineering to differentiate itself in the market.

Since 2010, Tony and his father Jim have been tinkering and evolving the board and slowly growing their team to fit their needs. The launch of their Indiegogo campaign serves as an entrance into the market, but also as a market research ploy to hear feedback from potential buyers about why

their board, or why not their board.

If you love to longboard, check out their [Indiegogo campaign](#) to hear their story, see the board in action and contribute to what could be your sweetest ride to date.



## Tackboard: A new social network

**Tackboard, launched in the app store this month**

Gavin King, a fifth-year computer science student, has found a way to make sharing photos with friends just as exciting as the experience of capturing them. His newly released mobile app, [Tackboard](#), is a platform for users to collaborate on public photo collections, complete with geo-tagging and a sleek design.

"A lot of social networking sites are becoming cluttered and disjointed among users, so I knew Tackboard needed to be a refined experience for documenting experiences with friends," Gavin shared.

[Tackboard](#) is unique in that it encourages dialogue on photo boards and aims to allow users to uncover intriguing photo boards from around the globe. By creating a platform that is both public and collective between friends, Tackboard captures a space that has been left wide open by other social networks.

Be sure to check out this new social platform on [iTunes](#) that is working to change how you collaborate and share with friends.



## Q&A: IDEA Coach

**Sitting down with Jacob Moody**

It wasn't until the Spring of 2014 that Jake, a 3rd year Finance student at Northeastern, became interested in [IDEA](#). "I was on the outside looking in, thinking 'wow, they are doing some really cool work'" he said. When asked why he wanted to become a coach, his answer was simple, "It's a really valuable and unique learning experience. I have only been working with my ventures for a few months and I have already learned so much."

In addition to his work with two ventures, Sensi and Butt Hut, Jake spends a lot of his time collecting information and learning through some of IDEA's resources, from speaker series to coaches round tables, workshops and networking events.



## Don't miss these Boston events in December!

### Startup Institute Boston Talent Expo Fall 2014

Tuesday, December 9, 2014 from 10:00 AM to 1:30 PM

Only one of the best events of the season! We've turned the traditional career fair on its head by putting our talented student body on display, demo-day style. Students with diverse backgrounds and skill sets will be given 60 seconds to pitch their interest and passions to a crowd of Boston-based organizations.

### 17th Annual MIT Venture Capital & Innovation Conference

Friday, December 12, 2014 from 8:00 AM to 6:00 PM

This year, we are exploring three key themes and re-vamping the conference in a TEDtalks style with hard-hitting keynotes and dynamic panels. With two female Managing Directors, the conference also has the highest ratio of female speakers in its 17-year history, and also the highest among any student-run investment conference.

### IdeaStrike! Youth Entrepreneurship Event

Saturday, December 6, 2014 from 1:00 PM to 5:30 PM

IdeaStrike is an all-day workshop that will introduce important concepts in entrepreneurship to students, including concepts such as Value Proposition, Distribution Channels, and Customer Segmentation.

### Pathways to Entrepreneurship

Tuesday, December 16, 2014 from 4:00 PM to 6:00 PM

Exciting opportunities bridge academia and entrepreneurship; hear alumni discuss their individual journeys from training to careers in industry. Speakers will offer unique perspectives on how a solid educational and research foundation can act as a springboard to making global impact in the public sector.

### MassHack Winter 2014

Friday, December 5-7 8:00 AM to 6:00 PM

Developed to be able to bring competitive teams of one-to-six developers into a structured 48-hour applications development environment, MassHack brings the best of the Left Coast's hackathons together with the venture capital and academic communities of the Right Coast.

Aside from guiding each venture through the business model guide, Jake mentioned spending a significant amount of time pitching with his ventures. He said that much of his focus is on preparing the ventures for their business strategy pitches, each of which are valuable milestones for the ventures.

Looking to the future, he hopes to see a venture from inception to launch. "I want to coach a venture through the whole IDEA process, through gap funding, business strategy pitches and eventually to launch."

## Demo Day 2014



[Demo Day](#) Today!  
Northeastern's Curry Ballroom  
6-9PM

## IDEA Ventures in the News



**IDEA: Northeastern University's Venture Accelerator**  
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