

MEMORANDUM

November 17, 2015

Dear FIU Family:

“No Talk. All Action” – it could almost be a slogan for our FIU - boldly turning the impossible into the inevitable for more than 50 years! In this instance, though, it’s the rallying cry for aspiring innovators and entrepreneurs who will convene for Startup Weekend at FIU, November 20-22 at Tech Station.

This intense, 54-hour event – a first for FIU – is designed to help dreamers and doers turn big ideas into viable enterprises, with the support of some of the stars of the South Florida startup world, including angel investors, technology innovators, coaches and mentors. Where better to create, pitch and launch your idea than at our FIU, a place where innovators and big thinkers are constantly pushing the boundaries of new technology and business?

People like senior engineering student Adrian Mederos, who traveled to Poland for an international startup competition in October and launched his first startup – LuminatedWear – at just 17! Startup Weekend at FIU is the ideal opportunity for students, faculty members and alumni to go from idea to startup in one amazing weekend. Led by our own School of Journalism and Mass Communication’s Entrepreneur in Residence, Jeff Brown, the event begins with Friday night pitches and culminates in Sunday night demos and presentations before an amazing panel of judges.

The event is perfectly aligned with our *BeyondPossible: 2020* goal of nurturing innovation, technology, research, and startup activity at FIU. Startup Weekend is a collaboration between a wide range of academic and administrative units, all channeling the innovative and entrepreneurial energy of our FIU community members.

We invite you to be a part of the first Startup Weekend at FIU by encouraging your colleagues and students to attend, volunteering to serve as a mentor, coach or advisor; or joining us as a sponsor. Mentor and coach spots are running out.

The best way to take advantage of the experience is by registering to actually take your idea to the big leagues of innovation through the Startup Weekend process!

To learn more about this exciting event, please click [here](#) or contact the Office of Engagement at (305)348-7752.

Dream big and join us for Startup Weekend at FIU!

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark B. Rosenberg', with a long, sweeping flourish extending upwards and to the right.

Mark B. Rosenberg
President