

ENTREPRENEURSHIP



**FORDHAM**  
THE JESUIT UNIVERSITY OF NEW YORK

Gabelli School  
of Business



## ENTREPRENEURSHIP COURSES MIGHT INCLUDE:

- Executing the Entrepreneurial Vision
- Venture Capital
- Social Media for Startups
- Entrepreneurship and Fair Trade
- Fair Trade and Microfinance
- Social Entrepreneurship
- Small Business Finance
- Innovation and Resilience

## STUDENTS CAN PURSUE ENTREPRENEURSHIP AT THE ROSE HILL CAMPUS AS A:

- Primary concentration

## RECENT FORDHAM STUDENT AND ALUMNI STARTUPS INCLUDE:

- **ReddyYeti.com**  
Online shopping for small-batch American skis and snowboards
- **Zwikk.com**  
A “college student eBay,” geared for students selling to students
- **ConnectNow**  
An iOS app designed to make traditional business cards obsolete
- **Adam and Luna**  
An app for creating personalized voice-over narrations for a series of your photos
- **Bridge**  
A hands-on career-development program that lets Fordham students show major employers what they can do
- **FURI Rental**  
On-campus rental for air mattresses, vacuums, and other seldom-needed (but mission-critical) items

For more information about entrepreneurship courses and requirements, visit

[entrepreneurship.gabelliconnect.com](http://entrepreneurship.gabelliconnect.com)

## Entrepreneurs can do it all.

Think about it: To start a business, you need marketing skills to sell your product. You need an understanding of finance to generate capital. You need to grasp accounting to manage your cash flow.

Fordham's comprehensive business curriculum ensures that entrepreneurs graduate with a firm foundation in all of that—and more.

The program also goes further: It stokes an entrepreneurial mindset. Its courses teach you to think differently. To create. To seize opportunities.

Fordham entrepreneurship students have opportunities like no other. From a branch of the nationally renowned and Kenneth Cole-funded Compass Fellows program to the Fordham Foundry, a business incubator that helps launch new ventures, the possibilities for visionaries are limitless.

# SUCCESS STORY

## Dan Cardiello and Rob Montesano, Terraform Energy

"When I graduated, I turned down three job offers in the worst economy since 1929," said Dan Cardiello, who finished at the Gabelli School in 2009. "My parents were not thrilled."

Why would Dan give up multiple offers? He had no desire to work for someone else. He wanted to start his own business.

Several years later, Dan and his friend Rob Montesano, who graduated the year after him, are co-owners of Terraform Energy, a startup that recycles waste vegetable oil from restaurants and turns it into profit.

"Before we started, we didn't know anything—we weren't chemical engineers," Dan recalled. "But Fordham gave us the confidence to know that while we might not know everything about biofuels, we could learn and do it better than anybody."



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