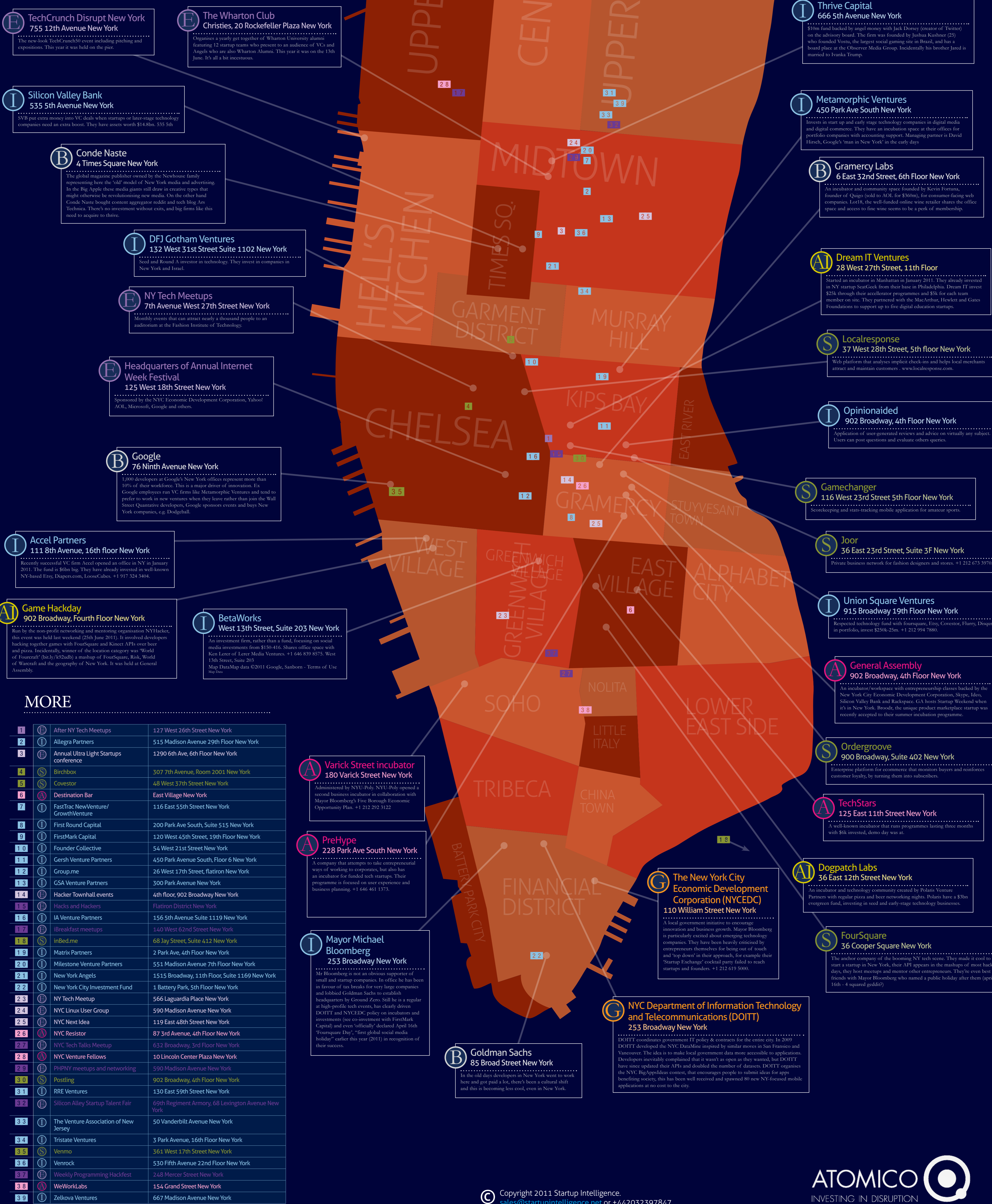


# STARTUP GUIDE TO MANHATTAN

**KEY**

- I Investor
- S Startup
- E Event
- A Accelerator
- G Government
- B Big Company
- AI Accelerator and Investor



**E** TechCrunch Disrupt New York  
755 12th Avenue New York  
The new-look TechCrunch50 event including pitching and exhibitions. This year it was held on the pier.

**E** The Wharton Club  
Christies, 20 Rockefeller Plaza New York  
Organises a yearly get together of Wharton University alumni featuring 12 startup teams who present to an audience of VCs and Angels who are also Wharton Alumni. This year it was on the 13th June. It's all a bit incestuous.

**I** Silicon Valley Bank  
535 5th Avenue New York  
SVB put extra money into VC deals when startups or later-stage technology companies need an extra boost. They have assets worth \$14.8bn. 535 5th

**B** Conde Nast  
4 Times Square New York  
The global magazine publisher owned by the Newhouse family representing here the 'old' model of New York media and advertising. In the Big Apple these media giants still draw in creative types that might otherwise be revolutionising new media. On the other hand Conde Nast bought content aggregator reddit and tech blog Ars Technica. There's no investment without exits, and big firms like this need to acquire to thrive.

**I** DFJ Gotham Ventures  
132 West 31st Street Suite 1102 New York  
Seed and Round A investor in technology. They invest in companies in New York and Israel.

**E** NY Tech Meetups  
7th Avenue West 27th Street New York  
Monthly events that can attract nearly a thousand people to an auditorium at the Fashion Institute of Technology.

**E** Headquarters of Annual Internet Week Festival  
125 West 18th Street New York  
Sponsored by the NYC Economic Development Corporation, Yahoo, AOL, Microsoft, Google and others.

**B** Google  
76 Ninth Avenue New York  
1,000 developers at Google's New York offices represent more than 10% of their workforce. This is a major driver of innovation. Ex Google employees run VC firms like Metamorphic Ventures and tend to prefer to work in new ventures when they leave rather than join the Wall Street Quantitative developers, Google sponsors events and buys New York companies, eg. Dodgeball.

**I** Accel Partners  
111 8th Avenue, 16th floor New York  
Recently successful VC firm Accel opened an office in NY in January 2011. The fund is \$6bn big. They have already invested in well-known NY-based Etsy, Diapers.com, LooseCubes. +1 917 324 3404.

**AI** Game Hackday  
902 Broadway, Fourth Floor New York  
Run by the non-profit networking and mentoring organisation NYHacker, this event was held last weekend (25th June 2011). It involved developers hacking together games with FourSquare and Kinect APIs over beer and pizza. Incidentally, winner of the location category was 'World of Fourcraft' (bit.ly/k92udb) a mashup of FourSquare, Risk, World of Warcraft and the geography of New York. It was held at General Assembly.

**I** BetaWorks  
West 13th Street, Suite 203 New York  
An investment firm, rather than a fund, focusing on social media investments from \$150-416. Shares office space with Ken Lerer of Lerer Media Ventures. +1 646 839 8575. West 13th Street, Suite 203. Map DataMap data ©2011 Google, Sanborn - Terms of Use Map Data

**I** Thrive Capital  
666 5th Avenue New York  
\$10m fund backed by angel money with Jack Dorsey (creator of Twitter) on the advisory board. The firm was founded by Joshua Kushner (25) who founded Vosto, the largest social gaming site in Brazil, and has a board place at the Observer Media Group. Incidentally his brother Jared is married to Ivanka Trump.

**I** Metamorphic Ventures  
450 Park Ave South New York  
Invests in start up and early stage technology companies in digital media and digital commerce. They have an incubation space at their offices for portfolio companies with accounting support. Managing partner is David Hirsch, Google's 'man in New York' in the early days.

**B** Gramercy Labs  
6 East 32nd Street, 6th Floor New York  
An incubator and community space founded by Kevin Fortunato, founder of Quigo (sold to AOL for \$360m), for consumer-facing web companies. Lort8, the well-funded online wine retailer shares the office space and access to fine wine seems to be a perk of membership.

**AI** Dream IT Ventures  
28 West 27th Street, 11th Floor  
Started an incubator in Manhattan in January 2011. They already invested in NY startup SeatGeek from their base in Philadelphia. Dream IT invest \$25k through their accelerator programmes and \$5k for each team member on site. They partnered with the MacArthur, Hewlett and Gates Foundations to support up to five digital education startups.

**S** Localresponse  
37 West 28th Street, 5th floor New York  
Web platform that analyses implicit directions and helps local merchants attract and maintain customers - www.localresponse.com.

**I** Opinionaid  
902 Broadway, 4th Floor New York  
Application of user-generated reviews and advice on virtually any subject. Users can post questions and evaluate others queries.

**S** Gamechanger  
116 West 23rd Street 5th Floor New York  
Screenkeeping and stats-tracking mobile application for amateur sports.

**S** Joor  
36 East 23rd Street, Suite 3F New York  
Private business network for fashion designers and stores. +1 212 673 3970.

**I** Union Square Ventures  
915 Broadway 19th Floor New York  
Respected technology fund with foursquare, Etsy, Covestor, Flurry, Disqus in portfolio, invest \$250k-25m. +1 212 994 7880.

**A** General Assembly  
902 Broadway, 4th Floor New York  
An incubator/workspace with entrepreneurship classes backed by the New York City Economic Development Corporation, Skype, Ideo, Silicon Valley Bank and Rackspace. GA hosts Startup Weekend when it's in New York. Bonus, the unique produce marketplace startup was recently accepted to their summer incubation programme.

**S** Ordergroove  
900 Broadway, Suite 402 New York  
Enterprise platform for e-commerce that monitors buyers and reinforces customer loyalty, by turning them into subscribers.

**A** TechStars  
125 East 11th Street New York  
A well-known incubator that runs programmes lasting three months with \$6k invested, demo day was at.

**AI** Dogpatch Labs  
36 East 12th Street New York  
An incubator and technology community created by Polaris Venture Partners with regular pizza and beer networking nights. Polaris have a \$3bn evergreen fund, investing in seed and early-stage technology businesses.

**S** FourSquare  
36 Cooper Square New York  
The anchor company of the booming NY tech scene. They made it cool to start a startup in New York, their API appears in the mashups of most hack days, they host meetups and mentor other entrepreneurs. They're even best-friends with Mayor Bloomberg who named a public holiday after them (April 16th - 4 squared geoid!).

**G** The New York City Economic Development Corporation (NYCEDC)  
110 William Street New York  
A local government initiative to encourage innovation and business growth. Mayor Bloomberg is particularly excited about emerging technology companies. They have been heavily criticised by entrepreneurs themselves for being out of touch and 'top down' in their approach, for example their 'Startup Exchange' cocktail party failed to reach startups and founders. +1 212 619 5000.

**G** NYC Department of Information Technology and Telecommunications (DOITT)  
253 Broadway New York  
DOITT coordinates government IT policy & contracts for the entire city. In 2009 DOITT developed the NYC DataMINE inspired by similar moves in San Francisco and Vancouver. The idea is to make local government data more accessible to applications. Developers inevitably complained that it wasn't as open as they wanted, but DOITT have since updated their APIs and doubled the number of datasets. DOITT organises the NYC BigAppsIdeas contest, that encourages people to submit ideas for apps benefiting society, this has been well received and spawned 80 new NY-focused mobile applications at no cost to the city.

**B** Goldman Sachs  
85 Broad Street New York  
In the old days developers in New York went to work here and got paid a lot, there's been a cultural shift and this is becoming less cool, even in New York.

**A** Varick Street incubator  
180 Varick Street New York  
Administered by NYU-Poly, NYU-Poly opened a second business incubator in collaboration with Mayor Bloomberg's Five Borough Economic Opportunity Plan. +1 212 292 3122.

**A** PreHype  
228 Park Ave South New York  
A company that attempts to take entrepreneurial ways of working to corporates, but also has an incubator for funded tech startups. Their programme is focused on user experience and business planning. +1 646 461 1573.

**I** Mayor Michael Bloomberg  
253 Broadway New York  
Mr Bloomberg is not an obvious supporter of small and startup companies. In office he has been in favour of tax breaks for very large companies and lobbied Goldman Sachs to establish headquarters by Ground Zero. Still he is a regular at high-profile tech events, has clearly driven DOITT and NYCEDE policy on incubators and investments (see co-investment with FirstMark Capital) and even 'officially' declared April 16th 'Foursquare Day', 'first global social media holiday' earlier this year (2011) in recognition of their success.

**MORE**

1	E	After NY Tech Meetups	127 West 26th Street New York
2	I	Allegra Partners	515 Madison Avenue 29th Floor New York
3	E	Annual Ultra Light Startups conference	1290 6th Ave, 6th Floor New York
4	S	Birchbox	307 7th Avenue, Room 2001 New York
5	S	Covestor	48 West 37th Street New York
6	A	Destination Bar	East Village New York
7	I	FastTrac NewVenture/ GrowthVenture	116 East 55th Street New York
8	I	First Round Capital	200 Park Ave South, Suite 515 New York
9	I	FirstMark Capital	120 West 45th Street, 19th Floor New York
10	I	Founder Collective	54 West 21st Street New York
11	I	Gersh Venture Partners	450 Park Avenue South, Floor 6 New York
12	I	Group.me	26 West 17th Street, Rationer New York
13	I	GSA Venture Partners	300 Park Avenue New York
14	E	Hacker Townhall events	4th floor, 902 Broadway New York
15	E	Hacks and Hackers	Flatiron District New York
16	I	JA Venture Partners	156 5th Avenue Suite 1119 New York
17	E	iBreakfast meetups	140 West 62nd Street New York
18	S	inBed.me	68 Jay Street, Suite 412 New York
19	I	Matrix Partners	2 Park Ave, 4th Floor New York
20	I	Milestone Venture Partners	551 Madison Avenue 7th Floor New York
21	I	New York Angels	1515 Broadway, 11th Floor, Suite 1169 New York
22	I	New York City Investment Fund	1 Battery Park, 5th Floor New York
23	I	NY Tech Meetup	566 Laguardia Place New York
24	I	NYC Linux User Group	590 Madison Avenue New York
25	I	NYC Next Idea	119 East 48th Street New York
26	A	NYC Resistor	87 3rd Avenue, 4th Floor New York
27	I	NYC Tech Talks Meetup	632 Broadway, 3rd Floor New York
28	A	NYC Venture Fellows	10 Lincoln Center Plaza New York
29	I	PHPNY meetups and networking	590 Madison Avenue New York
30	S	Postling	902 Broadway, 4th Floor New York
31	I	RRE Ventures	130 East 59th Street New York
32	I	Silicon Alley Startup Talent Fair	69th Regiment Armory, 68 Lexington Avenue New York
33	I	The Venture Association of New Jersey	50 Vanderbilt Avenue New York
34	I	Tristate Ventures	3 Park Avenue, 16th Floor New York
35	S	Venno	361 West 17th Street New York
36	I	Venrock	530 Fifth Avenue 22nd Floor New York
37	E	Weekly Programming Hackfest	248 Mercer Street New York
38	I	WeWorkLabs	154 Grand Street New York
39	I	Zelkova Ventures	667 Madison Avenue New York