

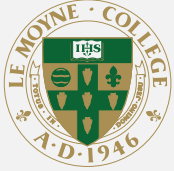
# Inspiring Entrepreneurs, Innovators and Creatives across Central New York

JANUARY - JUNE 2024

## Keenan Center Report



 **KEENAN**  
CENTER FOR ENTREPRENEURSHIP,  
INNOVATION AND CREATIVITY



The Keenan Center for Entrepreneurship, Innovation and Creativity is focused on integrating an entrepreneurial mindset into curriculum and business practices across Central New York. Named for Tim and Kathleen (Fehlan) Keenan '81, it seeks to advance the economy by utilizing personal enterprise to promote economic development and combat poverty. The Center elevates the profile of both Le Moyne College and the Madden College of Business and Economics in the regional and global marketplace and plays a critical role in the upstate New York entrepreneurial ecosystem.

**Cover photo:** Like many students working with the Keenan Center and participating in the Dolphin Tank, Tim Keenan's entrepreneurial journey started in college. He created a small business by buying used milk trucks, retrofitting them for hauling, and selling his service.

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## Letter from the Director

The first half of 2024 marked an inflection point for the Keenan Center at Le Moyne College. Our collective reach expanded to tens of thousands of people and our impact on Central New York's entrepreneurial, innovative and creative ecosystem, as illustrated in this report, significantly deepened.

This milestone led me to reflect on the moment I picked up the baton from former directors John Liddy and John Zogby six years ago and all that followed. Backed by the inexorable drive and support of Jim Joseph, we assembled our core team. Momentum steadily grew, resulting in the grand opening of our entrepreneurship and maker space, followed by more growth of the Keenan Team.

Examples of our reach and impact:

The Keenan Center is positioned as a key player and influencer in Central New York, demonstrated by our extensive mention in a recent front-page article in the *Post-Standard* on the local entrepreneurial and innovative ecosystem,

**Doug Hill** co-led the effort to grow the Syracuse Maker Faire to over 120 vendors and 2,700 attendees and successful launch of the NUAIR-sponsored drone education program, which has

already delivered its first two cohorts of Part 107 graduates,

**James Shomar's** leadership on Dolphin Tank 8, which drew over 250 people from the local ecosystem and expanded our cohort of sponsors, while continuing to mentor over 50 Dolphin Tank alumni and launching our Keenan Innovators program,

**Stephanie and Isaac Budmen's** expansion of ERIE21 and our own Keenan Innovators programming and the creation of our team of Keenan Coaches, who are already fueling an array of project-based learning efforts across the community,

**Hasan Stephens** deepening our relationship with Good Life Youth Foundation with the second annual B3 Pitch competition, landing its top two earners in this year's Dolphin Tank,

**Matt Read's** continued coaching up of budding entrepreneurial, innovative and creative students across the Entrepreneurship-n-Innovation (ENI) Curriculum,

And community-based startups such as Agri-Trak moved from national recognition at TechCrunch Disrupt to the world-renowned TechStars Remote Anywhere Accelerator.



None of this is possible without the tireless effort of our key team member, **Jacki Boulter**. Jacki continues to go above and beyond. She played a critical role in making all of the above ... happen. Thank you, Jacki!

We continue to be fueled by the vision and generosity of the Keenan Family. While this report focuses on the Keenan Center at Le Moyne College, we are one node in a growing network of Keenan Centers. For further context, President Linda LeMura, Vice President and Dean Jim Joseph and I had the honor of attending the grand opening of the Keenan Center's new facility at Ohio State University in Columbus, Ohio this past Spring. **Thank you, Tim, Kathleen and your entire family!**

Our doors are open to the community as we remain steadfast in our commitment to increasing the density of entrepreneurial, innovative and creative talent in Central New York.

---

**Mike D'Eredita '92**  
Director

## INTRODUCTION

# Keenan Team

The collective mind of the Keenan Center continues to grow in both size and capacity for action. The number of new connections with community members continues to grow, and the Keenan team's increased capacity is leading to a rapid expansion of the Center's impact.



**MIKE D'EREDITA**

Director



**JAMES SHOMAR**

Associate Director



**DOUG HILL**

Founder and Director  
Le Moyne Maker Institute



**ISAAC BUDMEN**

Designer of Educational  
Programming and Mentorship



**STEPHANIE BUDMEN**

Designer of Educational  
Content And Programming



**JACKI BOULTER**

Project Manager  
Grants Liaison



**MATT READ**

Professor of Practice  
Marketing



**HASAN STEPHENS**

Entrepreneur-in-Residence

## INTRODUCTION

# Keenan Center Identified as Key Player in CNY's Entrepreneurship Community

In March 2024, Syracuse.com profiled Syracuse's ever-growing entrepreneurship community and the efforts being made to establish the city as an innovative landscape of opportunity. The article featured interviews with over 30 entrepreneurs, politicians, funders and scientists discussing their visions and challenges in Central New York.

The article included an interview with Director Mike D'Eredita and **an overview of the Keenan Center, identifying it as an innovative hub committed to its community.** It highlighted our mentorship, tech and tools, as well as the resources we provide to businesses and students. **It also showcased former Dolphin Tank participant, Celestin Abwe's '23 Clutch Delivery as a success story.**



Past Dolphin Tank participant Celestin Abwe speaking at Dolphin Tank 8.



*Read the in-depth article about CNY's innovative efforts to support entrepreneurship in our region:*

## INTRODUCTION

# Le Moyne's Keenan Center Team Supports New Home of the Tim & Kathleen Keenan Center for Entrepreneurship at Ohio State

On March 6, 2024, President Linda LeMura, Vice President and Dean Jim Joseph, Ed.D. and Keenan Center Director Mike D'Eredita, Ph.D. joined Ohio State University's community to celebrate the opening of its new Student Entrepreneurs' Center, which serves as the new home of the university's Tim & Kathleen Keenan Center for Entrepreneurship.

The new space includes state-of-the-art technology, conference rooms and plenty of space for students to meet and collaborate. Most notably, it provides the Tim & Kathleen Keenan Center for Entrepreneurship with the space to continue growing the entrepreneurial culture it is known for on the Ohio State campus.

**Like Le Moyne's Keenan Center, the Tim & Kathleen Keenan Center for Entrepreneurship at Ohio State will encourage more collaboration and mentorship for students from experienced entrepreneurs and act as a campus hub for innovation and robust creative programming.**



From left: Tim Keenan, President Linda LeMura, Michael D'Eredita, Vice President and Dean Jim Joseph, and Kathleen Keenan with OSU mascot, Brutus

## KPIs AND METRICS

# Key Performance Indicators

Key Performance Indicators (KPIs) are continuing to be established as the Keenan Team executes on this next phase of acceleration. As this report illustrates, the Keenan Team has made significant progress on every metric listed.

\* This number has been modified and updated since the previous report to represent a refinement of this metric.

\*\* This metric includes only STEAM and Drone related programming

NAME	DESCRIPTION	JAN 2024	JULY 2024
<b>ENTREPRENEURSHIP</b>			
Entrepreneurial Activity	Total number of entrepreneurs and/or investors from the local or regional ecosystems engaged for this time period. These include meetings, coaching sessions, small group networking, introductions, etc.	64	140
Dolphin Tank Outcomes	Dollars raised and/or earned by Dolphin Tank teams, compounded to date since Spring 2019.	\$1.9 M	\$2.5 M
Event Attendance	The number of people who attended Keenan Center organized and sponsored events for this period.	78	1,422
Corporate Sponsors	Annual number of dollars donated by corporate sponsors.	\$50,000	\$50,000
Alumni & Community Donations*	Annual number of dollars donated by alumni and community members.	\$928,000	\$928,000
Grants & Awards	Denotes total grants and awards to date to the Keenan Center as well as revenues from grant funded activities from partnerships that are grant supported.*	\$150,000	\$424,000
CRM Entities	Total number of people and entities from the community tracked and logged in the CRM system from October 2023 to date. Data is captured upon entering the Keenan Center. Repeat visits are not included.	127	333
<b>EDUCATION</b>			
Student Enrollment and Programming	Total enrollment in ENI202, ENI203, ENI210, ENI311, ENI312 and the number of Keenan Center Workstudies.	65	76
STEAM Programming for Students	Total number of student programs, events or engagements for this time period.	30	47
STEAM Students	Total number of students across programs for this time period.	353	886
STEAM Programming for Coaches*	Total number of "coaching-the-coaches" programs, events or engagements for this time period.	20	2
STEAM Coaches	Total number of participant coaches across programs for this time period.	59	27
Drone Hours	Total number of drone programming hours for this time period.		654
Drone Students	Total number of student participants for this time period.		25
Program Participation	Total number of coach and student programming hours delivered. This is the grand total of student hours of engagement on individual basis added across the total population of student and coaches.**	4,757	2,172
<b>MAKER INSTITUTE</b>			
Income from Prototyping	Number of dollars generated from community-facing prototyping services for this period.	\$1,175	\$1,500
Number of Maker Projects	Number of projects completed or in progress within the Maker Space for this time period.	45	60



## KPIs AND METRICS

# Dolphin Tank Metrics

Dolphin Tank allows 10 student entrepreneurs to present their businesses to 10 sponsors, who each donate \$5,000 to the total award amount for the event. Since its inception, these teams have collectively generated approximately \$2.5 million in revenues from a total award amount of \$202,000. Of these entrepreneurs, 39 have built businesses that have generated revenues.

Total funds distributed to date

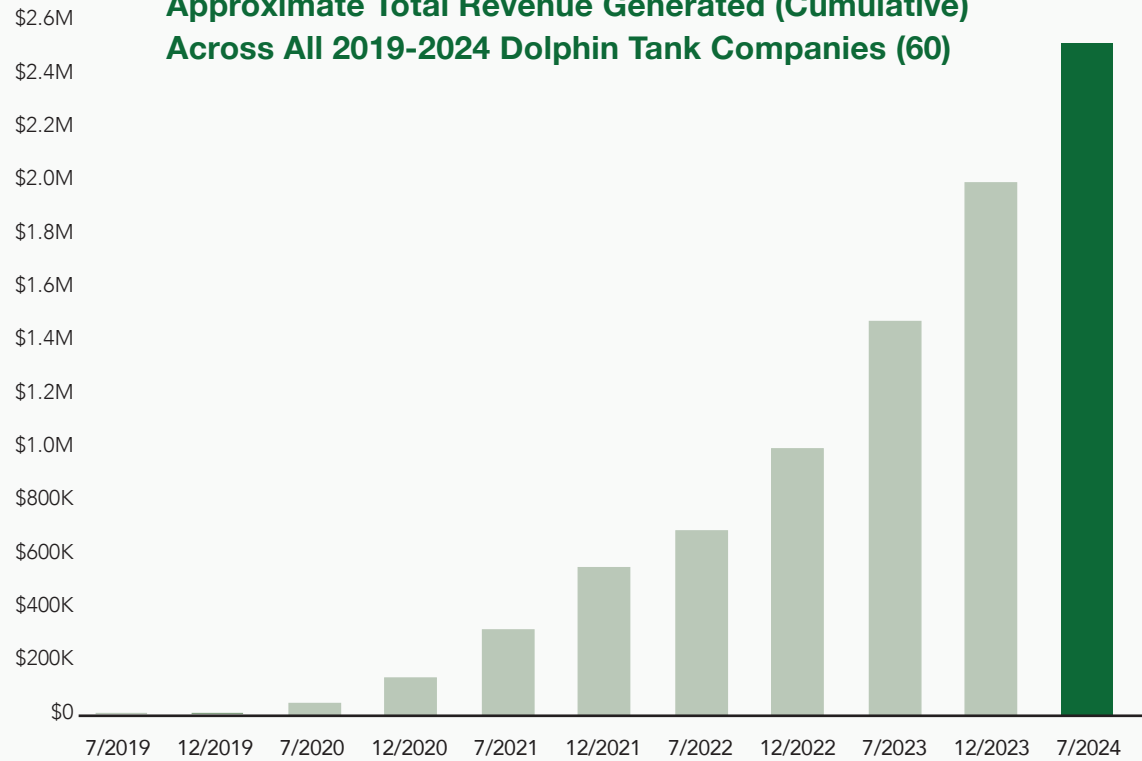
**\$202K**

Companies that reached sales (out of 60)

**39**

**\$1000–\$700K+**  
Current range of annual revenues

**Approximate Total Revenue Generated (Cumulative) Across All 2019-2024 Dolphin Tank Companies (60)**



Dolphin Tank winners have raised or earned, through sales, investment, or sale of a company,

**\$2.5M** (cumulatively) to date.

CAMPUS AND  
IMMEDIATE COMMUNITY



Dolphin Tank 8 (DT8) attracted over 250 people and 10 corporate sponsors from across the CNY community. The crowd was inspired by the student-entrepreneurs' display of grit and tenacity. Unlike many campus competitions, DT8 featured 10 teams that are in market and included two teams from the community-based, Beats, Bars and Business Competition.

CAMPUS AND  
IMMEDIATE COMMUNITY

## Good Life Youth Foundation's B3 Pitch Competition Draws Audience of Over 100

This year's Good Life Youth Foundation's (GLYF) Beats, Bars and Business Competition (B3), held in partnership with the Keenan Center, was a resounding success, showcasing the entrepreneurial talents of six youth teams competing for a share of up to \$13,000. **Each team received funding, underscoring the Foundation's commitment to fostering young entrepreneurs.**

This effort was led by Deraretu Abubeker '22, an employee of GLYF and Dolphin Tank alumnus, and drew an enthusiastic crowd of over 100 youth and community members to the James Commons Room at Le Moyne, marking a significant milestone in the GLYF's mission to empower and support young business leaders.

**The top two winners, Anahja Delee, owner of Skyla Esthetics, and Kyree Boatman, owner of SectionAide, earned the opportunity to compete in the Dolphin Tank competition.**

With expert coaching throughout their journey from Mike D'Eredita and James Shomar of the Keenan Center, these talented entrepreneurs excelled and secured the most funds in both competitions.



CAMPUS AND  
IMMEDIATE COMMUNITY

## 10 Entrepreneurs Competed for \$50,000 at Dolphin Tank 8

On April 16, 2024, the Keenan Center hosted the eighth Dolphin Tank event, in which **10 up-and-coming student businesses competed for \$50,000 from a 10-judge panel.** Eight competing young entrepreneurs were Le Moyne students, and two were from the Syracuse-based nonprofit the Good Life Youth Foundation, which connects high-risk youth with entrepreneurship opportunities.

Although all participants walked away with some funding, the Good Life Youth Foundation teams were the highest earners, taking home more than \$23,000 combined. Anahja DeLee's Skyla Esthetics received the highest total award of \$12,950. As a CEO and certified lash technician, DeLee provides lash extension services and offers a personalized approach to lash health.

**The participants each presented their innovative and creative ventures to a panel of 10 industry leaders who served as judges and had \$5,000 each worth of funds to award at their discretion.** A crowd of about 250 people watched as the young entrepreneurs presented their businesses and answered questions from the judges. Businesses ranged from hardscapes and power washing to podcasts and resin products.



**CAMPUS AND IMMEDIATE COMMUNITY**

**“We were super excited to see the turnout from the Greater Syracuse community,” says Keenan Center Associate Director James Shomar, who organized and MCDed the event.** “We hosted a cocktail hour after the presentations so that community members could take the time to meet the entrepreneurs and offer their support. We continue to hear stories from them about the mentorship connections made at that reception. We have no doubt these relationships will alter the life trajectory for many of the entrepreneurs.”

**SPONSORS OF DOLPHIN TANK 8 INCLUDE**

**Edward Jones**  
Christopher W Rheume

**BNY MELLON**

**Constellation Brands**

**Kinney Drugs**

**CADIMENSIONS**

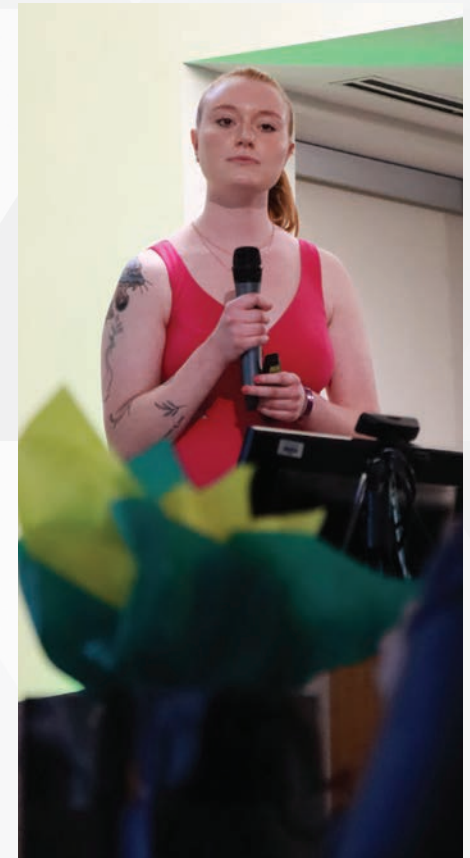
**VIP STRUCTURES**

**Coffeehouse CxO**

**SALIENT**

**VERGIL VENTURES**

**Impel PHARMACEUTICALS**



Read [syracuse.com](http://syracuse.com)'s coverage of Dolphin Tank: 'How a resurgence happens'



CAMPUS AND  
IMMEDIATE COMMUNITY

## VPA and Keenan's Collaborative Musical Theatre Incubator Enjoys Fast Success

This year, the Keenan Center and the Department of Visual and Performing Arts (VPA) collaborated to form a new Musical Theatre Incubator to not only provide opportunities for students to engage in the creative process, but to provide a place for creative entrepreneurship and the development of new musical theatre works.

Already, the innovative partnership has been a great success. This summer, the incubator has two new musicals performing on the international stage. *Edgar in the Red Room*, a creation of **VPA's Matt Chiorini and Greg Giovanini, with projections by Lindsey Voorhees and lighting/**

**technical design by John Czajkowski**, performed six shows during the St-Ambroise Montreal Fringe Festival held May 27-June 16. The show took home the top honor of the festival: the award for Outstanding English Production.

Next up is Chiorini's original show *Kafka's Metamorphosis: The Musical*, which now **features new music by Chiorini and Travis Newton** and will run for four weeks at the Pleasance Theatre Trust, one of the top venue operators at the Edinburgh Festival Fringe beginning July 30.



Both productions and trips are in part thanks to generous alumni and support from The Stanley W. Metcalf and D.E. French Foundations.



## Puppets Visit the Keenan Center

As part of the Musical Theatre Incubator programming, **Alan Muraoka, Emmy-winning director and member of the cast of "Sesame Street"** and director of *Kafka's Metamorphosis: The Musical* led a musical theater workshop for area high school students on May 3, 2024 during the show's rehearsal period. Additionally, Spencer Lott, the show's puppet designer, led a puppet-making workshop on May 3, 2024, at the Keenan Center.

## STUDENT PROFILE



**“Being around so many people at the Keenan Center who are ready and willing to put themselves out there, do what they love and make this really cool stuff has been great,” says LaDuca. “They’ve given me so much advice, and I’ve gotten a lot of support.”**

## Jonathan LaDuca

During his campus tour, Jonathan LaDuca visited the Keenan Center and was particularly impressed with our VR lab, notably the recording equipment and editing bays.

**“That’s all I’ve wanted in a school,” says LaDuca. “Seeing all the stuff I would need to succeed creatively in one room was almost jarring.”**

That day, LaDuca also met Isaac and Stephanie Budmen and chatted with them for a long time about movies. This, too, made an impression.

As a transfer student interested in storytelling — photography, writing and film, the Center seemed like a perfect match for LaDuca.

Today, LaDuca greets visitors at the Keenan Center as part of the Keenan work study team. You’ll see him at many Keenan Center events, too. He’s our in-house photographer and runs the Center’s social media accounts.

A now rising senior majoring in English with

a concentration in creative writing, LaDuca is considering what’s next when he graduates in 2025. Working at the Keenan Center, he says, has certainly helped him build his entrepreneurial confidence.

LaDuca is currently opening a photography studio in Skaneateles, N.Y., where he will do portraits and sell prints of his photographs, especially of his landscape photography. He’ll offer framing and matting services, too.

**Thanks to the Center, LaDuca has also gotten opportunities to grow his connections with journalists at [Syracuse.com](https://www.syracuse.com), where he’s already been published a couple of times.**

As he looks to the next year, LaDuca is excited to continue expanding the Center’s social media presence and helping with workshops and other activities.

“I’ve developed a skill to show up and be ready to do whatever needs to be done,” LaDuca says. “There’s always interesting stuff going on.”

## Dolphin Statues Honor Jeanette Epps '92 & Showcase Campus Collaboration

Throughout the 2023-24 academic year, students in Visiting Professor Kim Waale's art class took on a unique assignment: to paint and design dolphin statues to be displayed throughout campus. They faced a big challenge, though: the statues were almost eight feet tall. In order to plan and design their visions, the students needed models of the dolphins that were more accessible than the final form, which soared over their heads.

**Thanks to a creative campus collaboration with the Keenan Center, mini models of the dolphin statues were made using the Center's 3D printers.**

To create a digital twin for printing, students used a 3D scanner that's now available right from your iPhone to capture and edit the images. The printed models allowed the art students to get a sense of how their designs would appear on the life-sized creatures. Once the planning had been done on the models, the students transferred the designs to the final product.

**Though each design is different, all the dolphins feature a tribute to astronaut and Le Moyne alum Jeanette Epps and her recent trip to space, which inspired the project.** Some dolphins feature Epps' name and her photo, while others are a sparkly shimmer invoking the color of space and include illustrations of planets.

The dolphins can now be found in several locations around campus, including the Campus Center and Grewen Hall. They celebrate Epps' achievements while also representing a creative collaboration between Le Moyne's marketing team, the VPA department, the Keenan Center and the campus' physical plant.





## STUDENT PROFILE



Shad says one of the biggest lessons she's learned at the Keenan Center is the power of consistency. "Hard work is not the key," she says. "It is consistency that opens the doors."

## Iris Shad

For Iris Shad, the Keenan Center is a place of belonging and believes everyone should take advantage of its services.

**"I tell students and parents visiting all the time that anyone can work or do work here," she says. "After all, I'm a bio major and psychology minor, and I do!"**

Belonging is important to Shad. She's originally from Pakistan where she studied biotechnology. Shad is a trained phlebotomist and a rising senior hoping to go to PA school after she finishes at Le Moyne next year. Shad is also a work study team leader at the Center.

When she first started working last year, Shad was intimidated by the Keenan Center's innovative machines, but now she's a great advocate for the products they create.

One of her favorite projects recently included helping a faculty member create a family portrait on a piece of wood using the laser cutter.

"Even if it takes 10 to 20 times, we teach

people how to do the work, so when they come back in, they know what to do."

Shad herself has also gotten creative with what the Keenan Center's machines can do. This last semester, she used the laser cutting machine to create the different parts of a horse's leg for an assignment in her animal locomotion course.

She then made a DNA model using the 3D printer that came out so well her professor asked if he could keep it.

"The presentation was about enzymes, and I wanted to show the students how things work," she says.

Shad's hard work and consistency both paid off this semester, as she celebrated a big milestone with the Center and the managers she works with. She became a U.S. citizen, and her team surprised her with a festive celebration, including a cowboy hat, balloons and cake.

**"It was one of the highlights of the semester," Shad says. "It truly gave me a feeling of belonging. And it made me feel at home."**



CENTRAL NEW YORK

Starting with wonder can be very powerful. This is a photo of Doug Hill demonstrating a drone to a father and son at a recent Keenan Center event. The Keenan Center remains steadfast in its belief that more exposure to the possible leads to a more prosperous future.

## Keenan Center and NUAIR Partnership Announced

In January, the Keenan Center announced a three-year \$600,000 partnership with Northeast UAS Airspace Integration Research (NUAIR) to establish a comprehensive drone training curriculum centered on the technical mastery of unmanned aircraft systems (UAS). **This partnership, spearheaded by Doug Hill, is designed to provide students from underrepresented communities and other backgrounds with access to cutting-edge drone technology applications while underscoring professionalism and ethics.**

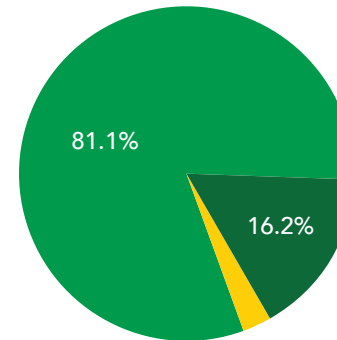
What sets our drone training program apart is the emphasis on hands-on training and skill development not found in other curriculums. Newly licensed FAA Part 107 pilots are given the opportunity to hone their skills in real-world scenarios. This hands-on approach ensures that graduates are not only proficient in operating drones but are also adept at data analysis and possess the professional skills necessary to distinguish themselves in the competitive field of commercial drone piloting. The curriculum includes advanced training in data collection and analysis, critical thinking, and problem-solving, preparing students to meet the demands of various industries that utilize drone technology.

**Together with NUAIR, we are committed to engaging the greater Upstate New York community in economic and workforce development through groundbreaking projects and initiatives.** This collaboration will continue to advance our unique training programs, ensuring that our students are well-prepared to contribute to the evolving landscape of drone technology.



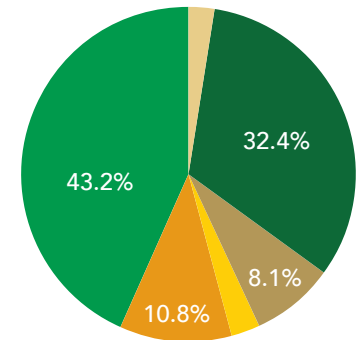
### GROUP DEMOGRAPHICS

Veteran Status



- Military Veteran
- Current Dependant
- None

Which race or ethnicity best describes you?



- Asian/Pacific Islander
- Black or African American
- Hispanic
- Multiple Ethnicity
- Prefer not to answer
- White/Caucasian



To learn more, read the recent profile published by City & State New York.

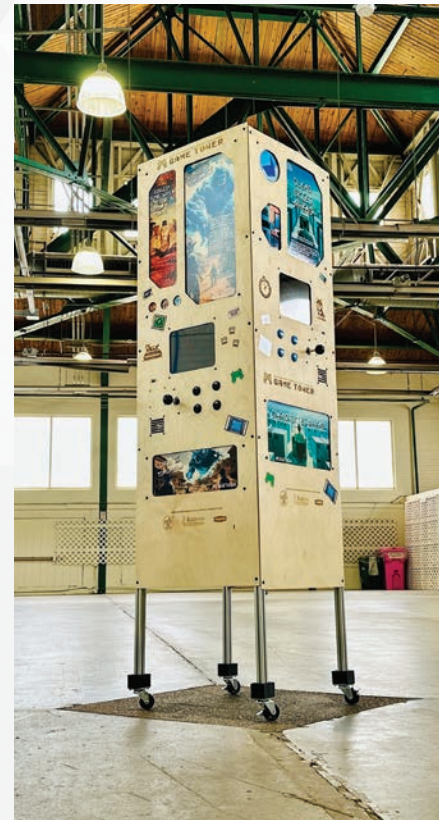
## Keenan Project-Based Learning Partners With ERIE21 to Inspire Young Innovators

ERIE21 and Keenan's Project-Based Learning Team, Stephanie and Isaac Budmen, collaborated in two innovative ways during the first half of 2024. ERIE21's Maker Group, a program where 8th-11th graders collaborate to create an exhibit for the Syracuse Maker Faire, partnered with the Keenan team to create a Game Tower, including video games that illustrate the impact of our actions on world issues. **In four months, students produced a new gaming console built entirely from scratch.**

This project not only taught practical skills in software development, storytelling, game mechanics and engineering but also emphasized the importance of understanding cause and effect in an empathetic way.

**The Game Tower debuted at the 2024 Maker Faire, showcasing the incredible potential of project-based learning and the dedication of the ERIE21 students. Even Darth Vader stopped by to play!**

The Budmens also helped launch ERIE21's exciting new partnership with LaFayette School District and Onondaga Central Schools this year. **The team led an innovative "Digital Voice Box" activity, introducing students to electronics and biomimicry through a hands-on project involving a 30-second digital voice recorder.** Over three days, they taught 250 students in grades 5-8 from both districts. This high-energy session fostered a deeper interest in STEAM fields by exploring the intersection of technology, design and biology. Thanks to their efforts, Central New York now boasts 250 new talking robots!



UPSTATE NEW YORK



The Keenan Center's superpower continues to be bringing entrepreneurs and creative minds together to cultivate collaboration. Through a record Maker Faire and continued networking for our partner Agri-Trak, the Center has spent the first half of 2024 connecting innovators and investors throughout Upstate New York.

## 2024 Maker Faire Welcomes a Record 2,500 Community Members

The third-annual Maker Faire Syracuse held at the NYS Fairgrounds on May 4 shattered the event’s attendance record with over 120 makers showing off their projects and experiments to more than 2,500 paid visitors, almost 1,000 more people than last year.

As the largest crowd to date explored the Faire, attendees were greeted by interactive experiments, Star Wars characters and innovative solutions to real-life challenges, like the need for low-cost wheelchairs for kids. The day saw over 100 demonstrations and countless hands-on experiences.

From a solar-powered Physics Bus functioning as a museum on wheels filled with upcycled contraptions showcasing unusual physics phenomena, to the Epoxy River Base Guitar, a custom five-string bass guitar, to the Airigami Bubble Murals, creative installations using easy to inflate latex balloons, attendees were treated to everything from innovative creative outlets to collaborative solutions to complex problems.

Students and community members alike signed up to exhibit their projects. Some student groups came together and presented a joint venture, where others shared individual ideas.



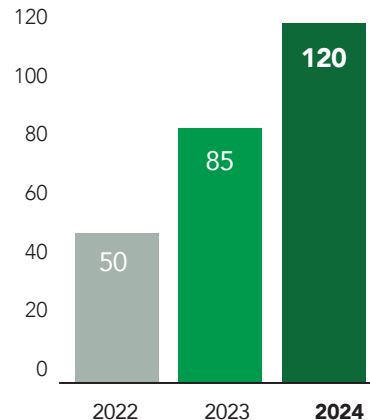
Read *Syracuse.com*’s coverage of the 2024 Maker Faire

“The important thing is that people are off the screens and making things.”–Doug Hill, Maker Faire Syracuse Director

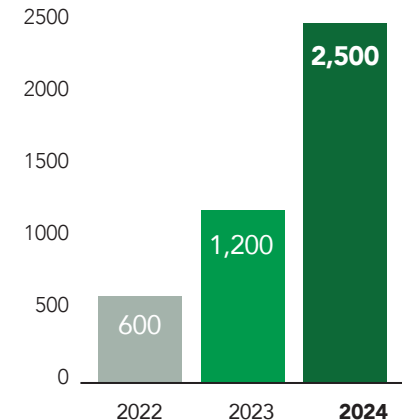


### MAKER FAIRE BY THE NUMBERS

#### EXHIBITORS



#### ATTENDEES



Maker Faire locations: 2022: Onondaga Community College, 2023: Le Moyne College, 2024: New York State Fairgrounds

## Keenan Center Continues to Connect Agri-Trak with Investors

The Keenan Center has been a great resource for Agri-Trak over the last six months. The group is especially thankful for the many introductions Director Mike D'Eredita has made for the team. The group has seen a lot of success during the current fundraising campaign thanks to those introductions.

**“Mike’s connections to the investor ecosystem have been great,” says Agri-Trak Founder and CEO Jamie Sonneville. “We are oversubscribed at this point. Mike and James [Shomar] were also great in helping us structure creative job offers as our team expanded this fall.”**

Agri-Trak has also connected with Doug Hill and is looking forward to working with him and his drone program, as Agri-Trak does some R&D.

The Keenan Center also introduced Sonneville to Payton Hirsch, a member of the Keenan Center work-study team and founder of P-Hirsch Productions, who is creating all kinds of media for Agri-Trak to use on social media and as explainer videos for its customers.



Jamie Sonneville, Founder and CEO of Agri-Trak, pitching at Techstars Anywhere Accelerator Demo Day



## CONCLUSION

# The Impact of the Keenan Center Continues to Deepen

This letter was sent by a local entrepreneur who stopped in the Keenan Center for some guidance and help with his budding business. When viewed in conjunction with what is presented in this report, it illustrates the **breadth** of the Keenan Center's engagement, the **depth** of impact it is having on the local community and the **density** of entrepreneurial, innovative and creative talent it is fostering.



INTEGRITY  
COST CONSULTING

TELECOM | UTILITIES | WASTE | MORE

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6/26/24

Hi James -

Thank you for meeting with me on Monday, 6/24. I appreciate you giving up at least one hour of your time to help me with my growth objective.

Per the video message I sent to you, I enjoyed getting your perspective on who my target audience should/could be. I've been trying to build referral relationships with various professionals and associations, but you opened my eyes to possible new strategic partners.

I'll work on my homework!  
Looking forward to keeping in touch!

Steve



## CONCLUSION

# Keenan Community Collaborators

Our relationships with various community organizations amplify the Keenan Center's overall impact. We look forward to growing and strengthening our collaborations, which have already yielded incredible results.

## We are grateful for the continued efforts of our 60+ Keenan Community Collaborators

Agri-Trak  
Aloft  
ARISE Adaptive Design  
Association of Uncrewed Vehicle Systems International (AUVSI)\*  
BlueFlite  
BNY Mellon\*  
Boys & Girls Club of Syracuse  
CADimensions  
Centerstate CEO  
Central New York BioTech Accelerator  
Clear Path for Veterans  
Clutch Delivery  
Constellation Brands\*  
Collaborative Educators Summit 2024\*  
CNY STEM Hub  
Hub Cub Scouts - Syracuse  
East Syracuse Minoa School District\*  
Educating for our Rising Innovation Economy (ERIE21)  
Edward Jones\*  
Fayetteville Manlius School District\*  
Federal Aviation Administration\*  
Genius NY  
Good Life Youth Foundation  
Greenjets  
Impel\*  
Indium Corporation  
Jamesville-DeWitt Central School District  
Jubilee Homes\*  
Keenan Center at Ohio State  
Kinney Drugs\*  
Lafayette School District\*  
Leadership Greater Syracuse  
Le Moyne College Athletics\*  
Le Moyne College Counseling Center\*  
Le Moyne College Maker Zone student club  
Le Moyne Office of Equity, Diversity, Inclusion and Belonging\*  
Le Moyne College Manresa Program\*  
Le Moyne College Purcell School Occupational Therapy and Physician Assistant programs  
Liverpool Public Library\*  
Maker Faire Syracuse  
Modovolo and Onondaga Environmental Institute\*  
More Good Jobs  
Musical Theater Incubator (VPA at LMC)\*  
NUAIR  
Onondaga Central School District\*  
Onondaga - Cortland - Madison Counties Board of Cooperative Educational Services (OCM BOCES)  
The Public Broadcasting of CNY (WCNY)  
Rising CNY\*  
Rosemond Gifford Zoo\*  
Salient\*  
Syracuse Surge Accelerator  
Syracuse.com\*  
Switch the Future\*  
The HUSTLE Defense Accelerator Program\*  
The Tech Garden  
Teddie Eddies\*  
UpMobility Foundation  
Upstate Medical University  
Upward Bound at Le Moyne College\*  
Vergil Ventures\*  
VIP Structures\*  
Westhill Central School District

\*Relationships formed within the past six months

JANUARY - JUNE 2024

# Keenan Center Report

