The chances of starting a business that survives several years are poor; starting a business alone and without expert guidance makes the odds even worse. Without question, the best way for student entrepreneurs to get real-world entrepreneurial assistance is to work side-by-side on a regular basis and in the same location with other student teams as well as with seasoned professionals and expert advisors and mentors, learning from each other the possibilities and the pitfalls of developing a high tech idea into a business.

This summer, three teams of student entrepreneurs from SUNY Geneseo will do just that as they take up residency at High Tech Rochester’s Lennox Tech Enterprise Center in Henrietta, NY.

The three student companies – VisoWorld, Plastofuel and Skooloko – got started at SUNY Geneseo’s School of Business; their founders will take advantage of HTR’s tenant mix of student and young entrepreneurs as well as its facilities and business mentors.

The SUNY Geneseo startup companies spending time at the HTR incubator are:

- **VisoWorld** - a software application that helps college students who wish to study abroad find the optimal program that meets their interests and needs. VisoWorld’s CEO is Luciano Scala, a Geneseo senior majoring in international relations and economics.

- **Plastofuel** – an energy company based on research completed at Penn State and Alfred State. The company collects, sorts and processes non-recyclable plastics (#4-#7) into fuel briquettes that are used in power plants and cement kilns as a replacement for coal. Leading this team are Geneseo seniors Matthew Dobjeleski and Scott Chauncey, both majoring in business administration, and Carly Lauricella, majoring in accounting.

- **Skooloko** - an online marketplace that college students use to buy and sell goods such as furniture and electronics and services such as auto or bicycle repair, computer expertise, musical instruction and coaching, hair dressing/barber services, etc. Leading this team is Sewedo Whenu, a recent Geneseo graduate who majored in communications.
HTR facilities include a state-of-the-art software development lab and a variety of office suites. User groups range from established companies well on their way to commercial success to University of Rochester student startups to software teams participating in the HTR LaunchPad. These teams and startups work with Bob Kot, HTR’s Managing Director of New Ventures; Mike Riedlinger, HTR’s Manager of the Rochester BioVenture Center and Program Manager of Technology Commercialization; and their HTR staff and colleagues.

The Geneseo student teams are working under the overall guidance of Judith J. Albers, Ph.D., VanArsdale Chair in Entrepreneurship at SUNY Geneseo School of Business. ‘While our on-campus student business incubator has met with great success, we realized the need to help our students integrate into the larger Rochester entrepreneurial community,” says Dr. Albers.

‘The opportunity for our students to situate at High Tech Rochester for the summer offers them access to HTR’s entrepreneurial expertise and to networking possibilities with the wide variety of innovators and entrepreneurs already there.”

“The real value of a business incubator is the community within,” says Jonathan Markowicz, co-founder of CityWhisk, a University of Rochester/RIT student startup now working out of the HTR incubator. ‘For students, it may be in your garage, basement, or dorm room where your product or software gets built, but it is in an incubator with like-minded creative people that your idea gets fleshed out and battle-tested before hitting the market.”

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