



*New skills, new opportunity, launching a new career*

**JumpStart NYC** is a proven, three-month educational program to help individuals leaving jobs in the financial services sector to apply their knowledge, skills, and abilities in opportunities beyond financial services. One of Mayor Bloomberg's initiatives to boost the New York City economy, **JumpStart NYC** was pilot tested this spring, delivering a program that helped participants develop new skills, explore project opportunities in New York's entrepreneurial firms, and in many cases create new career paths and opportunities

**JumpStart NYC** includes:

- A 5-day intensive boot camp (**December 7-11, 2009**) to re-orient talent from financial companies to succeed in small companies. Participants will learn through presentations, simulations, and dialog about New York's entrepreneurial economy and the expectations of these firms. They will assess personal working styles, strengths, and weaknesses, aiming to deliver value in a new context.
- An 8-10 week **action-learning project** in an entrepreneurial firm, including digital media, IT, arts and culture not-for-profits, green finance and other services. Some projects have turned into continuing assignments. A new feature will include an opportunity to become involved with the NYC's arts and culture sector.
- Regular mentoring, coaching, and networking to support participants during the project period.
- 2-day wrap-up session on completing a successful transition.

Past participants note: *"This was fun and I feel that my mindset has been transformed"* and *"Quality of the modules was excellent; it was a comprehensive program."*

**JumpStart NYC** will help you examine how you can retool your skills in a start-up environment and see if the entrepreneurial world is for you. **JumpStart NYC** will also hold regular opportunities for network expansion, and we'll focus on tips for effective networking. **JumpStart NYC** is sponsored by the NYC Economic Development Corporation and The Levin Institute, and it's all at no cost to you.

**Curriculum topics:**

- Identify and articulate personal value propositions
- Innovation and transformation of NYC industries: patterns and opportunities
- The world of the Venture Capitalist: financing and growing small businesses in NYC
- Getting it done: bridging the knowing/doing gap during times of uncertainty and disruption
- Specific 'electives' on the arts and environmental sectors

**Interested? Sign up for our informational session on November 10th from 6-8pm (116 East 55<sup>th</sup> Street b/w Park and Lexington Avenues). RSVP by going to <http://www.onlinersvpbest.com>. Enter Event ID: 2497. Applications are due November 20, 2009. Participants of the program must be residents of New York City.**

**JumpStart NYC** was initiated by the NYC Economic Development Corporation to help keep New York's talent working. **JumpStart NYC** is a program of The Levin Institute ([www.levininstitute.org](http://www.levininstitute.org)) – an innovative new branch of the State University of New York in midtown Manhattan. Click [here](#) for an on-line application. For information on the NYC Economic Development Corporation, visit [www.nycedc.com](http://www.nycedc.com).

Sponsored by:

**The LEVIN Institute**  
The State University of New York

