Amanda Quick, a senior broadcast and journalism major, created the website “The New Zuck.” The site provides a platform for student entrepreneurs and their ideas. Quick said that there are great business ideas on campus.

By Jen Bundy (/writers/)  STAFF WRITER
1 month ago

Amanda Quick is inspired by ideas.
The senior broadcast and digital journalism major said there are great ideas for businesses and nonprofits from student entrepreneurs across the country, and on campus at Syracuse University too.

"College campuses are the best place to start up a business," she said. "Schools have the resources, mentors and programs to help get a business off the ground."

But the ideas created by college students are rarely transferred to other universities, Quick said. This issue soon became the inspiration for her own startup business, "The Next Zuck."

The company is a media website that features student entrepreneurs from campuses all over the country, she said. The goal of the company is to create a platform for college entrepreneurs, and allow them to connect with their peers.

The Next Zuck also provides information for the college entrepreneurs, such as details about possible mentors, competitions and investors.

The website also helps publicize the students' companies, and currently features videos.

"The big thing is giving them the press and exposure they need," she said. "Student businesses won't get covered immediately by Forbes or CNBC."

The website gives people and investors an inside look at what is happening on college campuses, many of which Quick has visited herself, including University of Pennsylvania and Ohio State University.

Quick said the website features a variety of content from a wide range of students who are entrepreneurs in different fields, from high tech applications to baking pastries to clothing lines.

As a broadcast and digital journalism major, Quick said she has always had an interest in telling people's stories and The Next Zuck allows her to combine her passions of journalism and business.

"I've always wanted to be a reporter," she said. "Whether you are reporting on sports, business or feature pieces, you are telling someone's story."

The Next Zuck is still working on a revenue model, but Quick said she is constantly looking for new ideas and student entrepreneurs to profile. As a recipient of the iSchool Entrepreneurship Engagement Fellowship, Quick will be able to work on her own business idea next year while also earning a master's degree.

Published on March 16, 2014 (2014/03/16/) at 11:52 pm
Contact Jen: ibundy@syr.edu (mailto:ibundy@syr.edu)

FACEBOOK (HTTP://WWW.FACEBOOK.COM/SHARE.php?u=HTTP%3A//DAILYORANGE.COM/2014/03/MEET-MONDAY-AMANDA-QUICK/)
Quick! It's the Next Zuck!

In a world where disruptive innovation is rapidly displacing dinosaur industries, it helps to have a last name like Quick. It's short (like Jobs and Gates), evocative (of speed and forward momentum), and easy to remember. It's also the perfect adjective for a media startup looking to not only spot the next big thing but provide breaking coverage through a web-based series that has the potential to scoop established (i.e. slower moving) news networks.

None of this is lost on Amanda Quick, a Syracuse University senior who lives up to her surname. As Founder of The Next Zuck, a website and YouTube channel showcasing college entrepreneurs, student-run startups, investors, accelerators, and startup programs, she's already spent months crisscrossing the country to cover emerging talent.

With a scholarship grant of $3000 provided by the Renee Crown University Honors Program, Quick has taped on-site interviews with college entrepreneurs at universities including Syracuse, Cornell, Columbia, Michigan State, Ohio State, Rochester Institute of Technology, Ithaca College and Miami University in Ohio. Still to go: Washington University in St. Louis, Bucknell, and a quick trip down to Washington, D.C. to cover student startups in and around the nation's capitol.
A Broadcast and Digital Journalism major, Quick has wanted to be a journalist since third grade. She came to Syracuse to pursue her dream career doing business news reporting on CNBC or Bloomberg.

In the fall of her junior year, however, her Newhouse advisors and mentors — Dan Pacheco and Sean Branagan, Director of the Center for Digital Media Entrepreneurship — got her thinking in a new direction: student startups. “I knew what was happening on SU’s campus, but once we started looking at other campuses and startups and accelerators, we realized it was happening everywhere.”

As the idea for The Next Zuck began to take shape, Quick left to study abroad in Hong Kong January-May 2013 — a semester that culminated in an internship with PR powerhouse anHillard. She didn’t let her own emerging startup stall in the meantime. While overseas, she wrote the proposal that earned her a Crown award to launch The Next Zuck.

When she returned to the States, Quick began traveling across the East Coast and Midwest to meet college entrepreneurs. Regional differences quickly became apparent. “At Michigan, it’s harder for students to get funding than at East Coast schools. There aren’t many VCs [venture capitalists]. The startup scene is still growing, and people are still figuring it out.” As a result, she points out that one of their teams won the 2013 National Student Startup Shes for their mobile app TempoRun, which scans a user’s music library for BPMs (beats per minute) to create a playlist for running at a specified pace.

Another Michigan State startup that intrigued Quick was Snapscript, a health app that allows users to photograph their prescription bottles or medication labels to compile a medication list. It also provides reminders to take prescribed medications and warns of drug interactions.

For a startup struggling to launch itself, The Next Zuck is like a shot in the arm. “College entrepreneurs realize they’re not big enough to be covered by Forbes but they still like to get their story out there. The reality is, if you’re still in the initial stages or beta testing, nobody will cover you. But we do. That’s the mission of The Next Zuck,” says Quick. “Just telling their story and getting it out there is something I’ve become passionate about.” Plus having a broadcast professional help shape the message is invaluable. “Tech people aren’t used to being in front of the camera or writing press releases.” By introducing viewers to new apps, services and products, the webisodes not only spread the word about individual companies but also increase overall interest in startup culture.

Quick notes that students startups are uniquely positioned to succeed because they benefit from peer encouragement and mentor input. “College is one of the last places to develop ideas, to be surrounded by people who support you. Other students in class are there to help you. They want
The Next Zuck: Young Entrepreneur Creates Platform for Students to Share Their Startup Experiences

by TheVillageCelebration

Like 2 people like this. Sign Up to see what your friends like.

Above image: Amanda at the PopShop at Cornell University. The PopShop is a co-working space at allows students from the universities seven college come together. From the walls to the tables, every surface was a whiteboard.

Silicon Valley used to be the “hot spot” for startups, but now college campuses are becoming popular places to create businesses. Amanda Quick, a senior at Syracuse University, is a rising college entrepreneur and Founder of The Next Zuck, a media startup and website covering student-run startups, college entrepreneurs, accelerators, and various startup cultures at universities nationwide.

“Our main goal is to tell student startup stories,” said Quick, 21, who is from Scranton, PA and majoring in
When Amanda Quick first arrived to Syracuse's campus she was dead-set on pursuing a career in broadcast journalism. But like most bright-eyed freshman, life happens and dreams evolve. After spending several summers interning for media companies like NBC, Amanda made a startling realization: there are lots of publications talking about the start-up industry, but very few dedicated to reporting about student innovations. With an effervescent smile and gutty ambition, Amanda pulled together a team that would help her road trip around the country — all in hopes of finding the next big idea birthed in a college dorm room. In this month's BAUCE feature, find out how this 21-year-old pooled together her skills to create a unique career experience that would inspire her and others.

BAUCE OF THE MONTH: Amanda Quick

Occupation: Founder, The Next Zuck
Education: Syracuse University, Broadcast and Digital Journalism Major
When did you start *The Next Zuck*? What motivated you to start *The Next Zuck*?

*Amanda:* The idea for the Next Zuck began during my junior year of college Syracuse University. The Next Zuck began as my senior capstone project for an honors class, but it has turned into something much more. While I started talking to one of my advisors Sean Branagan during my junior year, I started traveling to campuses and created the website during my senior year. The Next Zuck is a website dedicated to connecting and telling student startup stories through video, blog posts and articles. So far, we have featured stories from Syracuse University, Ithaca College, Cornell University, Columbia University, RIT, Michigan State, Ohio State, Miami University (OH), UPenn, Villanova and Bucknell University.

I have a number of friends that have started their own businesses, but I found that there were a number of students who weren't getting any coverage or press. Because many of young entrepreneurs are just starting off, they can't always get major press from big organizations such as Forbes or CNBC. Our goal is to serve as an outlet to tell their stories and spread the word about what they are doing.

It seems like there are so many students and people out in the world now starting their own “tech” businesses. It’s been reported that 90% of startups fail. From your conversation with student founders, what gives people the drive to keep building their ideas despite these stats?

*Amanda:* A number of startups do fail, but I most student startup CEO’s and founders say they are driven by passion, their team and persistence. In college, I think a number of people are willing to take risks that they might not think in the real world, but the support systems and resources offered by college entrepreneurship programs are amazing – most colleges have incubator programs, entrepreneurs in residence and funding from outside organizations that help students grow their businesses. By the time some students graduate they have created more than one company and at least have the business, technical skills and entrepreneurial mindset even if their businesses fail.

What has been your most memorable student startup that you’ve covered to date?

*Amanda:* I’ve covered so many different startups that I don’t have a favorite — they are all different! I’ve covered apps, sports apparel, and a few wearables. I’m always amazed by the ideas that were created in college dorm rooms or classrooms. Here are some of the startups I’ve covered:

- **Regattable** from Syracuse — foldable sailboat that fits in two suitcases
- **No Mercy Customs** from Ohio State — customized wrestling headgear
- **TempoRun** from Michigan State — an app that let’s users run to the beat of their music.

You’re currently a college student that travels across the country to feature startups on your site. How do you find time to balance between your classes and *The Next Zuck*?
Amanda: It’s definitely a hard balance and it was extremely hard to manage in the beginning. I traveled more during my first semester — I was flying or driving almost every other weekend. I would leave on Thursday afternoon after my 2:00 class and wouldn’t get back until Sunday evening. It’s all about planning — I had to get most of my school work done during the week, as well as set up interviews and edit video. While my schedule was very busy, I was able to connect with the students I interviewed even more. As a college student who covers students who have startups, I was really able to relate with what the college founders were going through... I think if you ask anyone, going to school and running a business is a challenge and I don’t think there is a right or wrong way to handle the balance. My parents told me to do what I love, work hard, but also have fun.

What has been the most challenging part of managing The Next Zuck? What has been your hugest highlight so far?

Amanda: I hate to sound cliché, but running a business is like riding a roller coaster — there are so many ups and downs that it’s hard to keep track. But one of the biggest challenges has been creating a fast workflow — as a website that offers content, it’s challenging to create interesting content on a weekly basis that’s from different regions of the country. While we are still growing our team, but it’s definitely been a challenge to edit videos, create stories, travel and promote The Next Zuck all at the same time.

The highlight is meeting the student entrepreneurs. For me, I’m interested in journalism because I want to tell people’s stories — when I interview young CEO’s I understand that the story is not just about the business, but the person behind the startup. Everyone has a different story and I always love hearing about a person’s background, childhood and motivation for starting a company. I also love that I have the chance to tell a person’s story to an audience.

How important would you say teamwork is to developing a business? What lessons have you learned from running your own and from interviewing other startups and founders?

Amanda: In a startup, teamwork is everything. I would be nowhere without my team or advisory board, a group of faculty members at Newhouse who offer advice. As a founder, I am only one person with a specific set of skills, but different members of my team have business, public relations, social media and production experience. Our advisory board is also very diverse with some members who are serial entrepreneurs and others who have extensive digital content curation skills. I love working with my team and this experience wouldn’t be the same without them.

What are your future goals for The Next Zuck? Do you plan to continue working on it post graduation or pass it down to other students at Syracuse?

I received the Entrepreneurship Engagement Scholarship for the iSchool at Syracuse University. I will be working on The Next Zuck at least for the next 12-18 months and we will be traveling to campuses next year. Looking forward, we would love to partner with a media organization that has a business focus that we could work with to tell student startup stories.

Want to get your student startup featured on The Next Zuck? Connect with Amanda on the show’s Facebook page and Twitter.

Share this: