

Seton Hall University Launches Initiative to Empower Early-Stage Entrepreneurs

Seton Hall University has launched [ImpactNJ: Urban Ventures Collaborative](#), a new Entrepreneurship Boot Camp and Mentoring Program designed to empower entrepreneurs and strengthen communities across northern New Jersey.

Set to begin in January 2026, the program is part of the nationally recognized Urban Poverty and Business Initiative (UPBI), a growing network of universities and nonprofit partners across the globe working together to address poverty through the lens of entrepreneurship and economic empowerment. The program is open to aspiring entrepreneurs who otherwise have limited access to capital, training or other resources.

As the Northern New Jersey partner for UPBI, Seton Hall is helping to foster economic empowerment in underserved communities, including Newark, Orange, East Orange, Irvington, Paterson, Elizabeth, and Jersey City. The program offers an 11-month experience that supports both low-income individuals ready to transform their business ideas into viable ventures and entrepreneurs who have already launched a business but face challenges scaling it to the next level.

“This program is about more than education — it’s about empowerment,” said Susan Scherreik, Director of ImpactNJ: Urban Ventures Collaborative and Founding Director of Seton Hall’s Center for Innovation and Entrepreneurship. “What sets this initiative apart is the depth and duration of support we provide. This program offers truly individualized guidance for aspiring entrepreneurs who might otherwise feel overwhelmed by the challenges of their daily lives.”

After completing the boot camp, graduates who wish to continue will receive four months of one-on-one mentoring from entrepreneurs, followed by additional consulting support in August from Seton Hall students to help them develop websites, enhance their social media presence, and strengthen their business operations.

The ImpactNJ initiative builds upon Seton Hall’s history of supporting entrepreneurship through programs such as the Pirates Pitch startup competition, the Pirates LaunchPad summer accelerator, the Entrepreneur Hall of Fame, and the UPitchNJ collegiate competition in partnership with Nokia Bell Labs.

“By aligning with UPBI, Seton Hall connects urban entrepreneurs in New Jersey to a broader national and global network of support and opportunity, said Joyce Strawser, Ph.D., dean of the Stillman School of Business. “We are especially excited about involving our students in this program and providing an important service-learning experience in their journey to becoming principled business leaders.”

Boot Camp and Mentoring Program Features

The program begins with a six-week Saturday Boot Camp, offering participants foundational business knowledge and real-world tools to strengthen or launch their ventures. Attendees will benefit from:

- Practical business training through in-person workshops
- Access to microlending resources
- One-on-one mentorship from experienced professionals

- Support with business basics such as licensing, banking, websites, and accounting
- Ongoing consulting and guidance through Seton Hall's student-led business consulting teams

Workshop Dates: Saturdays, 8:30 a.m.–1 p.m. — *January 31, February 7, 14, 21, 28, and March 7, 2026*

Location: *Equal Space ES89 Sharespace & Incubator, 89 Market Street, 4th Floor, Newark, NJ*

Cost: *Participants pay just \$25 with a scholarship (valued at \$725)*

Through collaboration with local partners such as the Greater Newark Enterprises Corporation (a certified Community Development Financial Institution), as well as regional business leaders and Seton Hall faculty and students, participants will gain the training, tools, and mentorship needed to build sustainable businesses and achieve long-term financial stability.

[Click here for more information or to apply for the January 2026 cohort of the ImpactNJ: Urban Ventures Collaborative Entrepreneurship Boot Camp and Mentoring Program.](#)

For partnership inquiries, contact ImpactNJ@shu.edu.

About the Urban Poverty and Business Initiative (UPBI)

The UPBI, led by the University of Notre Dame's McKenna Center for Human Development and Global Business, is a growing alliance of universities and nonprofit organizations dedicated to alleviating poverty through entrepreneurship. UPBI currently supports urban entrepreneurship programs across the United States, including in Chicago, New York City, Miami and Los Angeles, and globally in communities that have historically lacked access to business education and support. Each UPBI program is locally tailored but shares a common methodology, belief in inclusive economic empowerment and commitment to long-term impact.

ABOUT SETON HALL UNIVERSITY

One of the country's leading Catholic universities, Seton Hall has been inspiring great minds to greater purpose since 1856. Home to nearly 10,000 undergraduate and graduate students and offering more than 90 rigorous majors, Seton Hall's academic excellence has been singled out for distinction by *The Princeton Review*, *US News & World Report* and *Bloomberg Businessweek*. Seton Hall, which embraces students of all religions, prepares its graduates to be exemplary servant leaders and caring global citizens. Its attractive main campus is located in suburban South Orange, New Jersey, only 14 miles to New York City, offering a wealth of employment, internship, cultural and entertainment opportunities. A new independent economic analysis of the University found that Seton Hall provides a significant impact on New Jersey's economy, totaling over \$1.6 billion annually and creating and sustaining nearly 10,000 jobs. The University's nationally recognized School of Law is prominently located in downtown Newark. The University's Interprofessional Health Sciences (IHS) campus in Clifton and Nutley, New Jersey, houses Seton Hall's College of Nursing, its School of Health and Medical Sciences as well as the Hackensack Meridian School of Medicine. Our outstanding faculty and values-

centered curricula prepare students to grow into well-rounded professionals who lead with purpose by engaging the mind, heart and spirit. For more information, visit www.shu.edu.