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Coca-Cola backs Seton Hall entrepreneurship program ImpactNJ

North Jersey bootcamp starts January 2026

Jessica Perry // December 8, 2025 // 2 Minute Read

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ImpactNJ: Urban Ventures Collaborative is gearing up to begin in January 2026 at **Seton Hall University**.

Unveiled over the summer, the **entrepreneurship** boot camp and mentoring program aims to promote **economic empowerment** in underserved **North Jersey** communities.

The program is accepting applications for both participants and mentors. The work will help low-income individuals looking to launch new ideas and entrepreneurs who face challenges as they try to scale.

ImpactNJ is part of the **Urban Poverty and Business Initiative**. Housed within the Keough School of Global Affairs, the University of Notre Dame's McKenna Center for Human Development and Global Business leads the program.

ImpactNJ offers an 11-month experience that begins with a six-week Saturday program.

That first boot camp will offer foundational business knowledge and tools to strengthen or launch ventures.

Graduates who wish to continue will receive four months of one-on-one mentoring from entrepreneurs. Then in August, Seton Hall students will consult to help develop websites, enhance social media presence and strengthen business operations.

Things go better with Coke

According to SHU, support from **The Coca-Cola Co.** for UPBI helped back expansion to the university.

As the northern New Jersey partner for UPBI, Seton Hall will help drive inclusive growth across communities including Newark, Orange, East Orange, Irvington, Paterson, Elizabeth and Jersey City.

The support comes as part of work to back upcoming host cities for **FIFA World Cup 2026**, SHU said. In addition to North Jersey, Coca-Cola's funding will also help programs in New York, Philadelphia, Miami, Houston and Los Angeles.

The world's largest sporting event will kick off this summer, including several games – and the Final match – at MetLife Stadium in the Meadowlands.

At Seton Hall, the backing will help ImpactNJ implement workshops and community events to help foster financial sustainability and upward mobility.

"We are grateful to Coca-Cola for its support of urban entrepreneurship in northern New Jersey. We look forward to working with UPBI to leave a legacy of connection,

access and shared success well beyond the tournament itself," said Susan Scherreik, director of ImpactNJ and the

founder director of the **Center of Innovation and**

Entrepreneurship in the Stillman School of Business.

Community collaborators include Greater Newark

Enterprises Corp. (GNEC), other local business leaders,

Seton Hall faculty and students, and others. What to

partner? Reach out [here](#).

Get involved as a participant [here](#). Learn more about

mentoring with ImpactNJ [here](#).

Tags: economic empowerment, business mentoring, Seton Hall University's Stillman School of Business, entrepreneurship, Seton Hall University, North Jersey,

FIFA World Cup 2026, ImpactNJ: Urban Ventures Collective

Workshops *at a glance*

When: Saturdays, 8:30 a.m.–1 p.m.

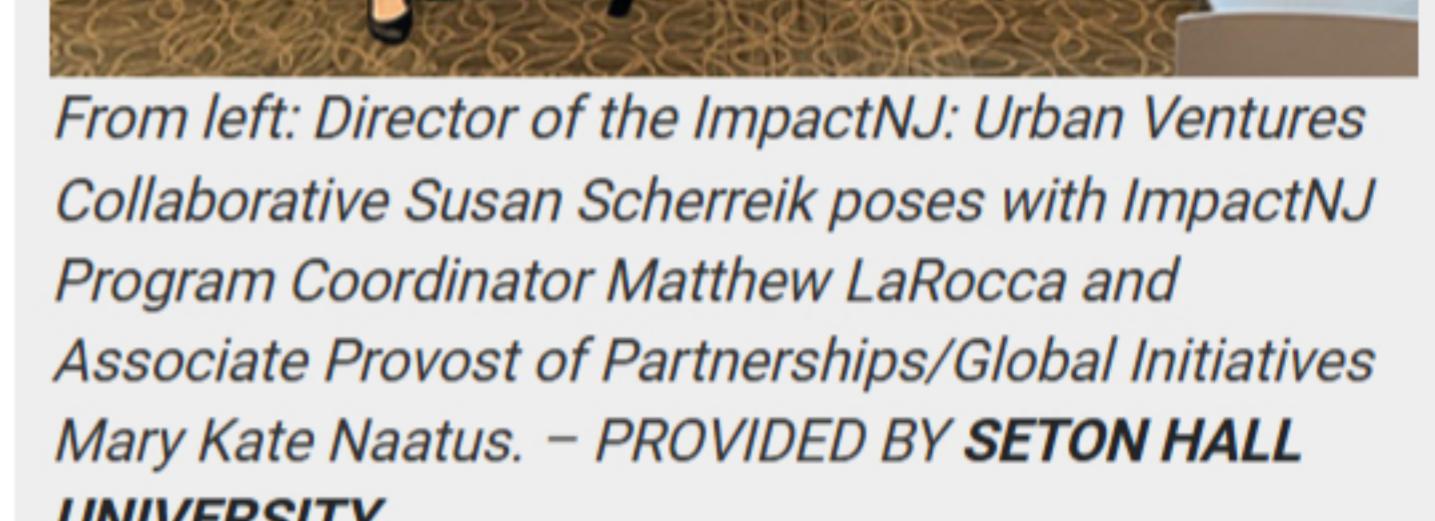
- Jan. 31
- Feb. 7, 14, 21, 28
- March 7

Where: Equal Space ES89 Sharespace & Incubator

- 89 Market St., fourth floor, Newark

Cost: Participants pay \$25 with a scholarship

- Valued at \$725



From left: Director of the ImpactNJ: Urban Ventures Collaborative Susan Scherreik poses with ImpactNJ Program Coordinator Matthew LaRocca and Associate Provost of Partnerships/Global Initiatives

Mary Kate Naatus. – PROVIDED BY SETON HALL UNIVERSITY