



Start Up NY at New York University

Start Up Zone Locations

NYU's Start Up NY plan designates NYU's three incubator sites as tax free zones. The locations, listed below, total approximately 19,500 square feet, and will serve as tax free zones from 2014 to the fall of 2017 for current tenants and new companies that qualify for Start Up NY.

- Varick Street Incubator: 7,000 square feet
 - 137 Varick Street, 2nd Floor, New York, NY 10013
- DUMBO Incubator: 7,500 square feet
 - 20 Jay Street, Suite 312, Brooklyn, NY 11201
- Urban Future Lab: 5,000 square feet
 - 15 MetroTech Center, 19th Floor, Brooklyn, NY 11201

In the fall of 2017, NYU will be relocating the 19,500 square feet of tax free area from the three incubators to 370 Jay Street in Downtown Brooklyn, which is currently undergoing renovations. This building will serve as a hub for Brooklyn's technology corridor. Incubator tenants and qualified Start Up NY companies will be required move to this new location in 2017 in order to remain in the NYU Start Up Zone.

Partnership with NYU

NYU focuses around three core research interests: health and wellness, information and communications technology, and cities and urban systems. We are looking to identify qualifying companies within these areas of research, curating a natural synergy between the companies and the university goals. Companies in our current incubator programs are innovating in digital media, cleantech, healthcare IT, cybersecurity, financial tech, information tech, education tech, and mobile apps – all areas that the University is involved in from an academic and research perspective.

NYU is focused on the development of our student body and will therefore evaluate if the company will be able to provide experiential learning work internships for our current students as well as any other possible partnerships that may be possible between the business and NYU. We will also be looking for companies that will positively impact the Downtown Brooklyn community at large.

Application and Selection Process

Businesses interested in locating in our Tax-Free Zone will be able to apply online (application forthcoming). Applicants may be asked to come in to formally present their company to our internal committee.

Following the initial screening and "pitch presentation," the review committee will select whether or not the company has met the criteria for NYU's Start Up Zone.