



## ABOUT THE JOAN & IRWIN JACOBS TECHNION-CORNELL INSTITUTE

**The Joan & Irwin Jacobs Technion-Cornell Institute** (Jacobs Institute) is a key component of the Cornell Tech campus, which celebrated the official opening of its permanent home on New York City's Roosevelt Island on September 13, 2017. A graduate-level, joint academic venture between the Technion–Israel Institute of Technology and Cornell University, the Jacobs Institute fosters active collaboration between academia and industry through its unique two-year dual master's degree programs to prepare students for the digital age. Cornell Tech and the Jacobs Institute are expected to transform NYC into a global tech hub through the creation of thousands of new businesses and jobs.

**The Jacobs Institute** is just one element of the Cornell Tech campus, which also houses other Cornell University initiatives. The overall campus is referred to as “Cornell Tech” because Cornell is responsible for the full legal and financial burden of designing and funding what has been estimated to be a \$2 billion project. (The Technion, a public university in Israel, is unable to legally take this responsibility.)

**Mission Statement:** The Joan & Irwin Jacobs Technion–Cornell Institute seeks to build pioneering leaders and technologies for the digital age, with an eye toward creating solutions for the common good. Its novel educational model brings a global perspective to research and education with an emphasis on technology transfer, commercialization and entrepreneurship. Centered on interdisciplinary “hubs” that focus on applied information-based sciences, the Jacobs Institute addresses contemporary social and economic needs worldwide.

**A Home for Experimentation:** The Jacobs Institute is an independent entity, free to test the boundaries of traditional education—experimenting with novel academic programs and entrepreneurial initiatives. The curriculum is not centered on specific disciplines, but on interdisciplinary “hubs” that are relevant to New York City's key industries. Currently, its hubs are: Connective Media (focused on mobile and interactive media) and Health Tech (focused on creating digital solutions for better health care outcomes). The hubs will change to meet New York City's evolving demands.

**Dual Degree:** The Jacobs Institute is fully accredited by the State of New York, and its graduates receive dual master's degrees from the Technion and Cornell University. Before moving to the Roosevelt Island campus, Cornell Tech and the Jacobs Institute operated out of Manhattan's Google headquarters. The Jacobs Institute graduated its inaugural class in 2016—marking the first time that an international university has ever granted an accredited degree for studies on U.S. soil. Those 12 students received dual degrees in Information Systems with a



concentration in Connective Media. The 2017 graduating class was comprised of 27 students—21 studying Connective Media and six in Health Tech. The 2018 class will be the first to graduate from the Roosevelt Island campus.

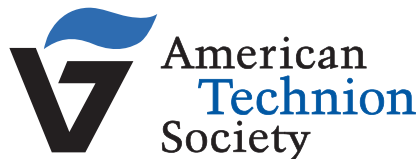
**The Jacobs Institute and AOL** announced in April 2016 a technology called “immersive recommendations technology,” which would let users opt in to use their personal digital information from one platform to better inform content recommendations in another platform. The new technique—the first technology to emerge from the Connected Experiences Lab partnership— could, for example, help a service like Netflix suggest better movies for a first-time user.

**Dr. Ron Brachman** became the director of the Jacobs Institute on July 1, 2016. An internationally recognized authority on artificial intelligence, he was formerly Yahoo!’s Chief Scientists and Head of Yahoo! Labs. Dr. Brachman succeeded Technion Professor Adam Shwartz, who returned to the Technion as Senior Executive Vice President but remains involved as Chair of the Jacobs Institute Board of Directors.

**The Runway Startup Postdoc Program** is part business school, part research institution and part startup incubator—geared to students who have mastered their academic disciplines but want to learn how to start a company. Based at the Jacobs Institute, Runway ushers recent PhDs in digital technology fields through a paradigm shift —from an academic mindset to an entrepreneurial outlook, turning research into tech products and services that make a difference in people’s lives. Runway lasts one year, with a possible one-or two-year extension.

**Led by Director Dr. Fernando Gomez-Baquero**, the Runway Program transitions students from academia to business by providing classes and workshops on entrepreneurship, academic and industry mentors, tools for product and market development, and significant financial support. Its alumni have created companies whose products include a mobile tool for assessing neurological conditions, a smart baby monitor, a wearable UV radiation tracker for lupus patients, software applications that help design and manage building sustainability, and more. As of the beginning of academic year 2017-18, Runway Startup companies had filed 18 patent applications and provisional patents, raised nearly \$20 million in venture capital funding and employed 80 people.

**The Cornell Tech campus on Roosevelt Island**, home of the Jacobs Institute, is designed to promote collaboration through its glass-walled indoor spaces and public outdoor spaces. Its environmentally-friendly buildings include: The Emma and Georgina Bloomberg Center (academic building, established in June of 2015 with a \$100 gift from Bloomberg



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Philanthropies); The House (residential tower); and the Tata Innovation Center (formerly The Bridge), where academia and industry mix. The TIC was inaugurated in December 2017 in recognition of a \$50 million gift from the Mumbai-based Tata Consultancy Services. When fully complete in 2037, the campus will encompass more than two million square feet, and will be home to over 2,000 graduate students and hundreds of faculty and staff.

**History of Cornell Tech, Home of the Joan and Irwin Jacobs Technion-Cornell Institute:**

New York City's Applied Sciences initiative was designed to capitalize on the considerable growth presently occurring within the science, technology and research fields in New York, and to build on the (then Mayor Michael) Bloomberg Administration's dedication to create a more diversified and competitive economy for the future. The Cornell and Technion partnership was selected by the City as the first winner of the Applied Sciences competition in December of 2011.

**History of the Joan and Irwin Jacobs Technion-Cornell Institute:** On April 22, 2013, Dr. Irwin Mark Jacobs, Founding Chairman and CEO Emeritus of Qualcomm, and his wife Joan Klein Jacobs, announced a \$133 million naming gift to Cornell University and the Technion-Israel Institute of Technology to create the Joan & Irwin Jacobs Technion-Cornell Institute.

**Joan and Irwin Jacobs**, Cornell alumni, have a long history of supporting both Cornell University and the Technion. The Jacobs' visionary support of the Technion includes the Irwin and Joan Jacobs Graduate School and the Irwin and Joan Jacobs Center for Communications and Information Technologies (CCIT). The Graduate School gift provided for more – and larger – fellowships for retaining and teaching graduate students, and established multi-disciplinary research programs that educate Israel's future technology leaders. The gift for the CCIT significantly expanded the interdisciplinary center's contributions to the rapid growth of communication technology worldwide and helped staff the center with leading scientists from around the world.

In 1993 Dr. Jacobs directed Qualcomm to establish an R&D center (the company's first outside of San Diego) near the Technion campus in Haifa, to take better advantage of its talented graduates. A member of the Technion International Board of Governors, Dr. Jacobs is a Life Trustee of the American Technion Society (ATS) National Board of Regents, and a member of the ATS San Diego Chapter. In 2000, he was awarded a Technion Honorary Doctorate. He also received the Albert Einstein Award – the ATS's highest honor – in 1996, and the Technion Medal – the Technion's highest honor – in 2013.



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