

## **Seton Hall University Announces New Program to Foster Economic Empowerment through Entrepreneurship**

### ***New Initiative Made Possible Through Support From The Coca-Cola Company in North America***

Seton Hall University today announced [ImpactNJ: Urban Ventures Collaborative](#), a new entrepreneurship boot camp and mentoring program, to promote economic empowerment in underserved communities in northern New Jersey. The ImpactNJ program is currently accepting applications and is open to aspiring entrepreneurs and existing business owners who may have limited access to capital, training or other essential resources.

Set to begin in January 2026, ImpactNJ is part of the nationally recognized Urban Poverty and Business Initiative (UPBI), a growing network of universities and nonprofit partners worldwide committed to expanding opportunity through entrepreneurship and sustainable community development. UPBI is led by the University of Notre Dame's McKenna Center for Human Development and Global Business, housed within the Keough School of Global Affairs. Support from The Coca-Cola Company in North America to UPBI led to the initiative's expansion to Seton Hall and the establishment of ImpactNJ.

As the Northern New Jersey partner for UPBI, Seton Hall is helping to drive inclusive growth across communities, including Newark, Orange, East Orange, Irvington, Paterson, Elizabeth and Jersey City.

Coca-Cola is supporting ImpactNJ and additional UPBI programs across the country, including in New York City, Philadelphia, Miami, Houston and Los Angeles, as part of initiatives to support the upcoming host cities for FIFA World Cup 26™. Coca-Cola's support will help enable ImpactNJ to implement entrepreneur skills-building workshops, community events that celebrate local businesses, and mentoring networks that foster financial sustainability and upward mobility in underserved communities.

"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 Impact NJ and the founding director of the Center of Innovation and Entrepreneurship in the Stillman School of Business.

ImpactNJ 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 to the next level. 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 program begins with a six-week Saturday boot camp, offering participants foundational business knowledge and real-world tools to strengthen or launch their ventures. Workshop dates are Saturdays, 8:30 a.m.–1 p.m. on Jan. 31, Feb. 7, 14, 21, 28, and March 7, 2026. They will be held at Equal Space ES89 Sharespace & Incubator, 89 Market St., fourth floor, Newark. Participants pay \$25 with a scholarship (valued at \$725).

“This initiative exemplifies our commitment to creating meaningful opportunities for all entrepreneurs, especially those who have been historically overlooked,” said Joyce Strawser, dean of the Stillman School of Business. “It’s an innovative, purpose-driven way to apply business education for the greater good, and we are honored to play a leading role.”

Through collaboration with ImpactNJ community partners that include Greater Newark Enterprises Corp (GNEC), and other business leaders, as well as 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.](#)

In addition, ImpactNJ is seeking mentors to work with both early-stage entrepreneurs and those already operating businesses. The mentoring will take place over an approximately four-month period from mid-March through July via bimonthly one-on-one discussions, which can be virtual, in-person or a combination of both. Those who are interested and have experienced a successful launch and development of a business of their own can [sign up to be a mentor here](#).

For partnership inquiries, contact [ImpactNJ@shu.edu](mailto:ImpactNJ@shu.edu).

### **About the Urban Poverty and Business Initiative (UPBI)**

The UPBI program is a growing alliance of universities and nonprofit organizations dedicated to alleviating poverty through entrepreneurship. UPBI, housed within the McKenna Center for Human Development and Global Business at the University of Notre Dame’s Keough School of Global Affairs, currently supports urban entrepreneurship programs across the United States 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