



## Northeastern University Entrepreneurship

# Keith Corso, BS'21, Finance and Financial Management Services

## FOUNDER, BUSRIGHT

BusRight is a software company that develops routing, dispatch, and navigation software within a single web and mobile app platform to get buses to schools safely and on time by empowering routers, dispatchers, and drivers that are the backbone of the national school busing system.

### NORTHEASTERN'S ENTREPRENEURIAL ECOSYSTEM

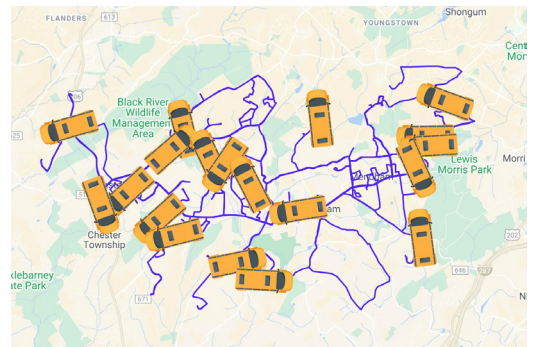
Through the Michael J. and Ann Sherman Center for Engineering Entrepreneurship Education, Northeastern University Center for Entrepreneurship Education (NUCEE), and the mosaic of entrepreneurial resources across the university, Keith Corso, BS'21, finance and financial management services, developed, launched, and is scaling BusRight, his fast-growing startup.

The Sherman Center offers experiential learning opportunities to all Northeastern innovators at any stage in their venture or product development. With support, mentoring, and networking resources, as well as academics, student groups, and co-ops, it furthers the development of both the individual and their ideas.

*"The Sherman Center at Northeastern funded my and another student's co-op so we could work full time on BusRight. Having a university that will support you in diving in head-first and being able to hire other co-ops and Northeastern alumni, has been absolutely transformative."* –Keith Corso

### VENTURE GROWTH AND SUCCESS

- Received \$2.5 million in seed funding in 2021 from Underscore VC, Long Journey Ventures and prominent angel investors, including the founders of Kayak, Quizlet, and PayPal
- Seven-times revenue growth in the past year; currently closing Series A finance round
- Operating in 22 states, from Arizona to Maine
- 12 employees and planning to double headcount
- Hires Northeastern alumni and co-ops
- Active in supporting Northeastern entrepreneurial resources through mentoring, workshops, and events



**For my high school capstone project I met with transportation professionals and I wanted to bring to life their ideas to solve the multibillion-dollar industry's problems. I chose to go to Northeastern because of its support for student founders and for what I wanted to do."**

Keith Corso, BS'21



## ENTREPRENEURSHIP JOURNEY

### Spring 2016

- Attended **Husky Startup Challenge** during admitted student day.
- Chose to come to Northeastern because of the rich entrepreneurial resources and support.

### Fall 2016

- Won \$2,500 at **Husky Startup Challenge**, Northeastern's official venture incubator and startup pitch competition. It serves to provide the earliest stage startups with the knowledge, resources, and mentorship they need to flourish.

### Spring 2017

- Became director of the **Husky Startup Challenge**.
- Met student Neil Bhammar, BSBA entrepreneurship and finance, at the **Entrepreneurs Club**; Bhammar ultimately became BusRight's first employee.

### Spring 2018

- Became president of the **Entrepreneurs Club**, Northeastern's student-led hub for student innovation that educates, inspires, and empowers the world's future entrepreneurs, innovators, and leaders. Ran events and brought in successful speakers to share their experiences, which created a professional network. Managed the board of the club, which developed team management and leadership skills, as well as understanding the value of team diversity.
- Became a client of **Scout**, Northeastern's student-led design studio, which built brand guidelines and a marketing website.
- Became a client of **Generate**, Northeastern's student-led product development studio, which developed the hardware product and informed future design development.
- Joined **IDEA** as an investment analyst. IDEA is Northeastern's student-led venture accelerator that fosters the development of entrepreneurs in the Northeastern community through the educational experience of developing a business from concept to launch.
- Became a venture in **IDEA**, receiving \$20,000 of grant funding.
- Incorporated the company with help of **Northeastern's School of Law Community Business Clinic**, which offers students real-world experience in providing free, business-related legal services to startups, entrepreneurs and small businesses, especially those in economically disadvantaged neighborhoods.
- Met a judge during the Community Business Clinic's pitch competition for high school students who introduced him to five investors that ultimately made up 50% of their first financing round in Spring 2021.
- Worked with Northeastern's **Intellectual Property Law Clinic** to understand the intersection of IP and software. Law students provide IP-related legal services to individuals and ventures within the university's entrepreneurship and innovation ecosystem, as well as to diverse and low-income individuals and start-ups who cannot afford legal services.

### Fall 2019

- Worked with Northeastern's chapter of the **TAMID Group** for help with market research and customer acquisition strategies. TAMID is a nonprofit organization that develops the professional skills of undergraduate students through hands-on interaction with the Israeli economy.
- Received a \$1,500 Prototype Fund from **Origin** to further develop the product. Origin is Northeastern's student-led organization for scientific & technological project incubation. The Prototype Fund enables creators to design, build, and test new products and services as they establish the creative concept of the prototype, the specifications and cost to build it, and the plans for testing.

### Spring 2020

- First venture co-op at the **Sherman Center**; Corso and another student were funded full-time to work on the BusRight venture.

### Fall 2020

- Second venture co-op at the **Sherman Center**; Corso and another student were funded full-time to work on the BusRight venture.

### Spring 2021

- Third venture co-op at the **Sherman Center**
- \$2.5 million raised in seed funding from Underscore VC, Long Journey Ventures and prominent angel investors, including the founders of Kayak, Quizlet, and PayPal

