

Madison Rifkin, BS'21, Business Administration, Entrepreneurship Concentration

FOUNDER, MOUNT

Mount is an online marketplace platform focused on elevating travelers' experiences by turning goods and services into rentable amenities. Mount connects travelers with hyperlocal experiences, vendors, gear rentals, and accommodations so they can get involved in the local community on a more intimate level.

NORTHEASTERN'S ENTREPRENEURIAL ECOSYSTEM

Through the Michael J. and Ann Sherman Center for Engineering Entrepreneurship Education, Northeastern University Center for Entrepreneurship Education (NUCEE), and our mosaic of entrepreneurial resources across the university, Madison Rifkin, BS'21, business administration with an entrepreneurship concentration, developed, launched, and is scaling her startup, Mount.

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 played one of the bigger roles in Mount. I was able to become a revenue venture person, which gave me further mentorship and gap funding." – Madison Rifkin

VENTURE GROWTH AND SUCCESS

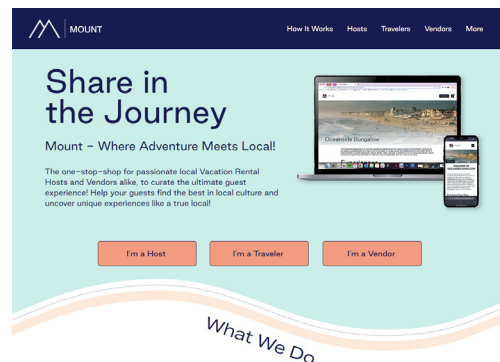
- Nine employees and a few additional co-ops
- Raised two rounds of funding
- Investors include General Catalyst and Tribeca Ventures
- 40,000 vendor experiences currently listed on the marketplace



My co-op at the Sherman Center was the most impactful program I did at Northeastern because it allowed me to see what it would look like working on my venture full-time. It gave me the confidence to see that I *could* make it work and commit to Mount entirely post-graduation."

Madison Rifkin, BS'21

Northeastern University Entrepreneurship



ENTREPRENEURSHIP JOURNEY

First Year (2016-2017)

- Started engaging with **IDEA**, Northeastern's student-led venture accelerator that fosters the development of entrepreneurs through the educational experience of developing a business from concept to launch.
- Participated in the **Venture Mentoring Network** through **IDEA**, which pairs Northeastern entrepreneurs with high-quality, experienced mentors that help address business challenges and advise on ventures.

Second Year (2017-2018)

- Got involved with the **Sherman Center for Engineering Entrepreneurship Education**, which provides opportunities designed to help Northeastern community members at any stage in their venture or product development.
- Became a client of **Generate**, Northeastern's student-led product development studio that works with industry clients and Northeastern founders from all backgrounds to turn their visions into reality.
- **Venture Mentoring Network** member.

Third Year (2018-2019)

- **Sherman Center** involvement.
- **Generate** client.
- Pitched for and received \$10,000 of **IDEA** gap funding.
- **Venture Mentoring Network** member.
- Did a co-op at the MassChallenge HealthTech program.

Fourth Year (2019-2020):

- Pitched for and received a second round of **IDEA** gap funding of \$10,000.
- **Sherman Center** involvement.
- **Venture Mentoring Network** member.
- Participated in the 2020 MassChallenge startup accelerator; selected as MassChallenge cohort member.

Fifth Year (2020-2021):

- Co-op at the **Sherman Center**; Rifkin was funded to work full-time on her venture.
- **Venture Mentoring Network** member.
- Blue Startups venture accelerator participant.
- Completed pre-seed raise, including funding from General Catalyst.

2021-2023

- Participated in **IDEA's 2021 NU Entrepreneurship Expo**, pitching and showcasing her venture to the Boston community.
- Received additional seed funding from Tribeca Ventures.
- Young Undergraduate Alumnae first-place winner in Northeastern's 2023 **Women Who Empower Innovator Awards**, which celebrates the innovators and leaders within the Women Who Empower network.



Northeastern University
**Sherman Center for Engineering
Entrepreneurship Education**



WOMEN *who* **EMPOWER**

