QUICK FACTS: Greenhouse Program

Course Details

- Faculty: Brendan Burns & David Lerner
- Class time: Mondays 2:15-5:30 p.m.
  Morningside Campus
- For-credit course

Course Description

- Highly selective screening process for admission (see details below).
- Greenhouse helps students prepare their businesses for investment by providing funding for prelaunch expenses, access to experts and opportunities to present to professional investors.
- Students consult with seed funders to refine their presentations.
- Sponsors —venture capital firms, Internet incubators, law firms, technology providers, accounting and consulting firms — provide financial support, services and advice.
- Greenhouse provides seed funders an opportunity to invest in student projects and helps students prepare for funding.

Eligibility

- 2016 Columbia Business School expected-graduates
  - Open to all CBS programs
- No pre-requisites
- Encouraged to take Launch Your Startup and/or Lean Launchpad prior to Greenhouse
- 1,000 bid points required if invited to enroll

Application Requirements

- Deadline: Mid-November; Exact application deadline announced via email in the fall semester
- Detailed application: bit.ly/2015greenhouseapp
  - One founder applies for team
  - Includes 1-minute video describing team and product/service uploaded to YouTube
  - Two required 150 word letters of recommendation
    - One from CBS faculty or staff
    - One from CBS peer

Selection Process

- Internal selection committee evaluates applications and chooses teams for presentation round
- Presentation day
  - 5-minute presentation / 5-minute Q&A
  - Panel of VCs / entrepreneurs evaluate ventures based on application and presentation
  - Panel provides an overall score and recommendation to determine teams selected for course
- Evaluation Criteria
  - Feasibility including market assessment
  - Profitability for profit-making ventures/financial sustainability for not-for-profit ventures
  - Competitive insulation and strategic differentiation/advantage
  - Risk identification and management
  - Passion and commitment of founder
  - Quality of presentation
  - Knowledge of key elements of the business

Admission Decisions

- Announced in early December

Questions?

- Contact Sandra Merrill: skm2147@columbia.edu