QUICK FACTS: Spring Venture Showcase

Event Details

- Spring Venture Showcase takes place in the spring semester.

Event Description

- Spring Venture Showcase offers students serious about launching a business upon, or shortly after graduation, the opportunity to present their plan to a distinguished panel of judges who help select which students will advance to present to the Lang Fund Board of Directors.
- At the event, students will have the opportunity to make a formal, seven-minute presentation followed by Q&A.

Eligibility

- Second-year students are eligible to participate.
- Students may work individually or with a partner.
- Proposals for all types of enterprises: small- or large-scale, high- or low-tech, start-ups or service, manufacturing, or retail operations.

Application Requirements

- An application, along with a five to seven page executive summary, is required.

Selection Process

- Around 20 companies will be chosen to participate; of those participants, approximately six will be selected to present to the Lang Fund Board for investment consideration.

Evaluation Criteria

- Applications must be completed in full and submitted with an executive summary by the deadline.
- An overview of the market, the competition, and the positioning of the product or service, as well as validation from customer interviews will prove beneficial.
- Preference will be given to those who have developed a minimally viable product.
- Preference will be given to those who include highlights of a marketing plan, as well as the intended direct sales strategies and media outlets to reach the targeted customer.
- Preference will be given to those who include a profile of the management team and the skill sets vital for success.
- A high-level financial plan, including a break-even analysis, sales goals after the first year, and the amount of investment required to support needed capital investments and negative cash flows during the start-up phase is desirable.

Admission Decisions

- Announced within one week of application deadline.

Questions?

- Contact Sandra Merrill: skm2147@columbia.edu