WELCOME!
Spotlight On: Entrepreneurship

Columbia Business School
AT THE VERY CENTER OF BUSINESS™
Welcome and Introductions

Entrepreneurship at CBS

Q&A

Panel Discussion
Welcome and Introductions

Vince Ponzo MBA ’03
Managing Director, Eugene Lang Entrepreneurship Center
Alexa Schwarz MBA ’18
Julia Takeda MBA ’18

Amanda Carlson, Admissions Officer
Raziq Jivani, Admissions Officer
Welcome and Introductions

Vince Ponzo, MBA ’03

- Managing Director, Eugene Lang Entrepreneurship Center
- Practitioner Faculty at Columbia Business School, Management Division
- Executive at General Assembly, Kargo & SelectMinds
Welcome and Introductions

Alexa Schwarz MBA ’18

• Second year August-entry Full-Time MBA student

• Pre-MBA Employment:
  • E-commerce Startup, Business Analytics
  • J.P. Morgan, Asset Management

• Internships:
  • Summer: Amazon, Prime Team
  • Part Time: Venture Capital

• Columbia Business School Clubs:
  • Co-President, Columbia Entrepreneurs Association
  • InSITE Fellow
  • Technology Business Group
  • Retail & Luxury Goods Club
  • Venture Capital Club
  • Columbia Women in Business
  • Data Analytics Club
Welcome and Introductions

Julia Takeda MBA ’18

- Second year August-entry Full-Time MBA student
- Pre-MBA Employment:
  - Edtech Startup
- Internships:
  - Summer: Summer Startup Track
  - Part Time: Flywheel Sports
- Columbia Business School Clubs:
  - Vice President of Finance, Columbia Entrepreneurs Association
  - Technology Business Group
  - Columbia Women in Business
  - Venture Capital Club
Entrepreneurship Overview
Today, entrepreneurship is more than the process of starting a business. An entrepreneurial mindset is crucial for all individuals, careers, companies and industries.

THINK, START, SCALE, INVEST
RIGHT PLACE & RIGHT TIME

• Strong CBS support
• World class students, faculty & administrators
• Access to other best in class schools: Engineering, Law, Medicine, Public Health, Public Affairs, etc.
• Ivy League brand, access and resources to open doors
• Distinguished alumni network with NYC density
• Location, Location, Location!
A RICH COMMUNITY
EQUALLY RICH NYC ECOSYSTEM

Peloton
Canary
Refinery29
BaubleBar
Etsy
Meetup
Techstars
Chartbeat
Sailthru
Gilt
Rent The Runway
SquareSpace
Birchbox
Upworthy
Vice
Indiegogo
WeWork
Jet
Hitlist
Warby Parker
Oscar
Kickstarter
MongoDB
Blue Apron
Plated
Flatiron
BuzzFeed
Codecademy
Fanduel
Skillshare
Outbrain
LearnVest
CommonBond
Globally
Schoology
Foursquare
Dataminr
Yext
Mopub
Knewton
Shutterstock
The Lang Center is the hub of entrepreneurship at Columbia Business School.

Our mission is to instill an entrepreneurial mindset in all students while providing them with the tools, education and resources needed to pursue their entrepreneurial ambitions.
WE DELIVER CONNECTIONS AND SUPPORT

**First Year**
- Vendor Discounts
- Fall Venture Fair
- Lang Breakfast Series
- Startup Networking Night
- Summer Startup Track
- Lang Summer Fellows
- Student Clubs

**Second Year**
- All First Year Plus:
  - Lang Scholars Program
  - Greenhouse Master Class
  - Lang Fund Investment

**Alumni**
- Columbia Startup Lab @ WeWork
- Office Hours
- Annual Alumni Networking Event
- Annual Greenhouse Reunion
- Affinity Based Breakfast Series
- Course Auditing

Office Hours, Events, Social Media, Website, Newsletter and PR Promotion
A POSITIVE CYCLE: EXAMPLE

- Incoming Students (The Best)
- CEO
- Startup Founders Club
- Summer Startup Program
- Columbia StartUp Lab (WeWork)
- Lang Fund Investment/Match
- Spring Venture Showcase (Investors)
- Greenhouse (2nd Years Only)
- Second-Year Curriculum
- Alumni Success!!!
THE LANG TEAM

Vince Ponzo ‘03
Managing Director

Ashley Zwick
Director

Olivier Toubia
Faculty Director

Sandra Merrill
Senior Associate Director, Programming

Christina Drayer
Associate Director, Content & Communications

Cristina Cojoc
Accounts Payable Officer

Melanie Hernandez
Program Coordinator
TOGETHER
mindsofking: This is a really motivating page for all entrepreneurs! I love what you guys are doing! 🤘🏼💪🏼

srobs: I love this brand and buy it all the time. Just made a bolognese two nights ago with it. Delicious! So happy for fellow cbsalum alum!

danbrillo: Thanks @columbiaentprog. Wouldn't happen without #CBS

trytheworld: Proud Alumni. Thanks for the share!

jennifermaanavip57: Enjoyed spending the morning with these ambitious entrepreneurs. Go team!
PANELIST DISCUSSION

Alexa Schwarz
MBA ’18

Vince Ponzo MBA ’03,
Eugene Lang Center for
Entrepreneurship

Julia Takeda
MBA ’18