<p align="center">**Entrepreneurial Greenhouse – Spring 2023**
BIDDING ONLY</p>

Greenhouse is an Accelerator Program that over the course of twenty years has helped hundreds of Columbia students launch their businesses and prepare for subsequent investment by providing mentorship, guidance, funding for prelaunch expenses, access to experts in key fields and opportunities to present their startups to professional investors.

Participants are required to (a) define goals and (b) required to make weekly progress and communicate it throughout the semester. Along the way, each team receives mentorship from experienced founders, venture capitalists, angel investors, venture lawyers, technology experts and others along the way. Greenhouse also helps many students prepare for application to the Eugene Lang Entrepreneurial Initiative Fund, the Columbia Startup Lab and outside accelerator programs such as yCombinator and Techstars.

Instructors:	**Brendan Burns**	**Dave Lerner**
	Serial Entrepreneur	Director
	CEO, See.Me	Columbia University Entrepreneurship, Innovation & Design
	bbstepstone@gmail.com	davelernergsb@gmail.com

TA: **TBD**

<p style="text-align: center;"><u>**Tentative Course Schedule***</u></p>

*all topics and speakers are subject to change as they are tailored to the specific needs of the class

<u>**January 24, 2021**</u>
Orientation, Commitments, Class Introductions

<u>**January 31, 2021**</u>
Founders Discussion & Comms Strategy (Lecture, Discussion, Workshop)
- Founder Huddles
- Comms Mindset: Secret Language of Founders
- Weekly KPI and Monthly Email Prep
- Workshop

Pre-Readings:
Remotely Works
JF monthly updates
Rob Hayes (CBS '95), First Round Capital: Advice for First-Time Founders
Uncovered Podcast: On Founder Mindset

<u>**February 7, 2021**</u>
Designing Your Future
- Definitive Future/Definite Optimist
- Pre-Mortem/Pre-Parade Exercise

Pre-Readings:
Sequoia's Managing Partner Roelof Botha's comments on Invest Like the Best

Kapil Gupta on the Naval Podcast: Conquering the Mind

<u>**February 14, 2021**</u>
Lecture and Workshop: Startup Tools and Marketing, Productivity Hacks
Speaker: Nat Kelner

Pre-Readings:
On Workplace Environment

Improving Your Workspace

Mario Gabriele (from Twitter) on Productivity Hacks

February 21, 2021
Getting to Product/Market Fit
Product Design, Lean, Innovation, Bootstrapping
Speaker: Mike Russell, CEO Monument (former CEO Paintzen)

Pre-Reading:

Marc Andreessen: [The Only Thing That Matters (product market fit)](#)

[How Superhuman Found PM Fit](#)

[Classpass on PM Fit](#)

February 28, 2021
Raising Money: Lecture and Workshop
Investor Pipeline Prep and Presentations, Review of Weekly KPI's & Monthly Email

Pre-Readings:

Paul Graham: [Default Alive or Dead](#)

Mark Suster: [Lines not Dots](#)

Alex Iskold: [The Perfect Seed Round Deck](#)

Alex Iskold: [When and How to Send Investor Updates](#)

Roman Sheeth: [20 Tips for Fundraising](#)

Drake Dukes: [thread with data on 5,000 co's that raised Series A in last 12 months](#)

March 21, 2021
Building a Brand:
Speaker: Jesse Derris, Derris & Co.

[Netflix on Brand (FRR)](#)

[Making Your Brand Look Bigger Than It Is (FRR)](#)

March 28, 2021
Business Development & Sales:
Speaker: Kevin Weeks, SOFI

Hubspot on Business Development

Building the Best Sales Deck (FRR)

April 4, 2021
Important Legal Startup Hacks and Pitfalls to Avoid:
QSBS, R&D Tax Credits
Speaker: Charles Torres, DLA Piper

Finding the Best Lawyer (FRR)

April 11, 2021
Startup Boards:
Speaker: Greg Marsh, CEO KeyMe

Pre-Readings:

Brad Feld: Startup Boards

Jerry Neumann: Your Board of Directors is Probably Going to Fire You

Alex Iskold: Why Startups Need a Board of Advisors

Customer Service and Self-Serve (FRR)

April 18, 2021

Pitch Practice Sessions for all teams

Advice from Carter Cast (Pritzker Ventures) via NW Kellogg

April 25, 2021

Later Stage Funding
Speaker: Jason Santiago
Final Presentations & Greenhouse Reception

Brendan Burns

Brendan Burns has spent over 20 years at leading information technology, graphic arts, information security and financial institutions including 1000|Museums, Moody's Investors Service, Salomon Brothers, and AdOne, an Internet software pioneer.

Currently Burns is the CEO of See.me, a web3 company building a global ecosystem to help visual artists gain recognition, constructive feedback and economic opportunity. See.me has worked with over 7,000 artists from 35 countries over the past two years and built strategic relationships with SCOPE Art, Sotheby's Institute, Meural and others.

Burns has an MBA in Finance/Entrepreneurship from CBS went to Fordham University undergraduate. Since 2004, Burns has been an adjunct professor in the Lang Center for Entrepreneurship at Columbia's Graduate Business School and serves on the Advisory board of the Lang Fund which invests in promising student-originated startups.

Dave Lerner

Dave was appointed Director of Entrepreneurship at Columbia University in 2013. In his years with Columbia Entrepreneurship he's launched the Columbia Startup Lab, the Columbia Design Studio, Startup Law Studio, #StartupColumbia, CTech Founders Track and a host of new tech programs and curricula throughout the university's many schools. He is also an Adjunct Professor of Entrepreneurship at Columbia Business School where he teaches the Greenhouse Accelerator and is an Adjunct Professor at Columbia Engineering teaching entrepreneurship courses.

By background he's a serial entrepreneur, angel investor in 150+ companies, host of popular podcast Venture Studio, and is a well-known mentor to founders in the NYC ecosystem.