Summer 2024 Start Me Up Bootcamp
Schedule At a Glance

Event	Time	Session
Kickoff Workshop Day 1 Monday, Jul 22, 2024	9:00 – 9:15 AM	Test Zoom Video
	9:15 – 10:00 AM	I-Corps introduction and Value Propositions with Ivy Schultz
	10:00 – 11:15 AM	Team Presentations (3 min presentation + 1 min Q&A)
	11:15 – 12:00 PM	Best Practices for Customer Discovery with Dario Vasquez
	12:00 – ongoing	*Get out of the building*
Kickoff Workshop Day 2 Tuesday, Jul 23, 2024	9:20 – 9:30 AM	Test Zoom Video
	9:30 – 10:10 AM	Customer Segments with Prof. John Kymissis
	10:10 – 11:20 AM	Team Presentations (4 min presentation + 2 min Q&A)
	11:20 - 11:45 AM	Distribution Channels
	11:45 – ongoing	*Get out of the building*
	5:00 - 6:30 PM	Innovation Forum: Satyen Sangani, CEO and Co-Founder of Alation. Register to network with alumni, students and faculty at the Columbia Startup Lab in Soho, NY.
Midpoint Workshop Monday, Jul 29, 2024	9:20 – 9:30 AM	Test Zoom Video
	9:30 – 9:35 AM	Introduction
	9:35 – 10:40 AM	Team Presentations (5 min presentation + 2 min Q&A)
	10:45 – 11:30 AM	Customer Segments Case Studies with Prof. John Kymissis
	11:30 – ongoing	*Get out of the building*
Closing Workshop Wednesday, Aug 7, 2024	9:20 – 9:30 AM	Test Zoom Video
	9:30 – 9:40 AM	Introduction
	9:40 – 10:50 AM	Team Presentations (8 min presentation + 2 min Q&A)
	10:50 – 11:00 AM	Next Steps with Columbia Tech Ventures
	11:00 - 11:30 AM	What's next?
	11:30 – ongoing	*Get out of the building*