



COLUMBIA ENGINEERING



START ME UP BOOTCAMP ELIGIBILITY & EXPECTATIONS

PURPOSE

The bootcamp introduces participants to the Lean Launchpad methodology and techniques to direct customer discovery through field interviews. Teams “get out of the building” to learn from potential customers to determine if they are solving a real-world problem with a sizable market opportunity. In addition to providing entrepreneurial training, this program helps students and researchers identify new ways to apply research to solve global challenges.

ELIGIBILITY

Who can apply: Faculty, staff, postdoctoral researchers, graduate, and undergraduate students

Team composition: 1-3 members per team (including at least one entrepreneurial lead and preferably a technical lead, may also include advisors)

Attendance: Enrolled teams must attend all sessions

This Program Is For Teams:	This Program Is NOT For Teams:
<ul style="list-style-type: none">• Serious about commercializing their research or technology• Able to dedicate 15+ hours/week outside of class including office hours• Ready to “get out of the building” by scheduling, completing, and reflecting on 20 customer interviews during program duration• Are open to feedback from teaching team & presenting to the cohort	<ul style="list-style-type: none">• Seeking pitch coaching, fundraising strategy, or to compete for funding - this is not a fundraising accelerator or pitch competition.• Seeking individual feedback rather than participating in a collaborative learning environment• Unable to commit to weekly preparation, completing interviews, and attending all three sessions & office hours in full.

WHAT TO EXPECT

- 3 virtual sessions (Kickoff, Midpoint, Finale) via Zoom
- Customer discovery: conduct and log 20+ interviews to test hypotheses and refine your value propositions.
- 3 team presentations following the provided format, one presented in each session.
- Feedback from experienced entrepreneurs and instructors focused on hypothesis testing, value propositions, and market validation
- Go/No-go decision about commercialization
- Determine next steps by pursuing funding for conference travel, the National I-Corps program, or other venture development opportunities.