

# IGNITE @ CU

## Official Conference Guidebook

November 7th & November 8th, 2015

Columbia University



Proudly presented by  
**The Columbia Organization of Rising Entrepreneurs**

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**The Ignite@CU Team**

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## Welcome to Ignite@CU!

Dear Ignite@CU attendees,

The Columbia Organization of Rising Entrepreneurs (CORE) aims to inspire, educate, and launch the next generation of entrepreneurs. We lead a variety of campus and city-wide events and opportunities to enrich the spirit of entrepreneurship. The Ignite@CU conference is an important part in fulfilling our mission.

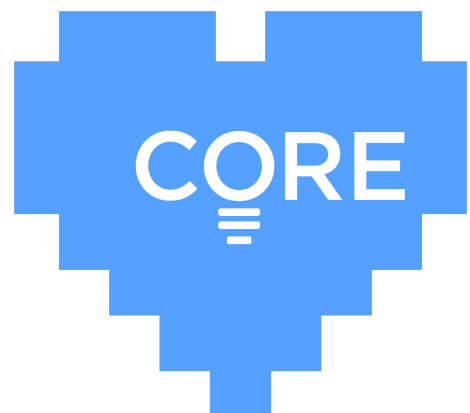
So many different pieces came together to make this conference possible. We are thrilled to be collaborating with our partner schools to bring you content for students, by students. This weekend could not take place without our amazing panelists and speakers, and we're honored that they devoted time to our conference. Our wonderful sponsor companies have supported Ignite@CU and our mission from the very beginning. Finally, we have to thank the Ignite@CU team and the larger CORE team for their dedication and effort to make Ignite@CU the best conference we can create. Without their help, we know without a doubt that Ignite@CU would not be what it is today.

Ignite is just one of the many initiatives run by CORE, and we're excited to get to know you all so that we can build powerful relationships to help guide the future of undergraduate entrepreneurship. On behalf of the Columbia Organization of Rising Entrepreneurs, we could not be more excited to welcome you to Ignite@CU and Columbia University for an incredible weekend of entrepreneurship.

Sincerely,

Sara Sakowitz and Josh Zweig  
Conference Directors

PS: We've prepared this guide for you to maximize your time here at Ignite, so please read ahead for some important details!



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## Contact Information

Please feel free to reach out with any questions: [ignite@coreatcu.com](mailto:ignite@coreatcu.com).

**If you have any problems or concerns at Ignite@CU, please do not hesitate to text or call Sara at 516-448-8563.**

During the weekend, we'll have a team of volunteers and Ignite@CU organizers who can answer any questions you may have! They can be recognized by their **red lanyards**.

## Social Media



Scan me!

**IgniteCU**



**@ColumbiaEntrep**

## Arrival and Housing Information

If you have requested housing at Columbia University for the weekend of Ignite@CU, you should have received a host matching confirmation email. Your host's contact information is included in that email.

When you arrive at Columbia University, you will meet up with your host to drop off your bags before the conference begins on Saturday afternoon. It is your responsibility to connect with your host before the Ignite@CU weekend and determine a plan for your meet-up on Saturday.

If you're traveling to Ignite@CU, remember to bring a sleeping bag!

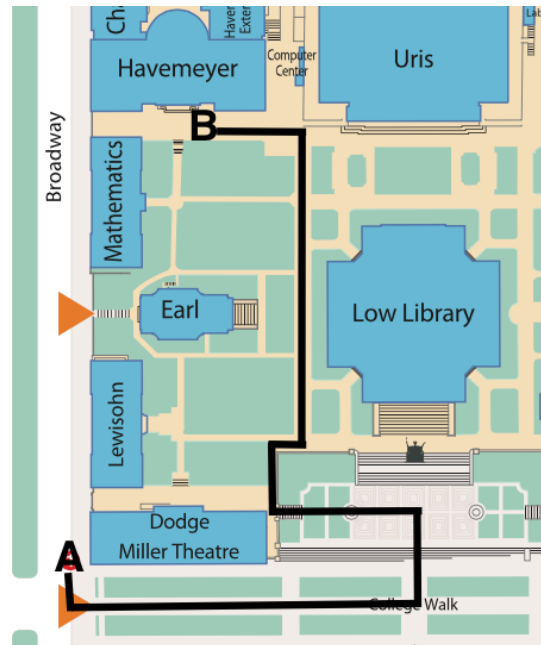
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## Itinerary: Saturday, November 7

### *Check-In @ Havemeyer Plaza (12pm - 2pm)*

When you arrive at Columbia University, you can enter campus through the College Walk Gates at 116th Street and Broadway. Greeters will guide you straight to Havemeyer Plaza to check in at Ignite@CU. Check-in will be open from 12pm - 2pm. You must check in to receive your official Ignite@CU Lanyard, which will allow you access into all our conference events.

Please make sure you have connected with your host before the weekend to determine a meeting time so you can drop off your bags before the conference begins at 2pm.



### *Panels, Workshops, and Discussions @ 309 Havemeyer (2pm - 7pm)*

Our panels, workshops, and discussions will begin at 2pm in 309 Havemeyer. We've been working with our partner universities to curate a fantastic lineup of CEOs, innovators, and thought-leaders. We've included frequent breaks with snacks and refreshments.

### Key Events

#### **2 - 2:45pm Build Fast + Build to Scale**

- \* Jonathan Simowitz, Software Engineer at Google Ideas
- \* Rob Spectre, Developer Evangelist at Twilio
- \* Rachana Kumar, Engineering Manager at Etsy
- \* Moderated by Josh Zweig, Ignite@CU Conference Director

#### **3 - 3:45pm Building a Social Enterprise: Challenges, Rewards, and the Future**

- \* Patrick Struebi, Founder & CEO of Fairtrasa
- \* Ruchit Nagar, Co-Founder & CEO of Khushi Baby
- \* Monika Weber, Founder of Fluid-Screen
- \* Ashok Poothiyot, Founder of Awaaz

#### **4 - 4:45pm Perception vs Reality for the Entrepreneur**

- \* James Beshara, Co-Founder & CEO of Tilt

#### **5 - 5:45pm Building Community and Sustaining Growth with Columbia College**

- \* Babba Canales, Marketing Manager at Uber

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- \* Sarah Judd Welch, CEO & Head of Community Design at Loyal
  - \* Louise Guido, CEO of ChangeCorp
  - \* Moderated by James Valentini, Dean of Columbia College

## **6 - 6:45pm Refining Ideas and Design Thinking**

- \* Domenick Propati, General Assembly

### *Evening Social @ WeWork Soho West (beginning at 7:30pm)*

After our Saturday sessions, we'll be heading downtown for an exciting evening event at one of the most innovative spots in the startup world, WeWork. WeWork is providing free dinner and drinks, and expect other fun additions!

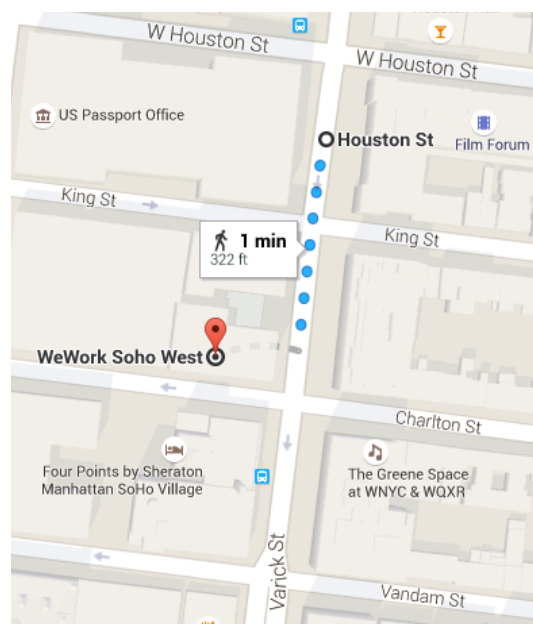
The event at WeWork will only be open to the first 100 Ignite@CU conference attendees, and we will be allowing people into the space on a first-come, first-serve basis. This event is exclusively open to undergraduates. Plan to depart Columbia University as quickly as possible to arrive at WeWork on time.

### **How to get to WeWork:**

Tip: Download the subway apps Embark NYC or Hopstop!

#### Subway Route:

- \* Take the 1 Train from Columbia University / 116th Street to the 96th Street Stop (3 stops).
- \* Transfer to the 2 or 3 Train at 96th Street and stay on that train until Houston Street.
- \* Exit the subway at Houston Street Station.
- \* 1 minute walk to WeWork Soho West





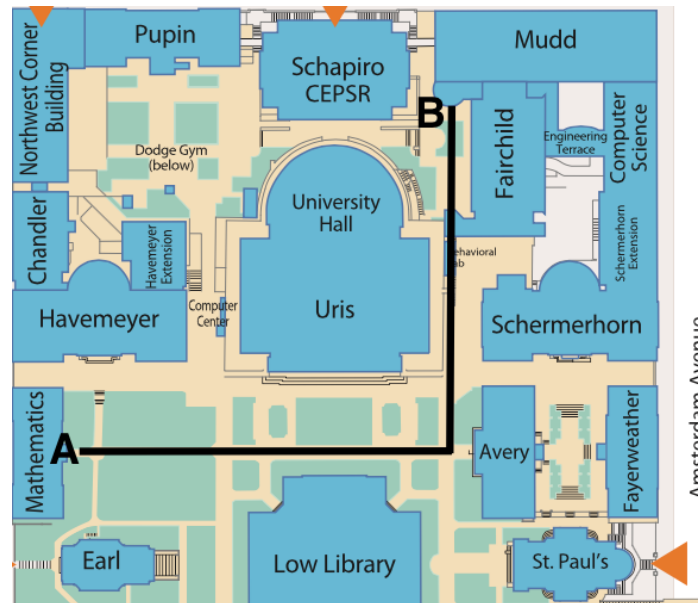
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## Itinerary: Sunday, November 8

### *Luggage Drop Off @ 312 Math*

*(9am - 10am)*

After you say farewell to your host, head to 312 Mathematics Hall to drop off your belongings. Luggage tags will be provided and the room will be locked and watched by CORE volunteers at all times to ensure safety and security.



### *Coffee and Bagels presented by Coffee Meets Bagel @ Mudd Lounge (beginning at 10am)*

Enjoy coffee, bagels, and breakfast courtesy of Coffee Meets Bagel! Breakfast will be available beginning at 10am. Come early to avoid the crowd!

### *Startup Expo @ Mudd Lounge (10am - 12pm)*

After breakfast the Startup Expo will begin at 10am in Mudd Lounge (also called Carleton Commons). We have assembled the top startups from New York City and beyond so you can learn about their products, network with company representatives, and even land your next startup internship.

### *Keynote Address given by David Rose @ 501 Northwest Corner Building (12pm - 2pm)*

For the final event of Ignite@CU, join us in 501 NoCo for our keynote speaker David Rose, the Father of Silicon Alley! David is the Founder of New York Angels, Managing Partner of Rose Tech Ventures, and CEO of Gust. This will be an amazing event to conclude the weekend.

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## Additional Food and Neighborhood Spots

While food will be provided at Ignite@CU, should you feel the need to get something more to eat, or head off campus, check out these food spots in the neighborhood:

### **Sweet Green**

Head to Sweetgreen to try one of the newest and most popular restaurants around campus! Order one of Sweetgreen's delicious salads or make your own. To beat the line and save time you can even pre-order your salad online and pick it up in store.

### **Dig Inn**

Dig Inn serves delicious and relatively inexpensive "farm to table" food. You can select a variety of dishes like salmon and grilled chicken served on a bed of grains, along with delicious sides like roasted sweet potatoes, kale and squash, mac and cheese, and much more! Dig Inn has sit down seating but it's also great for taking food to go!

### **Hamilton Deli**

Come try Columbia's go-to sandwich destination! From BLTs to Philly Cheesesteaks, Hamilton Deli traverses the entire sandwich spectrum. And rest assured -- you'll be getting the best bang for your buck. HamDel is a no-frills establishment that focuses on you, the sandwich, and a labor of love.

### **Milano Market**

Benvenuti! This Italian-themed deli offers quality meals for a reasonable price. Hand-tossed, made-to-order salads? Killer chicken parm sandwiches? Delectable soups - with complimentary bread? Milano has it all!

### **Koronet**

Be sure to try some big pizza while you're in the Big Apple! Koronet stretches the physical limits of pizza proportions. Walk in with less than \$5 and walk out with a slice that you probably won't finish alone -- it's pretty decent, too. Repeat process when inebriated and it's twice as good!

### **Five Guys**

In a time when Portobello mushrooms and ramen patties have infiltrated the burger domain, Five Guys is the burger-lovers' last stand. Complete with free peanuts, unlimited toppings,



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and fries that boast an irresistible crispety-crunch, this iconic joint gives us a bit of stability -- and hope -- within a rapidly changing burger landscape.

### **Chipotle**

Your flagship spot. You know the drill: burritos, tacos, bowls, and quesaritos (if you know what you're doing). Just prepare for a long line and hope they forget to charge you for guac.

### **Halal Food Carts**

Numerous carts, dependable flavor, affordable prices -- this is the beauty of perfect competition! Whether you're trying save a few shekels or you're just craving a lamb gyro, don't be afraid to try one of the many Halal carts in the neighborhood. (Our favorite is on 115th and Broadway, but we encourage you to branch out!)

## Our Participating Schools include...



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