

COLUMBIA
STARTUP LAB



THE
COLUMBIA

STARTUP
LAB

CELEBRATING
5 YEARS

COLUMBIA 
ENTREPRENEURSHIP
INNOVATION AND DESIGN

CELEBRATING 5 YEARS OF
THE COLUMBIA STARTUP LAB

JUNE 5TH, 2019

IN PARTNERSHIP WITH



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THE
COLUMBIA



STARTUP
LAB

CELEBRATING
5 YEARS



5 Years of Innovation, Collaboration and Entrepreneurship

The Columbia Startup Lab (CSL) opened in June of 2014 and has become a living testimony to Columbia University's longstanding spirit of innovation, collaboration, and entrepreneurship.

After 5 years, CSL has been headquarters to more than 250 Columbia-founded startups and over 350 members, in industries from FinTech to Fashion to Food and more! In total, these early-stage companies have raised more than \$43M in venture funding and generated exit and acquisition value of \$100M.

BY THE NUMBERS

CSL has been home to over

350

members working on Columbia-founded startups

CSL has been home to over

250

Columbia-founded startups

FUNDRAISING

Over the past five years, CSL Startups have raised over \$42 million dollars from some of the countries top angels and VC firms.

(Source: Crunchbase.com)

OVER

\$43M

RAISED

\$100M

EXITS AND AQUISITIONS

In aggregate, CSL startups have created over \$100 million of exit and acquisition value.

IN RESIDENCE PROGRAM

Meet the mentors of the Columbia Startup Lab, who host monthly office hours, providing advice and insight to some of our startups' biggest challenges.

Bill O'Farrell **Mentor in Residence**

Bill O'Farrell has been starting and running tech companies for longer than he'd like to admit. He was most recently co-founder and CEO of Body Labs, a computer vision and AI company focused on providing the human body as a digital platform for a broad range of markets, including online apparel sales, gaming, health and fitness and AR/VR applications. Amazon purchased Body Labs in September, 2017. Bill is an adjunct professor at the Columbia School of Business and resides as a Mentor in Residence at the Columbia Startup Lab.





Leslie Gittess *Digital Strategist in Residence*

Leslie Gittess '88 CC founded Blue Sky Media NYC in March, 2010, after working at professional sports leagues for 16 years. At Blue Sky Media, Leslie helps early-stage companies with all aspects of their digital strategy. This work includes distribution and syndication of content, development of digital strategy and revenue opportunities, advertising and sponsorship sales and fund-raising. Leslie resides as a Digital Strategist in Residence at the Columbia Startup Lab.

Yvette Miller *Media Trainer in Residence*

Yvette Miller is Columbia Entrepreneurship's Director of Marketing and Communications. She started her career leading communications at an early-stage startup, and has built outreach strategies from the ground up a few times since. She has prepared senior staff at startups and major companies for media interviews, congressional testimony, and events, and garnered coverage in The New York Times, The Wall Street Journal, The Economist and more. Yvette resides as a Media Trainer in Residence at the Columbia Startup Lab.





Sarah Holloway *Social Entrepreneur in Residence*

Sarah Holloway has worked in the public and nonprofit sector for 25 years. She is currently a full-time member of the SIPA faculty where she teaches Nonprofit Financial Management and Social Entrepreneurship. In addition to teaching, she runs the school's Management Specialization—a set of courses and activities that support knowledge and skill building in non-profit, for-profit and social enterprise management. She resides as Social Entrepreneur in Residence at the Columbia Startup Lab.

Brian Sirkar *Hacker in Residence*

Brian is a serial entrepreneur and technologist based in NYC. He is currently the CTO and co-founder of Lately, a marketing software platform backed by some of the top investors in New York. He is also a co-founder of a web development agency and a digital marketing agency whose clients include MASSMoCA and the San Francisco Film Festival. He graduated from Middlebury College and is originally from Vancouver, Canada. He resides as Hacker in Residence at the Columbia Startup Lab.





Dave Lerner *Mentor in Residence*

Dave is a serial entrepreneur with 3 exits, angel investor in 85+ companies and the host of Venture Studio, a popular podcast where he interviews some of the most interesting investors and personalities in NYC tech and beyond. Dave is also the Director of Entrepreneurship at Columbia University and Adjunct Professor of Entrepreneurship at Columbia Business School. Dave resides as a Mentor in Residence at the Columbia Startup Lab.

Jeremy Kagan *Mentor in Residence*

Jeremy Kagan '99 CBS is the Managing Director of the Eugene Lang Entrepreneurship Center at Columbia Business School, where he oversees the entrepreneurial curriculum and programming, the Lang Investment Fund, and the Columbia Startup Lab. For over a decade he has also been a Professor at Columbia Business School, Department of Marketing, teaching in the areas of Digital Marketing, Strategy and Innovation, and Entrepreneurship. He previously founded PricingEngine.com, a SaaS marketing technology and resides as a Mentor in Residence at the Columbia Startup Lab.



THE COLUMBIA ENTREPRENEURSHIP LAW STUDIO

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PERKINScoie
COUNSEL TO GREAT COMPANIES

Columbia Entrepreneurship has partnered with Charles Torres, head of the Emerging Companies and Venture Capital and Partner at Perkins Coie to provide free professional startup law office hours for startup teams in the Columbia community. Every other month, the Startup Law Studio is hosted in the upstairs conference room of the Columbia Startup Lab for CSL startups and serious student startup teams to address their legal questions.

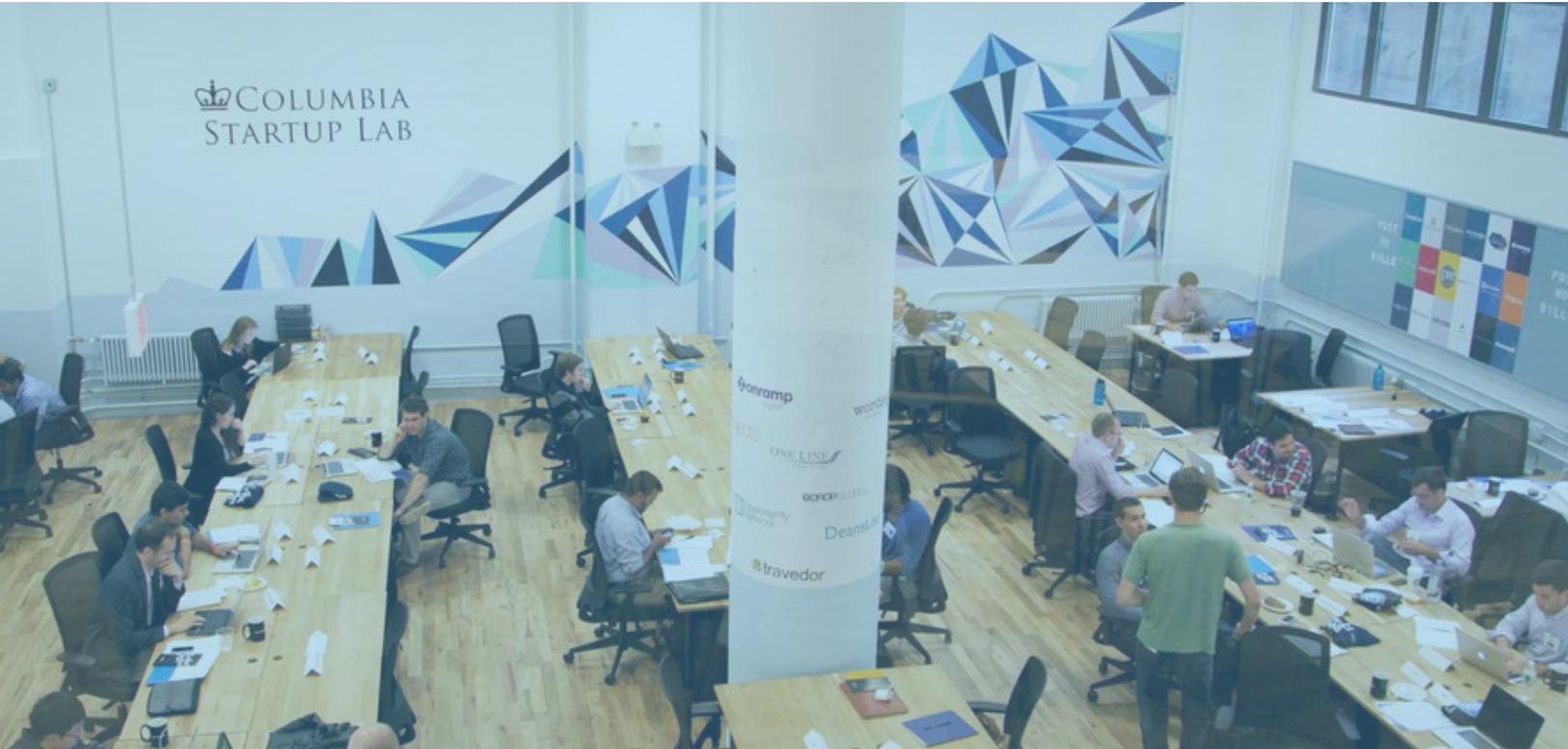


SPECIAL THANKS



INDUSTRY & COHORT HIGHLIGHTS

From FinTech to Health Care to Blockchain to AI, the Columbia Start Lab is full of incredible alumni founders with differing expertise, experiences and passions across many industries. See a few of our industry and cohort highlights next.



ARTIFICIAL INTELLIGENCE

text IQ

ONEHOT
LABS 

wordseye™
type a picture

behold.ai


GlobalAI


AGAMON

and more!

FINTECH



Cointegra



STRATYFY

Helping Enterprises Reach The Right Decision



COINOUT



and more!

SOCIAL IMPACT



EAT OFFBEAT

Social**SOLAR**

Lcasaur

and more!

CONSUMER GOODS

fur LOLA *The* DROP



and more!



COHORT 1

2014-2015



Meet Jeff Witten, '10CC, '15LAW, '15BUS
Founder of CoinOut

You may know him from: SharkTank, making a deal with shark Robert Herjavec for \$250,000.

CoinOut is a mobile shopping app that rewards everyday shoppers for their transactional data. Users submit pictures of their in-store receipts to earn randomized CoinOut rewards, from virtually any retailer. Because CoinOut accepts receipts from all retailers and is incredibly simple to use, the app has become an addicting experience for a wide array of Americans. Users can earn rewards in a number of different ways, resulting in deep, personalized engagement and rich insight into a user's shopping habits across all stores and channels.

"We took everyone at the Lab out to lunch there so that they could come out and use our product. It was really our first true customer feedback experience, and the other entrepreneurs at the Lab played a vital role in the development of the product. It was an amazing opportunity to get people from different backgrounds and viewpoints give us advice on everything from the phrasing of the receipts to the cash-back options being presented." - Jeff Witten

COHORT 2

2015-2016



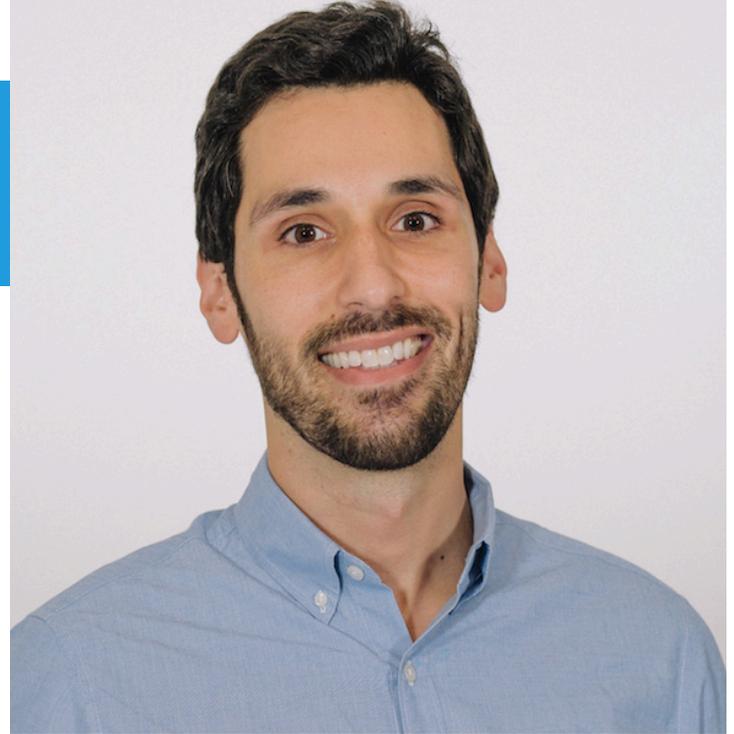
bundle organics™

Meet John Mascari, '08CC
Founder of Bundle Organics

John's first company, Bundle Organics was acquired by 1908 Brands! Bundle Organics launched with the first-ever line of vitamin- fortified juices made specifically to support expecting moms' health and fetal development. Today, Bundle carries dozens of consumables designed to address the unique nutritional needs of pregnancy, nursing and fertility. The brand's products are available in nationwide retailers including Target and buybuy BABY.

Now John is on to his second venture: Blueland, which is reimagining conventional cleaning and personal care product to eliminate the need for wasteful single-use plastic packaging.

15



"Through CSL, we were able to recruit talented team members and connect with thought leaders that helped us refine our strategy from PR to customer acquisition and retail execution."

- John Mascari



COHORT 3

2016-2017



Meet Apoorv Agarwal, '16SEAS
Founder of Text IQ

CB Insights has named Text IQ to the AI 100, a prestigious ranking of the 100 most promising private artificial intelligence companies in the world.

Text IQ's technology consistently identifies reputationally -damaging, sensitive, and/or privileged documents previously missed by human reviewers in high-profile litigation and government investigations.

"When we were a small company of six people, the Columbia Startup Lab was helpful in attracting talent, because they weren't just a part of our small team—they were a part of the larger CSL community as well. Another benefit was being able to brainstorm with fellow entrepreneurs about the joyful challenges of getting a business off the ground."

- Apoorv Agarwal

COHORT 4

2017-2018

EAT OFFBEAT

Meet Manal Kahi '15SIPA
Founder of EatOffbeat

You may know her from: the WeWork Creator Awards, where WeWork founder Andrew Neumann placed an order for every Friday for a year.

EatOffbeat delivers authentic and home-style ethnic meals that are conceived, prepared and delivered by refugees resettled in NYC.



"As cliché as this may sound, a founder's journey really is a lonely one. Having an office to go to and being surrounded by brilliant founders and advisors at the Columbia Startup Lab made all the difference for me: it made my journey less lonely, less stressful, and more fruitful."- **Manal Kahi**



COHORT 5

2018-2019



Meet Amanda Raposo '18BUS
Founder of PAL by Project Playdate

PAL by Project Playdate gained traction fast in private beta. The team had two acquisition offers within these first few months - one of which was too compelling to pass up! Stay tuned for more news soon.

PAL by Project Playdate is a platform that connects parents with shared child care needs to a highly selective network of child care professionals. By allowing families to split the cost of care, PAL achieves higher quality and socially enriching care at a lower price point for parents.

"CSL gave me access a group of incredibly talented people to have in my corner, including a dedicated team of Columbia folks invested in our success and continued guidance by accomplished mentors. More importantly, it gave me a sense of community on what can be a very lonely journey and a place of work to be proud of." - **Amanda Raposo**

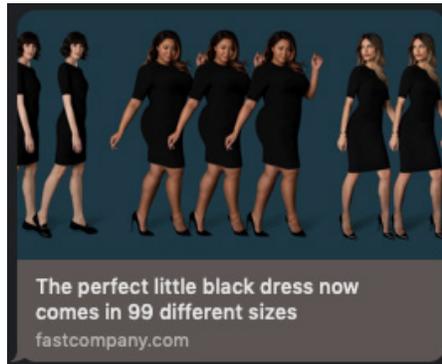
IN THE NEWS

Here are just a few CSL startups that are getting some ink.



Founder Jake Bullock '17GS

LAWS OF MOTION



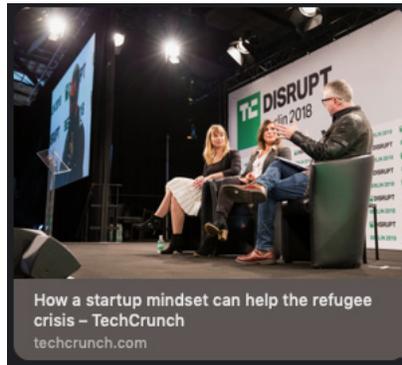
Founder Carly Bigi '17BUS



*Founders Dr. Rob Elliott '15SEAS
Nate Littlewood '17BUS*



Founder Oliver Noteware '18BUS



Founder Aline Sara '14SIPA



Founder Laura Kornhauser '17BUS

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CELEBRATING
5 YEARS



CONNECT:

Wifi - WeWork

Password - P@ssw0rd



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