

# 2019 Startup Alley @ Columbia University

Wednesday, March 6<sup>th</sup> | 5:30 - 8:30 p.m.

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## Program Schedule

### **Fireside Chat – 5:30-6:00 p.m.**

- Matt Burns, Head of Customer Success, Monday.com
- Dan Hammaker, Product Manager, DealCloud
- Maggie Appel-Schumacher, Center for Career Education (moderator)

### **Rapid Fire Q&A – 6:00-6:15 p.m.**

- Representatives from each startup will answer a series of short questions.

Tips for the Fireside Chat + Rapid Fire Q&A -

- Take notes on what the speakers are discussing and use this insider industry information in your next cover letter or informational interview. This will help you stand out as being knowledgeable about the field.
- While you are listening to the speakers, jot down any questions you have to use as conversation starters during the networking portion.

### **Networking – 6:15–8:30 p.m.**

Tips for networking:

- First, recognize that this is a two-way conversation that starts simply by introducing yourself!
- Your professional introduction can include:
  - Who you are (name, school, major, class year, etc.)
  - Highlights of your relevant experiences (current/past projects, internship/work experiences, knowledge, skills, interests, etc.)
  - Close your introduction with a question that will further the conversation.
    - Example: “You mentioned on the panel the need for analytical skills in the advertising field. Can you tell me a little bit more about how you use those skills on projects at your company?”
  - Sample networking topics are listed on the back of this program.
- Ask for business cards or jot down the names and companies of the professionals you meet. If you want to stay in touch with them after the event, send them a follow-up email or connect with and message them on LinkedIn. In your note, mention something specific you discussed with them at the event. This will remind them of who you are and where they met you.
- When ending a conversation, be sure to thank them for their time.

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## Networking Conversation Topics & Questions

These sample topics and questions can help you engage with professionals during the networking portion of the event.

Please feel free to ask about or discuss topics beyond this list.

### Sample Topics:

- Mission and values of the organization
- History and leadership of the organization
- Size of the organization/office locations
- Structure/departments
- Typical job titles/roles
- Organizational culture
- Competitors and general landscape of the industry
- Current events/recent news in the industry
- Professional/educational background of the professional(s)

### Sample Questions:

- What attracted you to this career path? What keeps you in this career?
- What previous professional experience helped you most in this role?
- What is one thing you wish somebody would have told you before entering this field?
- How would you describe someone who is successful in a startup?
- What does the day-to-day look like in your role? At your company?
- What do you enjoy most about your job?
- How do you see the industry changing in the next 10 years? What about your role in the next 10 years?

For more tips on making the most of networking events, please visit the Tips & Resources section of the CCE website or ask a CCE staff member at the event.

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Analytical Flavor Systems has created Gastrograph AI, a groundbreaking artificial intelligence platform that enables food and beverage manufacturers of all sizes to optimize the quality, consistency, and appeal of their products with significantly greater accuracy and at substantially lower cost than existing solutions. Utilizing real-time predictive decision metrics, we not only help companies reduce bad batches at each stage of the production cycle, we enable them to quantify each product's flavor profile and leverage this data for strategic new product development, cognitive marketing, demographic targeting, and product portfolio management.



DealCloud was formed in 2010 by a team of former deal professionals with deep knowledge of the private capital markets. DealCloud has quickly emerged as a global leader in providing deal management, workflow, and technology solutions to all participants in the private capital markets, including private equity and growth capital firms, sell-side banks, publicly traded companies, and debt capital investors. The DealCloud team has more than 150 years of execution experience in the private capital markets and we apply our knowledge to a highly specific vertical technology offering combined with unmatched support of clients in major financial centers worldwide. We're seeking to fill openings on our client success and software teams.



Earnest Research is a VC-backed data innovation startup driven to change the way professionals understand consumer and business behavior. Working with world-class data partners, we transform raw data into a source for business and investment professionals to ask better questions and make better decisions. We believe data has the power to change the way we work.

**Ekimetrics.** Founded in 2006, Ekimetrics aims at unlocking strategic value and gaining insights through cutting edge statistical methodologies. We are constantly innovating in the use of data and statistics to deliver brighter decisions for CEO, CMO, CFO and operational teams. Our mastery of all dimensions of business allows us to deliver end-to-end approaches, from the definition of strategy to its execution. Ekimetrics is unique in its human approach to tackle complex analytical questions. The belief in the strength of combining consultant and analytical skills in all of our employees has led to a unique performance on the market.



Enertiv is a leading energy data and analytics company based in New York City. The company specializes in the collection and analysis of real-time energy data in commercial, multi-family and industrial buildings. By integrating with existing building systems, Enertiv makes real-time energy consumption in buildings transparent and provides actionable insights to help clients save money and energy. The company has developed a software suite which enables real-time energy management, measurement & verification for retrofit projects and tenant billing and engagement. Enertiv's technology has been deployed both nationally and internationally, and the company was recently named one of the Top Energy Analytics Companies to Watch in 2015.



ExecOnline partners with top business schools, including Berkeley-Haas, Columbia, IMD, MIT-Sloan, Wharton, and Yale to rapidly deliver online leadership develop programs that generate lasting organizational impact. ExecOnline's university-certified programs in strategy, innovation, operations, and more feature dynamic content tailored to the unique corporate objectives of

their clients. ExecOnline has delivered transformational leadership development experiences to more than 200 organization and 10,000 business leaders.



Explore Group is a contingency recruitment agency that specializes in the Technology market of the Greater New York City area. We place a mix of Developers/Software Engineers and Software Sales Professionals at small to mid-sized organizations.



Gooroo is a burgeoning community of passionate tutors and curious students. The Gooroo marketplace uses algorithm and artificial intelligence to facilitate and optimize connections between those two groups.



Monday.com is a tool that transforms the way teams work together. Our mission is to help teams build a culture of transparency, empowering everyone to achieve more and be happier at work. We're obsessed with building an excellent product, and our goal is to create a tool that people will love to use—one that's fast, beautiful, responsive, and makes your life easier. The only thing we love more than our product is our customers. The incredible teams that use our product are the most important thing to us, and we're here to provide support to them 24/7. Things are moving really fast here, and we're impacting the world in a way we never expected. We'd love it if you joined us as partners in this journey.



MPOWER Financing is a B Corp that works with high-potential domestic and international students at US campuses. MPOWER Financing is committed to removing financial barriers to higher education in the U.S. To accomplish this mission, MPOWER partners with universities and investors to lend to high-potential students who are left out by traditional banks.



We design and manage community solar programs for utilities, electricity providers and solar developers nationwide. Based out of New York, our primary focus is increasing access to solar energy for renters and homeowners across the five boroughs.



Screenshop is a fashion and technology startup that turns screenshots or any natural photo into catalogs of products available for purchase from your phone, personalized to your learned individual style and price points. We build a custom catalogue of similar products based on each screenshot you take, so in addition to finding the same outfit, you can also use it to shop items that are a similar style. We are going further, using artificial intelligence to quantify users' aesthetic preferences as they build up a user profile on the app to offer personalized shopping experience that take into account a users individual preferences.



Uhouzz Network Technology Co., Ltd, incorporated on Jan 19, 2015, is an online real-estate rental and buying platform for overseas students. Uhouzz offers a range of services, consisting properties rental, properties sale, home stay, air tickets and personalized customer service. Uhouzz has covered properties around the most popular schools in 5 countries, including the US, the UK, Australia, Canada and New Zealand. Invested by New Oriental (NYSE: EDU), the largest private educational services company in China, Uhouzz has acquired more than 320,000 app users and generated more than \$5.2 million value of rental transaction. We are devoted to being the authority in student rentals and foreign real estate purchases

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