



The CORE OCL "Playbook"

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Our Founding

One day long, long ago, Margaux Entrepreneur III, M.D., Ph.D., K.B.E. decided it was time for Columbia to have its own entrepreneur club. She spoke:

"It's high time Columbia had a club that educates, inspires, and launches the next generation of entrepreneurs."

And the others listened. She paused thoughtfully, and spoke again:

"We shall call our club the Columbia Organization of Rising Entrepreneurs (CORE)."

She began to advertise events. Before long, she applied for New Group Recognition with ABC.

Lo, the momentous inauguration of this club indeed came to pass. It was glorious, and very entrepreneurial.

But Margaux graduated from Columbia, and a dark age descended upon the club. The rooms stopped being booked, the events stopped being planned, the members stopped caring.

Resurrection and the Second Dark Age

NOTE: the "real" story begins here, in 1999 or whenever CORE was actually founded.

One day, CORE was resurrected (circa 1999). Some exciting things happened, but CORE was still really small and failed to do proper marketing and hence had little attendance and felt too pre-professional.

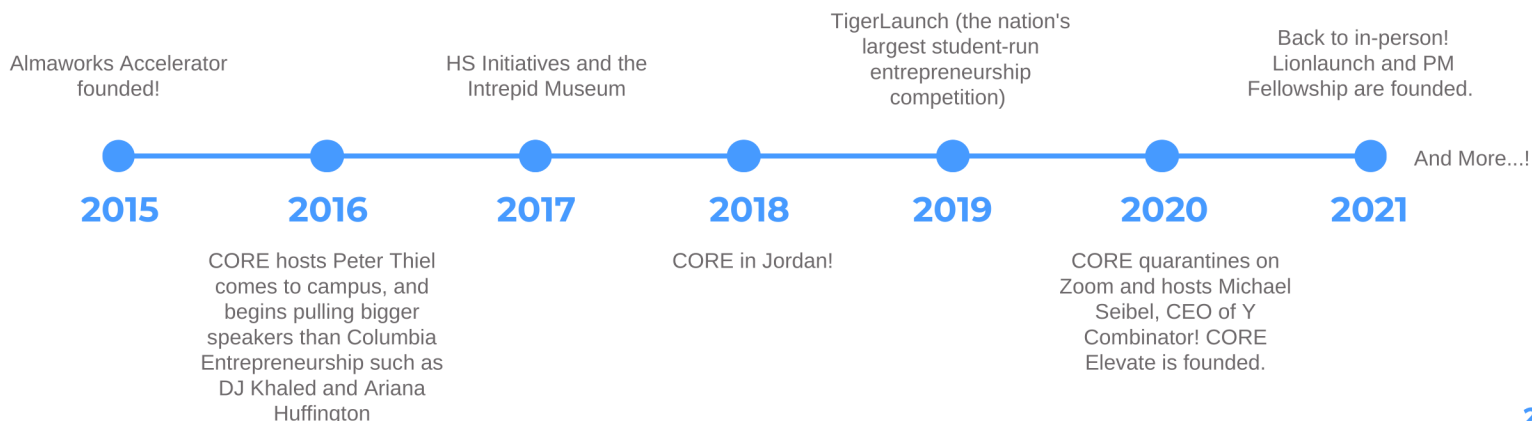
Resurrection, the Sequel

CORE really gained steam with #TheGodfather **Kevin Zhang** in Fall 2013, when he realized the potential of CORE and motivated the group to level up!

- Notable Speakers:
 - Mark Cuban
 - Jack Dorsey
 - DJ Khaled
 - Peter Thiel
 - Ariana Huffington
 - Wil.I.am
 - Drew Houston

CORE started to do 15 times more events, and to recruit heavily, as more and more people were putting on events to grow the public awareness of CORE. Still, CORE was fairly small, but it began to feel like an ambitious family. When CORE was handed off to GS President **Andrew Satz** (oldest ever CORE president), we were throwing 8 events a week. At times, we were sometimes even double booked with events!

A Timeline of Modern-Age CORE



CORE Traditions

WHO WE ARE

Our Century-Old Traditions

CORE has many cherished traditions, including CORE Friendsgiving, Demo Daey*\$%!yeee!, and our Alumni Reunion (see below). In addition to these central traditions, we have a number of events and more informal social gatherings taking place throughout the year.

CORE Friendsgiving

CORE Friendsgiving occurs the week before American Thanksgiving every year. We typically meet in an EC suite and all are encouraged to bring food to share with their fellow CORE members and OCLs. (Of course, we intend to keep this tradition alive (and safe) this year over Zoom!)

Demo Daey*\$%!yeee!

This is one of CORE's oldest and most coveted traditions. Demo Daey*\$%!yeee entails a night of pitches from new OCLs to the existing members of CORE. One week in advance of this pitch night, new OCLs will be given teams of two/three people and some basic guidelines to follow for the evening, including:

- One liner on your idea
- What is your market? Size? Demographics?
- Who are your customers?
- Competitive analysis
- What is the problem you are trying to solve?
- ... and some optional "bonus points" will be supplied as well.

A number of existing OCLs will act as investors who at the end of the night will decide which startup to invest in! This one team will be awarded some CORE swag (pssst rumor has it CORE Patagonia?). Every new OCL will also get a CORE t-shirt at the end of the night.

Alumni Reunion @ Merge API HQ

Alumni Reunion is one of CORE's longest-standing traditions. This past year, we hosted the reunion with CORE's alumni downtown at the Merge API Headquarters. This is a chance to connect with alumni from CORE, who work in a breadth of industries. Typically, at the end of the night, current CORE members take advantage of what the city has to offer before making the trek back up to Columbia's campus.



17

Academic Majors,
Concentrations, and
Special Concentrations

45

Active OCLs + the CORE
Board and Senior OCLs +
Hundreds of Alums

\$14m

Raised for Almajworks
companies since it's
founding in 2015

CORE Community

WHO WE ARE

CORE Families

The most special aspect of CORE is the community fostered within the organization. Beyond spending time together at meetings and events, many members continue relationships outside of the CORE-sphere and develop life long friendships. One element of this is the CORE family programs, which places new OCLs into a lineage of older members. CORE families provide OCLs with an opportunity to develop tight-knit relationships with students who have similar interests, who will act as advisors mentors for CORE and non-CORE related topics, and who will always be there as an additional support system. Families often host activities together such as meals and Zoom Hangs when at a distance..



A CORE OCL

THE FABRIC OF CORE

An OCL Experience

Broadly speaking, an OCL in CORE will:

- **Learn** about entrepreneurship from fellow CORE OCLs,
- Become a part of the New York City **startup ecosystem**,
- **Execute** CORE's existing initiatives and envision new ways to lead,
- Help **plan** and **organize** events on campus (or virtually),
- Gain exclusive access to **professional development** opportunities,
- Network with CORE **alumni**, professionals, and faculty, and
- Be a part of a **creative** and **fun community** on campus and post-graduation.

But speaking broadly may not provide the best picture. CORE encourages each OCL to navigate their own journey. For that reason, we don't describe "the OCL experience" but rather "an OCL experience."

Planning CORE Initiatives

An OCL **drives** CORE's initiatives and events. From facilitating programs, such as hosting guest speakers on campus (or virtually!), to **connecting** with founders in the Columbia community and the broader Morningside Heights/Harlem neighborhood, OCLs run CORE's outward and inward facing initiatives.

Our Community

OCLs have exclusive access on campus to professional development opportunities and networking in a range of industries. As an OCL you can learn from inventors, designers, founders, and investors, gaining insight into a breath of industries, such as venture capital. But beyond their work to educate and foster a community of entrepreneurship on Columbia's campus, OCLs take part in the CORE social **community** to foster and build **friendships** and a **life-long network**.



Responsibilities of an OCL

- Attend monthly All-Hands meeting
- Attend meetings of 1+ initiatives
- Attend social and community events
- For new OCLs: Attend weekly coreX

*Of course, the more time you put into CORE, the more you'll get out!



Starting as an OCL

1. Join the CORE family as an OCL.
2. Work with fellow new OCLs on a coreX team to organize and plan an event.
3. Build community with other OCLs
4. Join and/or create existing or new initiatives!
5. Take on new leadership opportunities and drive CORE's mission forward.



Beyond the OCL Role

While OCLs plan events and perform a critical role in CORE as a whole, it's our hope that OCLs leave CORE and Columbia not with another line-item on their resume but **seasoned and equipped** with a toolkit for creative **problem-solving** regardless what they are faced with.

All-Hands Explained

While CORE does not have hundreds of members like some other clubs on campus, we do run a wide range of initiatives and events on campus (and virtually!). In order to ensure that everyone is aware of what's happening in the club and when, we have "All-Hands."

All-Hands is a monthly meeting where all OCLs convene and share what they are up to. This is a great time to learn more about what initiatives you may want to get involved in or even which OCLs you'd like to get to know better. The exact date/time for this academic year's All-Hands can be found on the CORE Notion.

Welcome to coreX

FRAMING THE OCL EXPERIENCE

What is coreX?

coreX allows new OCLs to properly onboard CORE and gain a sense of community with their OCL class and beyond. coreX is designed to:

- Provide a regular and consistent touch point for OCLs with each other,*
- Foster an environment for new OCLs to bond as a family,
- Introduce and lecture OCLs to entrepreneurial opportunities,
- Learn what the CORE initiatives do with the opportunity to “shop” initiatives,
- Ensure CORE has experienced entrepreneurs and builders ready to create an impact on the world, and
- Build a strong pipeline of future CORE leadership.

Structure of coreX

- **Design Sprint Curriculum**
 - Modeled after the Google Design Sprint Methodology.
 - New OCLs will spend 6-8 weeks learning how to apply their passions/background to designing a potential solution.
- **Learning Sessions**
 - Gain insight into what each initiative does and the process for forming your own (short sessions)
 - Learn more about entrepreneurship (i.e. building MVPs, understanding consumers, identifying painpoints, etc.)
- **Community Bonding**
 - Mentorship and exposure to more experienced OCLs (honoring seniors)
 - Fun community driven games such as the semester long Assassin game.

Design Sprint Curriculum

Every new OCL joins coreX their first semester and over the course of the semester will create a passion project based on the individual's background and prior experience. Through the Design Sprint, OCLs will learn how to identify emerging markets, understand the user experience, design and create prototypes using softwares such as Figma, and pitch their projects to the rest of CORE.

The design sprint is an opportunity for OCLs to add new experiences to themselves. New OCLs will take ownership of the product with the support of more experienced members and delve deeper into a topic they are passionate about.

“Office hours” hosted by experienced OCLs will provide a time for Cohort members for one-on-one guidance.

Learning Sessions

New OCLs will have the opportunity to attend the initiative fair and gain more insight on CORE's abundant of diverse initiatives. During the semester, OCLs will join the initiatives they see fit to their interest or create their own. CoreX will provide an opportunity for initiative leads to come and discuss their upcoming plans or to recruit new OCLs.

CoreX will provide opportunities to learn more about the entrepreneurial space in New York by taking a field trip to different areas such as Newlab and hosting guest speakers.

Community Bonding

Over the course of coreX, you will have the chance to meet your fellow new OCLs and existing OCLs! Reach out to each other and hang out without any proper program planning!!

Discover Existing Initiatives

A SAMPLE OF WHAT'S TO COME...

Almaworks

Columbia's student-run accelerator, Almaworks has supported three dozen+ early-stage startups without taking equity/IP/fees. Companies have a combined valuation of \$100M+. Our 95+ startups have collectively raised over \$45M, won hundreds of thousands of dollars in grants and prizes, and enrolled in programs including Y Combinator, TechStars, and Entrepreneurs Roundtable Accelerator.

Almaworks Fellowship

The Almaworks Fellowship connects Columbia undergrads with internships at startups based in NYC or started by Columbia alumni. Through hands-on work, events, and mentorship, Fellows develop skills and gain valuable experience in the startup ecosystem.

Alumni Relations

The Alumni Relations team ensures that graduated members are still plugged into the CORE network, and connects current OCLs with past members to facilitate personal and professional opportunities.

LionLaunch

LionLaunch is a startup incubator program designed for undergraduate founders. Founded in 2021, it is a semester-long program that meets weekly, and students are paired with mentors as they learn about startups and develop an MVP.

Elevate

Elevate creates spaces that uplift marginalized communities within CORE, Columbia, West Harlem, and beyond by building an inclusive CORE community and hosting /amplifying underrepresented speakers and founders.

Podcast

The CORE Podcast aims to bring thought leadership from the Columbia, New York, and global entrepreneurial ecosystem to students' ears through interviews and intimate conversations. You can follow us on Spotify and Instagram!

FounderSchool

Founder School is CORE's peer-led class on the fundamentals of entrepreneurship. Over the course of the class (approximately 2 months, offered twice a year), students learn about the basics of float analysis, market research (competitive analysis and customer discovery), team building, minimum viable product (MVP), product design, business models, pricing, vesting, and venture capital.

Global Tech Treks

The Global Tech Treks team expands CORE's horizons across the globe. We focus on exploring what entrepreneurship means abroad and from a global perspective. In the past, we visited startups and experienced the entrepreneurial ecosystems of London, Paris, Berlin, Barcelona, Stockholm, Tel Aviv, and Shanghai.

Columbia Venture Competition

CVC has five challenges with an overall prize pool is \$250,000. The competition is hosted in collaboration with Columbia Entrepreneurship, CORE facilitates the Undergrad Challenge.

Women@CORE

Matches highly motivated women who are passionate about entrepreneurship with successful female entrepreneurs through speakers, support networks and career exploration opportunities.

PM Fellowship

The Columbia PM Fellowship enables Columbia affiliates to learn about and apply principles of product management. Fellows attend 5 Friday sessions, where they meet and learn from PMs and gain valuable skillsets.

Digital Strategy

Responsible for all collateral and design aesthetic of CORE and its initiatives. This includes managing social media channels, serving as webmaster, and creating a brand voice for the organization.

Check out the CORE Notion for more and/or plan your own!

CORE's Community Commitments

POLICY AND CULTURE

On Racial Injustice

CORE condemns the racial injustices, murder, and discrimination affecting our Black communities throughout America, particularly the wrongful deaths of Breonna Taylor, Ahmaud Arbery, Tony McDade, George Floyd, and many more. CORE would like to express our deepest condolences to the families, friends, and others who have lost loved ones due to police brutality and senseless acts of violence. These deaths are **plainly unjust**— and, as a center of entrepreneurship within Columbia University and as members of the West Harlem community, we reaffirm **our dedication to uplift, amplify and empower the Black community**.

The entrepreneurship scene at Columbia and abroad is one that has **historically neglected, exploited, and profited** from the extraordinary gifts of Black **culture, imagination, and innovation**. As the largest professional student organization at Columbia University, it is our duty to foster a more inclusive environment that uplifts Black voices. In alignment with our mission to inspire, educate, and launch the next generation of Columbia entrepreneurs, we have launched a **Diversity and Inclusion Task Force** committed to:

- **Supporting and amplifying** the work of Black founders
 - Personally meeting and developing partnerships with other student organizations such as CUPBS, NSBE, SHPE, Columbia FGLI, Columbia ASP, Barnard Opportunity Program, Mujeres, and BOSS to diversify Almadworks, Founderschool, Youth Innovation Summit, and other CORE initiatives.
- **Serving as active members** of the West Harlem community
 - Black & POC focused events by establishing relationships and collaborating with Black-focused student groups on campus and with our West Harlem community.
- **Fostering inclusivity** structurally within CORE
 - Redesigning our recruitment process as a whole and creating affinity groups.
- **Increasing representation** in our immediate and global entrepreneurial ecosystem
 - Taking into account our Diversity & Inclusion values when entering/pursuing Intercollegiate Partnerships.

To quote the brilliant South-African leader, Desmond Tutu: “If you are neutral in situations of injustice, you have chosen the side of the oppressor.” We look forward to our **consistent, relentless, and intentional action to address racial injustice** at Columbia, West Harlem, and beyond.

On Sexual Assault

In July of 2020, the stories of two survivors were published on the CU Survivor platform, detailing traumatic experiences with sexual assault that took place on our Spring 2018 Stockholm Tech Trek. **We at CORE condemn sexual violence, and are actively working to create a culture that prioritizes survivors’ agency and wellbeing as members of our community.**

We commend the remarkable courage of both these survivors in publicly sharing their experiences with intimate violence. No student organization is detached from the culture of sexual assault at Columbia, CORE included. We want to acknowledge and take responsibility for our failure as a community that allowed this trauma to happen, and that led to the survivors’ experiences being unjustly repressed and mishandled for too long.

In regards to the survivors of the Stockholm Tech Trek, our number one priority is their healing and well-being. We are taking a restorative justice approach sensitive to the insights that these survivors have communicated. We have been and continue to engage in an active dialogue with the @CUSurvivors administrators and, with their input and review, have been drafting a community plan— one that both addresses the harm done by CORE, and also aims to create a more inclusive and safe culture within our community.

We realize that internal structural change is only the first step. Collective care and safety will be the first concern in our community practices— including creating an environment in which CORE members feel safe speaking out without fear of retaliation or inaction. We have been complicit in the culture of sexual assault that exists at Columbia. We know we cannot undo our wrongs, but we are committed to continuing to learn, listen, and grow as a community. We invite all of you to help us create a more inclusive and compassionate culture moving forward.

Additional Resources

TO HELP YOU NAVIGATE ENTREPRENEURSHIP, COLUMBIA, AND MORE

[Navigating Notion](#)

The CORE Notion is a resource and tool for OCLs to learn more about initiatives, stay up-to-date on CORE's events and programs, and connect with other OCLs. More information and guidance will be provided during a new OCL's involvement in COREx. That said, if you're confused, reach out to a current board member or OCL!

CORE Wiki

Operating Committee Leader Responsibilities

See below for information about your responsibilities as an OCL.

OCL Responsibilities

How to Launch a CORE Event

The Event Checklist

There are generally six steps to launching a new, successful CORE event.

1. Idea Crystallization
2. Speaker Logistics
3. Event Logistics
4. Money for Your Event
5. Publicity and Marketing
6. Event Execution

Logistics Tips and Tricks

Here are some best practices to achieve **logistical success** when planning CORE events.

- The Google Drive
- Slack
- Cold Emails
- How I Emailed 150+ people in Biotech in Under 2 Hours
- Furniture and A/V Requests
- Booking a Room
- Responding to Emails
- Newsletters
- CORE Calendar
- CORE Performance Indicators

Get Involved in Existing CORE Initiatives

The One Pager Summary

Current Initiatives

Initiative Details

- Almaworks Startup Accelerator
- Alumni Relations
- Startup Columbia
- Columbia Venture Competition
- Startup Internship Program
- EVE (Entrepreneurship Via Exploration)
- Global Tech Treks
- Blueprint Designathon
- Women@CORE
- CORE Q/Ts
- Conferences
- Founderschool (formerly Enterprises)
- Intercollegiate Relations
- CORE Impulse
- General Body
- StartupExpo
- CORE Youth
- Misc. Initiatives and Projects
- coreX
- CORE Elevate

[Sexual Assault and Psychological Services on Campus](#)

No matter whether on or off-campus, we all should be aware of where, and from whom, we can seek help. [Sexual Respect at Columbia](#) offers a broad range of resources for students, including Student Health Services, the Title IX office, and Pastoral and Spiritual Counseling. [Sexual Violence Response \(SVR\)](#) is a **confidential** resource for students along with [Counseling and Psychological Services](#) at Columbia.

[Easy-Access Medical, Mental Health, and SVR Contact Information:](#)

- To reach a medical professional, call **212-854-7426** (Morningside) or **212-305-3400** (CUIMC).
- To reach a mental health professional, call **212-854-2878** (Morningside) or **212-305-3400** (CUIMC).
- To reach Sexual Violence Response (all campuses), call **212-854-HELP/4357**.

[Public Safety](#) and the [Gender Based Misconduct Office](#) are **non-confidential** resources at Columbia to self-report an incident or the witnessing of an incident.

There are also several **non-Columbia resources** students may utilize, including local hospitals (Mount Sinai and Columbia University Irving Medical Center), as well as anonymous platforms for reporting sexual misconduct like [Jdoe](#).

Meet the Board & Senior OCLs

REACH OUT WITH ANY AND ALL QUESTIONS

CORE Board 2022-2023



Reaching out to other CORE members

First and foremost, you can always reach the board at coreboard@columbia.edu. But if you ever have questions or want advice, please feel free to reach out to your CORE Family or to any Board members. You will also see below we have "Senior OCLs" who can help walk you through the process.

We want to **emphasize again**: if you ever have concerns with fitting in to the community or logistics such as timezones, reach out! As you can see, even the Board is spread across the globe!

What are Senior OCLs?

Senior OCLs are OCLs who have had lots of experience, lead initiatives, and are a great resource of people to reach out to! Please find our Senior OCLs here:

- Noga Hurwitz
- Shahreen Hossain
- Rachel Lau
- Time Charupaisankit
- Sajjad Zafar
- Joy Mobley

Former Presidents

Alex Yagoda (06'-07')
Kevin Zhang Andrew Satz
Simon Schwartz
Sara Sakowitz
Kevin Chu
Irene Koo
Michael Retchin
Maxwell Johnson and Justin Saintil
Noga Hurwitz and Shahreen Hossain



Welcome to the family!

COLUMBIA ORGANIZATION OF RISING ENTREPRENEURS

Website: <https://coreatcu.com/>

Notion: <https://www.notion.so/coreatcu/>

