

Solve your Business Challenge with Columbia Business School

CBS partnering up with edUcate brings you an exclusive opportunity to leverage the world's top talents to crack a problem that keeps you up at night.

What's in it for you?

Get a global outside-in perspective by a diverse group of professionals on a challenge that keeps you up at night

Experience the latest innovation and design thinking methods being applied to your case with the guidance of professors of Columbia Business School and the Columbia Design Studio

Receive multiple testable and implementable solutions tailored to your company



1 Submit your challenge

Drop us a line showing your interest and outlining the business challenge



2 Selection interviews

edUcate experts help reframe the main question to define the scope and select the most suitable challenge for the course



3 5-day 'Design Sprint'-like course

40 Columbia Business School MBA and Engineering students will work on your challenge in multiple teams to create a set of solution prototypes

4 Bring the idea to life

If you decide to implement a solution, edUcate professionals will be optionally available to support you along the way



Details

Your contribution

- **1 business challenge** that you are facing recently
- **1-2 colleagues** or stakeholders who will act as problem owners throughout the process (cca 2 active days)
- And that's all, no additional costs or hidden fees apply

Timeline



Submission deadline
25th November 2019
Budapest



Design Sprint
13-18th January 2020
New York (Remote or in-person participation)

Who we are



Gita Johar

Vice Dean and Faculty Director of Executive Innovation program at Columbia Business School



Adam Royalty

Designer-in-Residence at Columbia Entrepreneurship, Innovation, and Design Studio; Stanford d.school graduate



Enikő Nóthig-Hegedüs

Innovation strategist and design thinking coach; cofounder of edUcate
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Up for the challenge? Let's talk!

Drop a note letting us know about your interest in the challenge or send us a short description of your business problem to kickstart the conversation