

Solve your Business Challenge with Columbia Business School

CBS partnering up with edUcate bringing 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

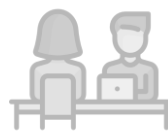
Experience the latest innovation and design thinking methods being applied to your case with the guidance of Columbia Business School & Design Studio professors

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 Engineer students work on your challenge to create validated solution prototypes

4 Bring the idea to life

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



Details

Your contribution

- 1 business challenge that you are facing recently
- 1-2 colleagues or stakeholders from your organization who act as problem owners throughout the process (~4 hours of active work)
- And that's all, no additional work or hidden fees apply

Timeline



Submission deadline
16th April 2021
Budapest



The Design Sprint
3-7th May 2021
New York (Remote 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



Enikő Nöthig-Hegedüs

Innovation strategist and design thinking coach; cofounder at edUcate eniko.hegedus@educate.business

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



[Click to watch the video on last year's challenge with otpbank](#)