

BIGCO STUDIO

This spring, the Studio at Cornell Tech is launching BigCo Studio, a new class for students who are interested in building things that matter at big companies.

In this class, students will learn how to successfully navigate the opportunities and challenges of a BigCo and build products in a complex environment at scale. Students will also learn about how business development, M&A, and other corporate activities complement, and sometimes compete with, product teams to drive larger strategic initiatives forward in BigCos. Students will work in teams matched with a real-world opportunity and advisor from a BigCo. Teams will then build and pitch a working product in three sprints culminating in a final presentation and demo. The class will include lectures and prominent guest speakers from the industry

BigCo Studio is taught by two accomplished practitioners who have experience in a variety of companies and industries:

Chad Dickerson
former CEO of Etsy



Bradley Horowitz
VP of Product at Google



COMPANY INVOLVEMENT:

We are inviting select companies to apply to work with student teams in BigCo Studio. Companies involved in BigCo Studio must provide a Company Advisor at the C-suite, VP, or Director level who is a decision maker, owns budgets and headcounts, and has to make plenty of tradeoffs as a leader in their company.

BigCos that participate in BigCo Studio have the opportunity to connect with talented students to explore solutions to challenges that are relevant to their businesses or represent new focus areas they are looking to explore.

HOW IT WORKS:

1. Companies apply to participate in BigCo studio, identifying an influential Company Advisor to advise the student team.
2. The Studio team reviews all submissions and determines which companies will move forward to the student selection process.
3. Company Advisors attend an evening session in February to "pitch" working with their company to the student teams.
4. Each student team ranks the top ten companies they want to collaborate with.
5. Dreamteam, a matching algorithm created at Cornell Tech, is used to match companies with student teams.
6. The student teams conduct research, talk to company stakeholders, and develop and test prototypes of a new product they would like their company to launch.
7. Teams deliver a final presentation and demo to their companies.



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FAQ

Q: What types of companies participate in BigCo Studio?

A: BigCo Studio is for established global companies with at least 500 employees and at least \$100 million+ in revenue. BigCos are composed of distinct business units, departments, or teams that represent multiple corporate activities.

Q: How many teams will work with each BigCo?

A: Each student team must have its own Company Advisor. Company Advisors can only work with one team. BigCos that can provide distinct Company Advisors for multiple teams may be eligible to match with more than one student team.

Q: Is there any cost to participate?

A: If a BigCo matches with a student team, there is a suggested \$5,000 donation to help defer the cost of operating Cornell Tech's unconventional Studio, which includes professional teamwork-coaching support for students, new materials for projects such as the latest digital devices, training for practitioner teachers, events such as monthly Sprints and practitioner Crits, and more.

Q: What is the time commitment for a Company Advisor?

A: Company Advisors will be required to attend the BigCo Kickoff event to "pitch" working with their company to student teams. Following the kickoff, Company Advisors should expect to connect with their student teams several times throughout the semester at evening "Crit" sessions at Cornell Tech. If the Company Advisor cannot attend these events (Kickoff or "Crit" sessions), they must find someone of equal stature to fill in. The students will schedule a final presentation for the Company Advisor at the end of the semester.

Q: How is Intellectual Property (IP) handled?

A: The ownership of any intellectual property (IP) that may be created during the project is public domain. The project is for educational purposes and any resulting intellectual property is openly shared for public benefit. IP, along with other legal matters, including confidentiality pertaining to the project, are agreed upon at the outset of the project using the Cornell Standard Project (CSP) agreement. **Companies that are matched with a team agree to use the CSP without modifications or revisions.**



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