

BIGCO STUDIO

The Studio at Cornell Tech invites you to participate in BigCo Studio, a class for students who are interested in building things that matter at big companies.

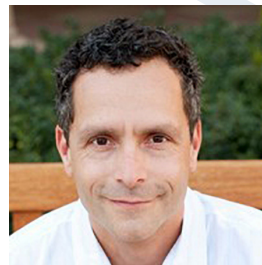
In this class, students will learn how to successfully navigate the opportunities and challenges of a BigCo and build products in a complex environment at scale. Students will also learn about how business development, M&A, and other corporate activities complement, and sometimes compete with, product 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 accomplished practitioners who have experience in a variety of companies and industries. The course is led by:

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 on December 3rd or 5th to “pitch” working with their company to the student teams (this is required to participate).
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.

For a list of companies and projects from Spring 2019, check out our [Buildboard](#).

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: High quality experiential learning environments like Cornell Tech's Studio program are only partially covered by tuition dollars, so we ask companies to partner with us and contribute what they can to support the Studio. If a BigCo matches with a student team, we respectfully request a suggested \$8,000 donation, which makes possible professional teamwork-coaching support for students, materials for projects including our MakerLab, training for practitioner teachers, and events such as Crits and Sprints. BigCo companies who donate will receive special recognition at our spring Open Studio event on May 15th.

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 on either December 3rd or December 5th. Following the kickoff, Company Advisors should expect to connect with their student teams several times throughout the semester through "Crit" sessions. This can be done on campus, at the company's office, or virtually if the company is located out of state. 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 is created during the project is public domain, but your company is able to build upon it if you choose. 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.**

For more information contact Leandra Elberger, Studio Director, at leandra.elberger@cornell.edu or visit <https://tech.cornell.edu/bigco>



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