

 **Columbia Business School**
The Eugene Lang Entrepreneurship Center

Sponsored by

A. Lorne Weil '71



A. Lorne Weil
outrageous
BUSINESS PLAN *competition*

 **CEO**
COLUMBIA ENTREPRENEURS ORGANIZATION

Competition Description

What is an Outrageous Business Plan?

- Creative entrepreneurial idea that is sufficiently ambitious in scope and scale to be considered “outrageous.”

[One 2006 Winning Pitch: Flocabulary](http://merlin.gsb.columbia.edu:8080/ramgen/video3/centers/Lang/Flocabulary.rm)

<http://merlin.gsb.columbia.edu:8080/ramgen/video3/centers/Lang/Flocabulary.rm>

[OBPC Highlights](http://merlin.gsb.columbia.edu:8080/ramgen/video3/centers/Lang/OBPhighlights.rm)

<http://merlin.gsb.columbia.edu:8080/ramgen/video3/centers/Lang/OBPhighlights.rm>



Competition Description

Why participate?

- Exposure to VCs, Angels,...
- Cash Prizes
- Funniest competition anywhere!!



Competition Description

Wednesday, March 25

- Exec. summaries screened for “Outrageousness”

Thursday, April 2

- **Exactly** 2 min. elevator pitch during happy hr.

Friday, April 3

- Pitches shown to judges and audience
- 1st Q & A by judges
- 5/6 pitches selected
- 7 minute business presentation
- 2nd Q & A by judges
- 4/5 winners!!!



Prizes

- Total Prize amount **\$14,000**
- Allocation based on the discretion of the judges
- Sample allocation
 - 1st Prize - \$5,000
 - 2nd Prize - \$3,000
 - 3rd Prize - \$1,000
 - Social - \$5,000
- No strings attached prizes!!!



Competition Rules

- Business plan must be “Outrageous” by earlier definition.
- The participating team must have **at least one member** that is a current Columbia Business School student (full time or EMBA).
- That student must have a significant role in the proposed business entity.
- Teams may consist of one to four people.



Critical Deadlines

- **Deadline for Executive Summaries**
 - 11:59pm, Sunday, March 22nd
- **Notification of acceptance**
 - 11:59pm, Wednesday, March 25th
- **Deadline for PowerPoint Presentation**
 - 11:59pm, Sunday, March 29th
- **Elevator Pitches**
 - 7:00pm, Thursday, April 2rd
- **Competition Event**
 - 1:00pm, Friday, April 3rd



Last Year's Winners

First Prize: BluePak, Bluepak provides a system by which local pharmacies can package all of an individual's prescription drugs in a single, easy-to-use package, with the goal of increasing prescription compliance

Second Prize: Environmentally Conscious Organization Inc., e.c.o. is a design, licensing, manufacturing and subcontract management firm, dedicated to improving outmoded, outdated and wasteful food packaging, that is currently marketing its first product, the 'Green Box'

Third Prize: healthEnkoi

Fourth Prize: [with]tv

Fifth Prize: IndiaRetailCentral

Most Outrageous Elevator Pitch: Turn Off, Inc.



“Words of Wisdom”

“ The judges respect an honest speaker over flash - someone who will use the money for their idea and not beers at the West End, and someone who not only understands why their idea is great, but understands and shows respect for the challenges they are up against.”

1st Place + the Audience Favorite Award - \$6,000 - *Michael Dwork '07*

“Part one, the elevator pitch is a crap shoot just practice because it is weird being in the elevator. I practiced for 2 hours talking into the bottom of a coke can my friend was holding.”

1st Place + the Audience Favorite Award - \$6,000 - *Michael Dwork '07*

“The competition is intense, but FUN! Rise to the challenge, pressure test your business ideas in front of first class entrepreneurs and VCs and get real-time feedback.”

2nd Place - \$5,000 - *Brandon Kessler EMBA '07*



Other Events and Services on Campus

- The Entrepreneurial Sounding Board
- CEO Supercharger
- Lang Fund Process



Q & A



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outrageous

**BUSINESS
PLAN**

competition