



The Columbia University Organization of Rising Entrepreneurs (CORE) was founded in 1999. The student-run group aims to foster entrepreneurship on campus. CORE reaches out to a constituency of over 1,200 students, alumni, and faculty. The organization is governed by its executive board, which comprises ten undergraduates.

EVENTS

SEMINAR SERIES Each year CORE invites industry leaders and successful entrepreneurs to speak to students. Past seminar speakers include Mark Cuban, owner of the Dallas Mavericks and Chairman of HDNet, and Blake Ross, creator of Mozilla Firefox.

SUMMER INCUBATOR PROGRAM Formally known as the E-Challenge, the incubator program provides students with promising business plans seed capital, office space, and technical expertise to bring the concept into fruition. As of 2008, CORE has awarded over \$100,000 in seed capital to Columbia University students.

CORE URBAN INITIATIVE Launched in 2007, CUI aims to help small businesses in the New York City area, with an emphasis on Harlem-based firms. Free consulting services are provided to these businesses by students. All members of CORE's executive board participate in this community service endeavor.

CORE URBAN INIATIVE
Consulting Services by CORE for the Community

Our goal is to identify and solve critical and challenging problems facing small and medium sized businesses of New York City – at no cost.

We unlock extraordinary opportunities for our clients by addressing strategy, marketing, pricing, innovation, product development, organization, leadership, and economic competitiveness.

CORE creates tailored recommendations across a diverse set of industries. We provide objective and experienced advice to clients that vary in size and scope. The combined experiences, backgrounds, skill-sets, and areas of interests of our consulting team fuel comprehensive recommendations that embody a global perspective.

CORE URBAN INIATIVE & EMPANADA JOE’S

The Executive Membership of CORE has identified Empanada Joe’s as an ideal recipient of the Urban Initiative program for the 2008-2009 academic year.

We hope you fully consider our request to enroll as our next client. On the continuing page, a memorandum with a tentative schedule of the process has been outlined.

MEMORANDUM
Empanada Joe's Urban Initiative Project Schedule

- 11/24/2008 – 11/26/2008
 - All remaining questions about CORE, consulting services, etc answered.
 - Empanada Joe's CEO provides final approval to partner with CORE
- 12/1/2008 – 12/5/2008
 - Preliminary face-to-face meeting with members of CORE Board and Empanada Joe's management. *Review company history, current state, and long-term goals. Arrange field-study dates.*
- 12/6/2008 – 12/12/2008
 - Conduct field-study. *CORE Executive Board members take shifts observing in-store operations: speaking with employees, examining production process, etc.*
 - Follow-up meeting with Empanada Joe's management (*if necessary*).
- 12/20/2008 – 1/18/2009 [Winter Recess]
 - Prepare recommendation. *CORE compiles data collection and conducts analysis.*
- 1/30/2009
 - Presentation & Publicity Event. *CORE presents recommendation to Empanada Joe's Management [pending presentation content approval], students, and panel of professional consultants. Event to be held at Columbia University Business School.*

COLUMBIA ORGANIZATION OF RISING ENTREPRENEURS
2008-2009 EXECUTIVE BOARD

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