The Entrepreneurial Greenhouse Program helps students to launch their businesses and prepare for subsequent investment by providing mentorship, guidance, funding for prelaunch expenses, access to experts in key fields and opportunities to present their startups to professional investors.

Mentors, which include experienced founders, venture capitalists, angel investors, venture lawyers, technology experts and others—provide guidance and advice.

Greenhouse also helps many students prepare for application to the Eugene Lang Entrepreneurial Initiative Fund.

Instructors: Brendan Burns  
Serial Entrepreneur  
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TA: Denetrias Charlemagne
Course Schedule

January 27, 2020
Session 1: Orientation, Class Introductions, Founders Discussion

February 3, 2020
Session 2: Storytelling Workshop: Building the Narrative
Speaker: Steph Palmeri, Partner, Uncork Capital

February 10, 2020
Session 3: Product Design, Lean, Innovation, Bootstrapping
Speaker: Mike Russell, CEO Monument (former CEO Paintzen)

February 17, 2020 – Field Work
Session 4: Field Work

Feb 24, 2020
Session 5: Brand Building
Speaker: Mike Duda, Managing Director of Bullish

March 2, 2020
Session 6: The Making of Otherland
Speaker: Abigail Stone CEO, Otherland

March 9, 2020 – no class

March 16, 2020 – no class

March 23, 2020
Session 7: TBD based on particular need of the class

March 30, 2020
Session 8: TBD based on particular need of the class

April 6, 2020
Session 9: TBD based on particular need of the class

April 13, 2020 Field Work
Session 10: Field Work

April 20, 2020
Session 11: TBD based on particular need of the class

April 27, 2020 LAST CLASS
Session 12: Later Stage Funding, Final Presentations, Greenhouse Reunion
Speaker: Jason Santiago, Stripes
Brendan Burns

Brendan Burns has spent over 20 years at leading information technology, graphic arts, financial institutions including 1000|Museums, Moody's Investors Service, Salomon Brothers, and AdOne, an Internet software pioneer.

Currently Burns is the CEO of Stepstone Art Partners, LLC, a holding company for graphic image-based businesses with an emphasis on art and products derived from museum exhibitions.

Previously, Burns was the CEO of 1000|Museums, a venture-backed ecommerce and art licensing pioneer. 1000|Museums built a large global network of fine art museums such as the Guggenheim (NYC), the Van Gogh Museum (Amsterdam) and the MFA Houston, among many others. The Company's mission is to make art and museums more easily accessible to consumers everywhere and generate economic value for museums by selling archival quality reproductions.

Before that, Burns was Managing Director of Stepping Stone Capital Partners, LLC. SSCP is a growth-stage focused advisory and merchant banking firm. The firm specializes in early and growth stage capital raising, venture investment, M&A and turnarounds. Primary recent assignments include the turnaround and sale of Vigilar, an information security company where SSCP drove balance sheet restructuring, multiple capital raises and a sale in 2.5 years resulting in a 5x increase in enterprise value.

Earlier in Burns' career, as the founding CFO at AdOne (founded in 1995 as a pioneering Internet advertising company), Burns led a series of successful financings from leading venture firms including Venrock and the Pritzker family. Later, as CEO, Burns engineered a buyout with the financial backing of Hearst, Scripps, and Advance/Newhouse. Under Burns' guidance, the company became a pioneer in dynamic Internet classified advertising and grew to represent newspaper clients approximating 50% of total US daily newspaper circulation.

Burns has a Master's in Corporate Finance and Entrepreneurship from the Graduate Business School of Columbia University and earned his Bachelor’s of Science degree from Fordham University. Since 2004, Burns has been an adjunct professor in the Lang Center for Entrepreneurship at Columbia's Graduate Business School and serves on the Advisory board of the Lang Fund which invests in promising student-originated startups.

Dave Lerner

Dave was appointed Director of Entrepreneurship at Columbia University in 2013. In his years with Columbia Entrepreneurship he’s helped launch the Columbia Startup Lab, the Columbia Design Studio, Startup Law Studio, StartupColumbia, CTech Founders Track and a host of new tech programs and curricula throughout the university’s many schools. He is also an Adjunct Professor of Entrepreneurship at Columbia Business School where he teaches the Greenhouse Accelerator and the Launch Your Startup class.

By background he’s a serial entrepreneur, angel investor in 100+ companies, host of popular podcast Venture Studio and is a well known mentor to founders in the NYC ecosystem.