

COLUMBIA UNIVERSITY

IN THE CITY OF NEW YORK

SCHOOL OF PROFESSIONAL STUDIES

Student: Sebastian Soto
Course: Introduction to Entrepreneurship and Innovation
Date: 23rd August 2019

The objective of this course was to teach students the fundamentals of the innovation and development process that gives rise to ventures in both the commercial and social worlds. Blending theory and practice through interactive lectures, case studies, group work, and visits from experienced entrepreneurs, the course gave students as close to a real life venture creation experience as possible. For each component of the venture creation process, the students worked in teams to follow a scientific approach whereby they created hypotheses which were then proven or pivoted using experiments and feedback from the instructor, visiting experts, and peers. By the end of the course, participants created fully realizable business models while honing key professional skills including creative problem-solving, communication and negotiation, project management, financial analysis, and collaborative leadership.

Sebastian Soto did extremely well in this course. Virtually all of the students in the class were smart and hardworking, and displayed a keen interest in entrepreneurship. Even in this very talented group, Sebastian stood out. He was one of the sharpest and also one of the most enthusiastic. It was a pleasure to have him in class because he clearly enjoyed the subject, learned a lot, and was willing and able to help her fellow students learn as well. He contributed to class discussion, helped others with their homework, and, of course, did a great job on her own research and presentations. His energy and leadership skills drove his team. His appetite for learning, both in class and by seeking constant feedback on his work and ideas was very impressive.

Though this course was for high school students, it was a college-level course. There were assignments and regular presentations in front of the class that were carefully evaluated. The assignments were just as difficult as the ones given to college students. The questions tested both recall, problem solving ability and required research. For his project, Sebastian and his team worked on a candy delivery app with a virtual candy shopping experience. His research was rigorous, detailed and involved interviews with several different stakeholders. The project evolved after every stage of research and it was great to see how a deeper understanding of the problem and the market made its way to his product and business plan. He not only conceptualized an interesting plan but was also able to develop a well-designed prototype and present a detailed and beautiful product.

Sebastian deserves an unreserved recommendation to the college of his choice.

Sincerely,

Pratik Modi
Introduction to Entrepreneurship and Innovation

PRE-COLLEGE PROGRAMS

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