COLUMBIA | Lab-to-Market Accelerator Network

THE COLUMBIA | IBM LAUNCH ACCELERATOR

Information Session

October 2020

Agenda

Introductions

Background on the partnership between Columbia University and IBM

- The Columbia | IBM Center for Blockchain and Data Transparency
- Launch Accelerator Program

Launch Program Overview

- *Eligibility & expectations*
- *Benefits*
- *Structure*
- *Timeline*

Q&A

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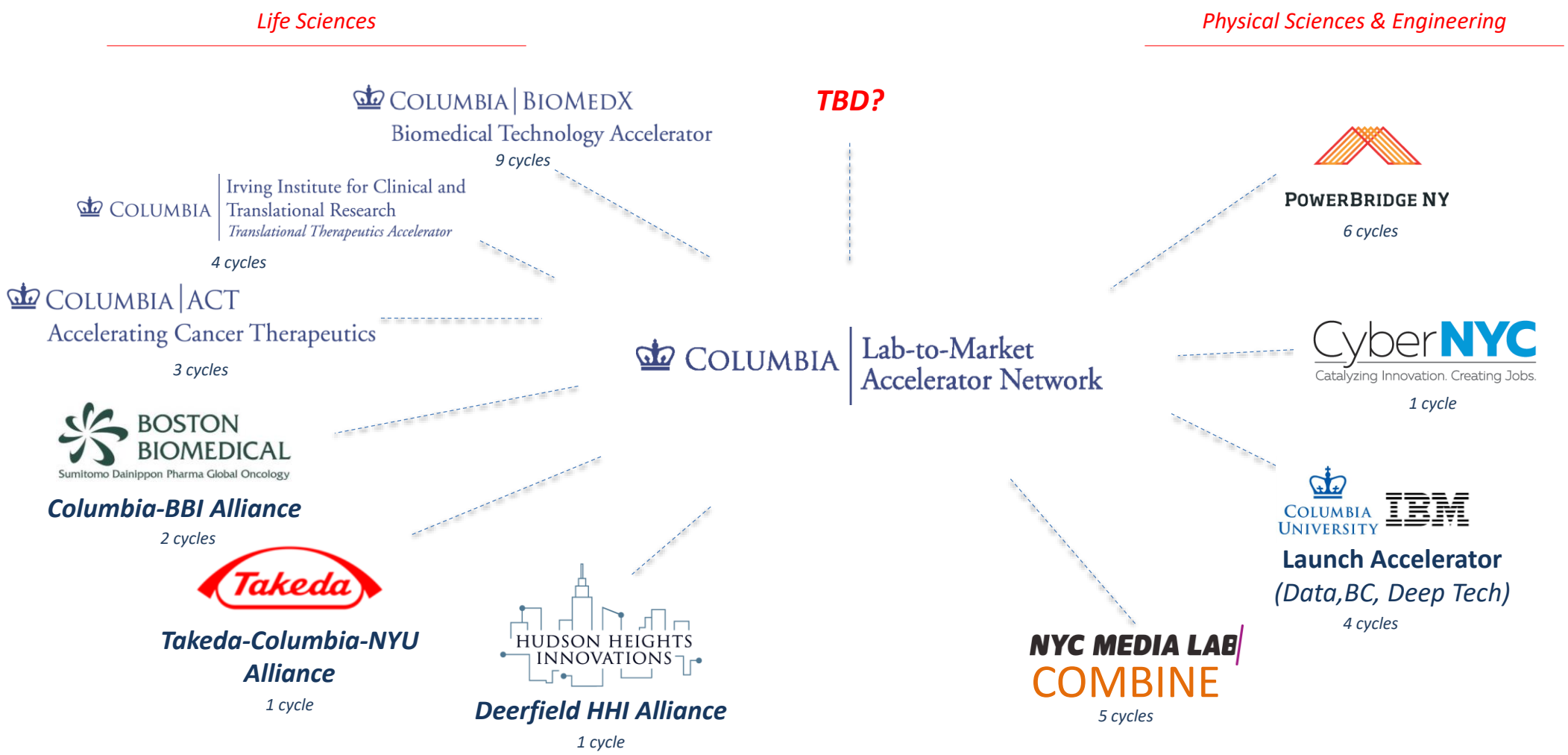
Columbia Lab-to-Market Accelerator Network (L2M): Breakthrough Inventions → Life-Saving and Life-Improving Products



984 applications → 376 teams through programs →
212 cash awards totaling $15.9M → 40+ commercial launches →
$152M in external follow-on funding raised by those teams*

** last updated Aug 2020*

It Takes a (digital) village

Core team

Jack Steele
Program Manager,
Columbia L2M

Dmytro Pokhylko
Director, Columbia L2M

Carter Schmitt
Program Administrator,
Columbia L2M

The Columbia | IBM Launch Accelerator

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Columbia University and IBM are partnering on blockchain, data transparency, big data, AI/ML, cybersecurity and related fields in deep tech

Columbia University and IBM announced a new Center devoted to research, education, and innovation in blockchain technology and data transparency.

To advance compelling applications of blockchain, AI/ML, cybersecurity, and deep tech solutions and help address growing demands around data transparency, the Center includes an innovation accelerator to incubate business ideas from entrepreneurial students, faculty and members of the startup community.

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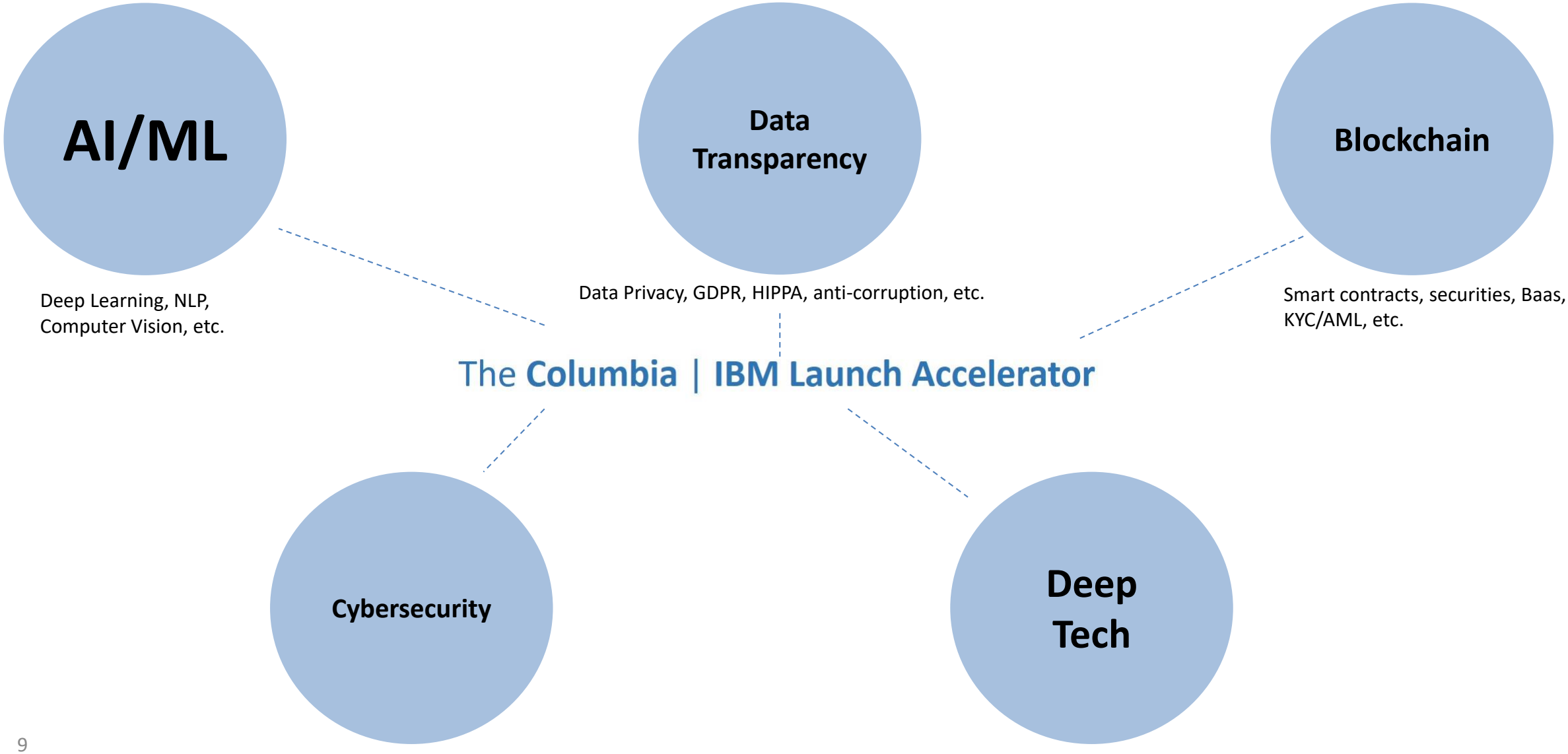
Broad focus areas…



Eligibility and Program Expectations

Early-Stage: This program is focused on **early-stage** teams developing innovative solutions in the areas of **Data Transparency, Big Data, AI/ML, Blockchain, Cybersecurity** or related fields in **Deep Tech**

Affiliation with a NYC-based university – **At least one** member of the founding team must have an affiliation (faculty, staff, postdoctoral, graduate, undergraduate student, or recent alumni)

Commitment to the program

- The team must be ready to commit up to **10 hours per week** to customer discovery, business validation, and product build for their ventures
- The team must explicitly commit to attending **ALL** weekly sessions (currently planned for 9am - noon on Fridays, subject to change)

Accelerator Core Elements

Curriculum (Lean LaunchPad + specific workshops)

Business and Technical Expertise	
Lean LaunchPad Methodology	Business Model Canvas, Customer Discovery, Value Proposition, Customer Segments, Market Sizing, Competitor Analysis, MVP, Revenue Model, Partnerships
Technical guidance and workshops	Regulatory Landscape, Network Design and Architecture, Tokenization, Pros/Cons of various technical backend developments, Compliance and Governance, **3 IBM Intensives**

+

Mentorship

50+ mentors – business and technical
Office hours and in-person meetings
Long-term relationships
Progress updates
General advice and guidance
Connections to own networks – experts, potential customers, corporate partners, investors

Community

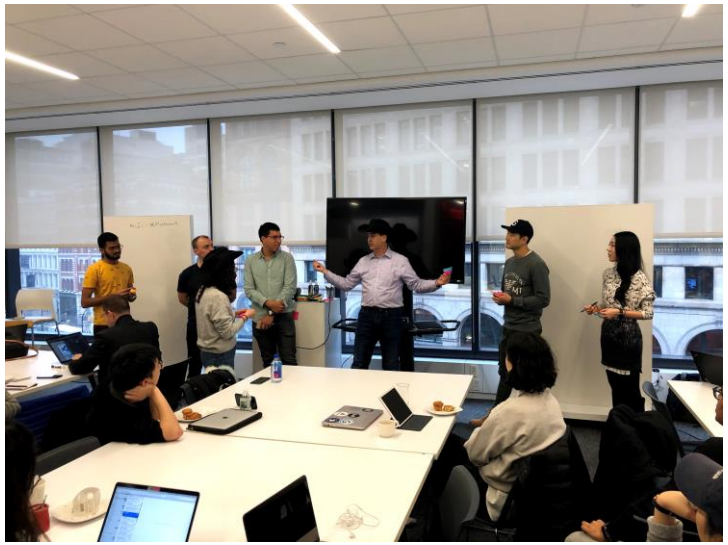
Two tier funding
Weekly "flipped classroom" sessions, learning from peers
Virtual meetings/events with mentors and advisors
Columbia Lab-to-Market Accelerator Network workshops/trainings focused on a range of business development topics

+

Funding

Two tier funding – NON DILUTIVE
$3-5K stipend to each team in the form of reimbursable expenses
Follow on awards to select teams post- Demo Day (based on application)

Weekly sessions format



Dates & Times: 9:00AM-12:00PM on Fridays

Location: TBC but likely virtual sessions via Zoom

Structure:

- **This year, we have significantly expanded our focus to include early-stage ventures in data integrity/transparency, AI/ML, blockchain, cybersecurity and other related fields in deep tech.**
- Teams will be exposed to traditional customer discovery processes along with expert delivered content on technical design, product build, relevant regulatory/securities areas, as well as storytelling and startup incorporation.
- “Flipped classroom” approach – teams present to each other, guided by program directors and mentors from various industries
- Teams will be pushed to identify a product-market fit for their concepts while receiving guidance on technical implementation of their MVPs. Founders will engage with a group of mentors throughout the program

Engaged mentor network

50+ INSTRUCTORS

MENTORS

DOMAIN EXPERTS

GUEST SPEAKERS

INVESTORS

Office hours, in-person meetings

Progress updates

General advice and guidance

Long-term relationships

Connections to own networks – experts, potential customers, corporate partners, investors

LAUNCH 2019-2020: Sample Curriculum

Curriculum (Lean LaunchPad + specific workshops)

Date	Session
Week 1	Official Kick Off
Week 2	VP & MVP
Week 3	a) Mentor Matching session b) IBM Intensive I
Week 4	Competition, Sizing the Market, Customer Segments
Week 5	Storytelling Workshop I
Week 6	Legal Intensive
Week 7	a) Mentor Happy Hour b) Channels and Partners
Week 8	IBM Intensive II
Week 9	Storytelling Workshop II (jointly with CyberNYC cohort)
Week 10	IBM Intensive III
Week 11	Lessons learned and Demo Day preparation
Week 12	Private Demo Day
Week 13	Demo Day

+

Mentorship

50+ mentors – business and technical
Office hours
Mentorship and guidance
Office hours with the CU/IBM admin team

Funding

Two tier funding – NON DILUTIVE
Stipend during the program
Awards to select teams post- Demo Day

+

Community

Two tier
“Flipped classroom”
Learning from peers

+

Dynamic and diverse cohorts

DIVERSE BACKGROUNDS

VARIOUS STAGES OF MATURITY

WIDE RANGE OF DEEP TECH APPLICATIONS

2018-2019 Cohort (Year 1)

BitRights (Columbia University)
Blockchain-powered SaaS solution that helps creative enterprises efficiently license, monetize, and protect their digital assets

Produce Pics (Columbia University)
Blockchain and AI integrated image and smart contract processing platform for the produce industry

Karvan (Columbia University)
Blockchain-backed financial platform to serve the needs of the world's most vulnerable people – refugees and displaced persons

forem (UNC, Rutgers, CUNY)
Second medical opinion marketplace to empower patients and enable access to easier, cheaper, faster, and multiple second opinions.

Odefi (Columbia University)
Smart Contract interface for MakerDAO, allowing multiple parties to separate risk and leverage (CDP) from stability (DAI)

Honest Farmers (Parsons School of Design)
Utilizing blockchain to help farmers connect to consumers by improving transparency towards food provenance

Dype (CUNY)
Trustless peer-to-peer marketplace, connecting buyers and sellers within the streetwear fashion community

YouGene (Rutgers, Pace)
Curating DNA data on a permissioned blockchain for use by laboratories, doctors, and patients

Propshare (Columbia University)
Tokenizing real estate asset for distribution among retail investors

2019-2020 Cohort (Year 2)

ALINEA INVEST (BARNARD COLLEGE, COLUMBIA UNIVERSITY)
e-Learning community platform offering education, engaging and empowering young women on the potential of blockchain and cryptocurrencies on their future

INTAKE (CUNY, CARNEGIE MELLON, RUTGERS)
Secure document collection and collaboration platform

NEW MONEY (COLUMBIA UNIVERSITY)
Private blockchain platform connecting impact investors with corporate environmental data

NIRVANA LABS (COLUMBIA, STANFORD, UT AUSTIN, MIT, HARVARD)
Blockchain powered patient-centric and owned universal health record

RISERS (NYU)
Crowdfunding talent agency where investors and fans can invest in talented athletes and obtain returns on their future benefits from salaries, prize money, TV and advertising contracts

TABAANI (BARNARD COLLEGE, COLUMBIA UNIVERSITY)
Mapping solution that provides easy-to-follow reference-based directions for people and services in a way that is adapted to their local context

TENSOR PLACE (COLUMBIA UNIVERSITY)
Platform where ML developers and scientists can receive recognition and monetize their deployable ML pipeline or codebase

WASTE TRACEABILITY PROJECT (COLUMBIA UNIVERSITY)
Platform that provides transparency and accountability in the waste supply chain by tracking it from collection to transportation, segregation, and final treatment/disposal

xDEMIC (ADELPHI UNIVERSITY, PACE UNIVERSITY, COLUMBIA UNIVERSITY)
Digital credential and education platform focused on helping students and professionals redesign and develop their skill sets

Success Metrics So Far…

18

Teams admitted to accelerator

14

Teams incorporated & still active

$148K

In funding awarded to teams

250+

Demo Day attendees

Multiple

Applications submitted to “later stage” accelerators including:

METAPROP NYC

Y Combinator

ENTREPRENEURS ROUNDTABLE ACCELERATOR

techstars

almaworks

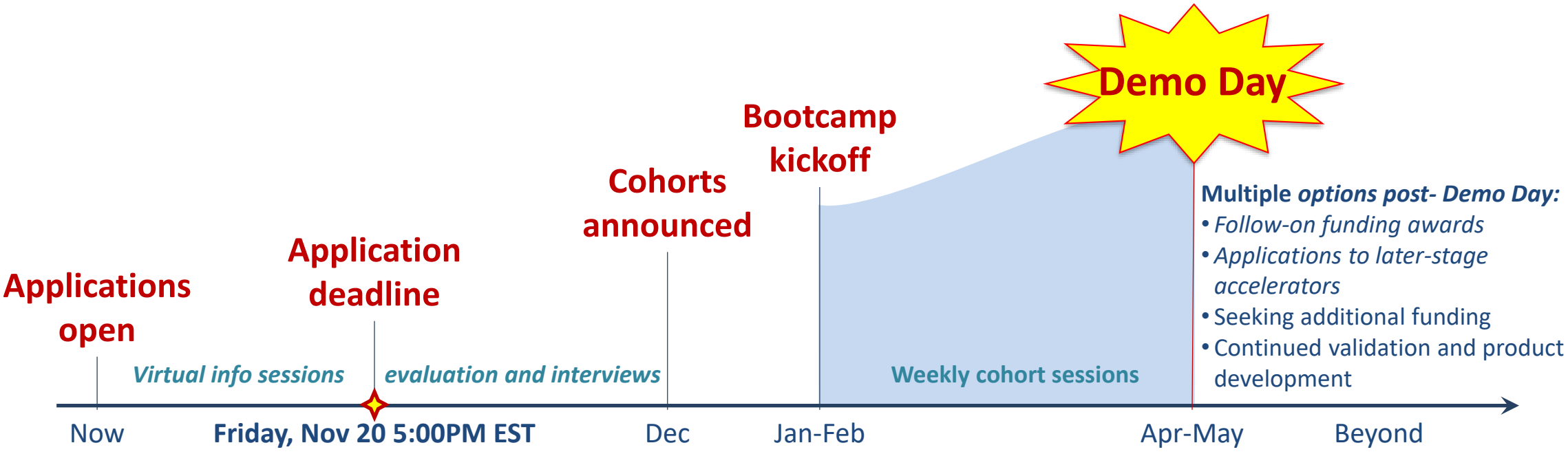
NATIONAL SECURITY INNOVATION NETWORK

dlab

Introductory video to the Columbia | IBM Center for Blockchain and Data Transparency

WATCH HERE

Applications due: Friday, November 20th, 5:00PM EST



https://labtomarket.columbia.edu/columbia-ibm-launch-accelerator

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