

# THE COLUMBIA | IBM LAUNCH ACCELERATOR

Information Session

November 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

# Agenda

---

## Introductions

### Background on the partnership between Columbia University and IBM

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

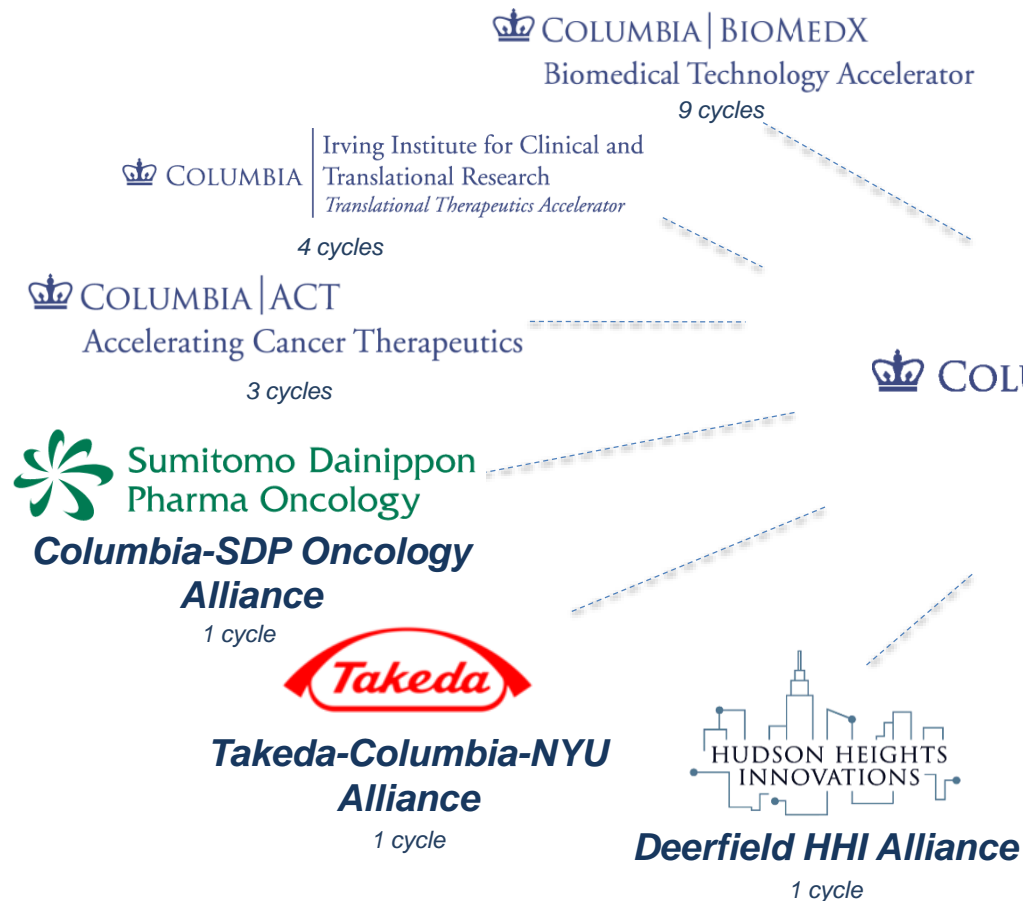
### Launch Program Overview

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

### Q&A

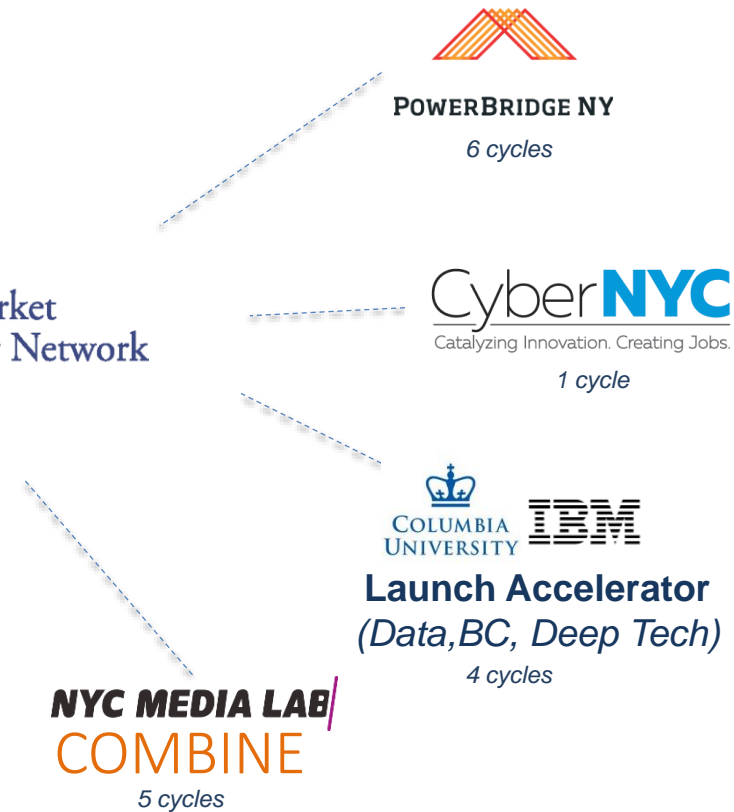
# Columbia Lab-to-Market Accelerator Network (L2M): Breakthrough Inventions → Life-Saving and Life-Improving Products

## Life Sciences



**TBD?**

## Physical Sciences & Engineering



**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



COLUMBIA

Lab-to-Market  
Accelerator Network

# 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**



# 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.

# 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

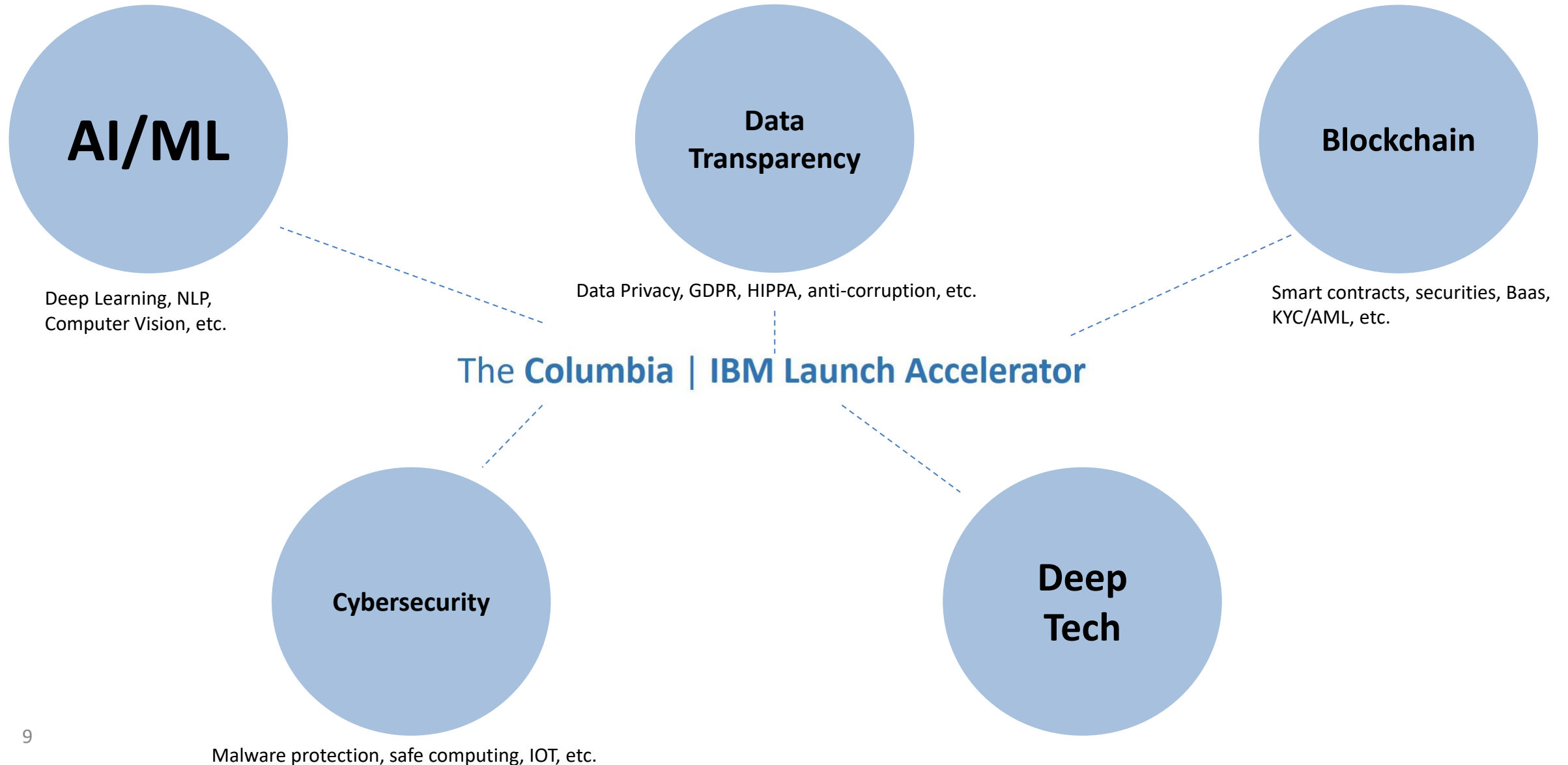
- *Eligibility & expectations*
- *Benefits*
- *Structure*
- *Timeline*

## Q&A



## 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

## Community

### Cohort

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



## 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



## 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

---



COLUMBIA  
UNIVERSITY



RUTGERS



THE  
NEW  
SCHOOL

PARSONS

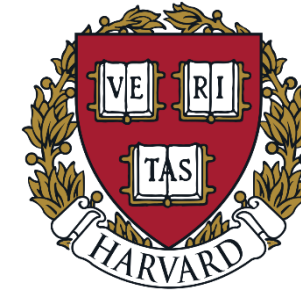
Carnegie  
Mellon  
University

CUNY  
THE CITY  
UNIVERSITY  
OF  
NEW YORK



I ILLINOIS

PACE  
UNIVERSITY



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

### **SPRUCE (formerly 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 LAUNCH accelerator

14

Teams incorporated & still active

\$148K

In funding awarded to teams

500+

Demo Day attendees

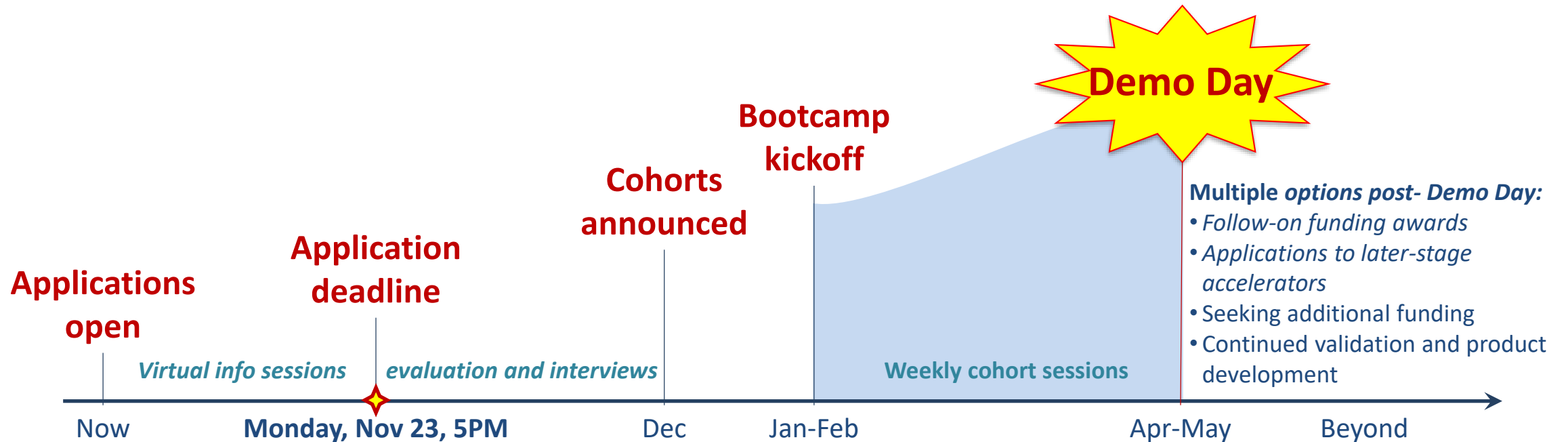
Multiple

Applications submitted to “later stage” accelerators including:



# Applications due: Monday, November 23, 5:00PM EST

---



<https://labtmarket.columbia.edu/columbia-ibm-launch-accelerator>

# 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