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
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Q&A
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
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Q&A
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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Q&A
Broad focus areas...

- **AI/ML**: Deep Learning, NLP, Computer Vision, etc.
- **Data Transparency**: Data Privacy, GDPR, HIPPA, anti-corruption, etc.
- **Blockchain**: Smart contracts, securities, BaaS, KYC/AML, etc.
- **Cybersecurity**: Malware protection, safe computing, IOT, etc.
- **Deep Tech**:
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)

<table>
<thead>
<tr>
<th>Business and Technical Expertise</th>
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<tbody>
<tr>
<td><strong>Lean LaunchPad Methodology</strong></td>
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<tr>
<td><strong>Technical guidance and workshops</strong></td>
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</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Cohort</th>
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<tbody>
<tr>
<td>Weekly “flipped classroom” sessions, learning from peers</td>
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<tr>
<td>Virtual meetings/events with mentors and advisors</td>
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<tr>
<td>Columbia Lab-to-Market Accelerator Network workshops/trainings focused on a range of business development topics</td>
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### 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)

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

## 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)

<table>
<thead>
<tr>
<th><strong>ALINEA INVEST</strong> (BARNARD COLLEGE, COLUMBIA UNIVERSITY)</th>
<th><strong>TABAANI</strong> (BARNARD COLLEGE, COLUMBIA UNIVERSITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Learning community platform offering education, engaging and empowering young women on the potential of blockchain and cryptocurrencies on their future</td>
<td>Mapping solution that provides easy-to-follow reference-based directions for people and services in a way that is adapted to their local context</td>
</tr>
</tbody>
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<tr>
<th><strong>SPRUCE (formerly Intake)</strong> (CUNY, CARNEGIE MELLON, RUTGERS)</th>
<th><strong>TENSOR PLACE</strong> (COLUMBIA UNIVERSITY)</th>
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<tr>
<td>Secure document collection and collaboration platform</td>
<td>Platform where ML developers and scientists can receive recognition and monetize their deployable ML pipeline or codebase</td>
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<th><strong>NEW MONEY</strong> (COLUMBIA UNIVERSITY)</th>
<th><strong>WASTE TRACEABILITY PROJECT</strong> (COLUMBIA UNIVERSITY)</th>
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<td>Private blockchain platform connecting impact investors with corporate environmental data</td>
<td>Platform that provides transparency and accountability in the waste supply chain by tracking it from collection to transportation, segregation, and final treatment/disposal</td>
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<th><strong>NIRVANA LABS</strong> (COLUMBIA, STANFORD, UT AUSTIN, MIT, HARVARD)</th>
<th><strong>xDEMIC</strong> (ADELPHI UNIVERSITY, PACE UNIVERSITY, COLUMBIA UNIVERSITY)</th>
</tr>
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<td>Blockchain powered patient-centric and owned universal health record</td>
<td>Digital credential and education platform focused on helping students and professionals redesign and develop their skill sets</td>
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<th><strong>RISERS</strong> (NYU)</th>
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<td>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</td>
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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:
  - Y Combinator
  - Techstars
  - Almaworks
  - National Security Innovation Network
  - Dlab
Applications due: Monday, November 23, 5:00PM EST

Multiple options post-Demo Day:
- Follow-on funding awards
- Applications to later-stage accelerators
- Seeking additional funding
- Continued validation and product development

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