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
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**

- **Columbia|BIOMEDX** Biomedical Technology Accelerator
  - 9 cycles
- **Irving Institute for Clinical and Translational Research** Translational Therapeutics Accelerator
  - 4 cycles
- **Columbia|ACT** Accelerating Cancer Therapeutics
  - 3 cycles
- **Columbia-BBI Alliance**
  - 2 cycles
- **Takeda-Columbia-NYU Alliance**
  - 1 cycle

**Physical Sciences & Engineering**

- **POWERBRIDGE NY**
  - 6 cycles
- **CyberNYC**
  - 1 cycle
- **Launch Accelerator (Data, BC, Deep Tech)**
  - 4 cycles
- **NYC MEDIA LAB COMBINE**
  - 5 cycles
- **Deerfield HHI Alliance**
  - 1 cycle

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...

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

### Mentorship

<table>
<thead>
<tr>
<th>50+ mentors – business and technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office hours and in-person meetings</td>
</tr>
<tr>
<td>Long-term relationships</td>
</tr>
<tr>
<td>Progress updates</td>
</tr>
<tr>
<td>General advice and guidance</td>
</tr>
<tr>
<td>Connections to own networks – experts, potential customers, corporate partners, investors</td>
</tr>
</tbody>
</table>

### Funding

<table>
<thead>
<tr>
<th>Two tier funding – NON DILUTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3-5K stipend to each team in the form of reimbursable expenses</td>
</tr>
<tr>
<td>Follow on awards to select teams post- Demo Day (based on application)</td>
</tr>
</tbody>
</table>

### Community

<table>
<thead>
<tr>
<th>Two tier funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly “flipped classroom” sessions, learning from peers</td>
</tr>
<tr>
<td>Virtual meetings/events with mentors and advisors</td>
</tr>
<tr>
<td>Columbia Lab-to-Market Accelerator Network workshops/trainings focused on a range of business development topics</td>
</tr>
</tbody>
</table>
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>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Official Kick Off</td>
</tr>
<tr>
<td>Week 2</td>
<td>VP &amp; MVP</td>
</tr>
</tbody>
</table>
| 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:

- Y Combinator
- METAPROP NYC
- Entrepreneurs Roundtable Accelerator
- Techstars
- Almaworks
- Dlab
WATCH HERE
Applications due: Friday, November 20th, 5:00PM EST

Applications open

Application deadline

Virtual info sessions

evaluation and interviews

Cohorts announced

Bootcamp kickoff

Weekly cohort sessions

Cohorts announced

Bootcamp kickoff

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
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**