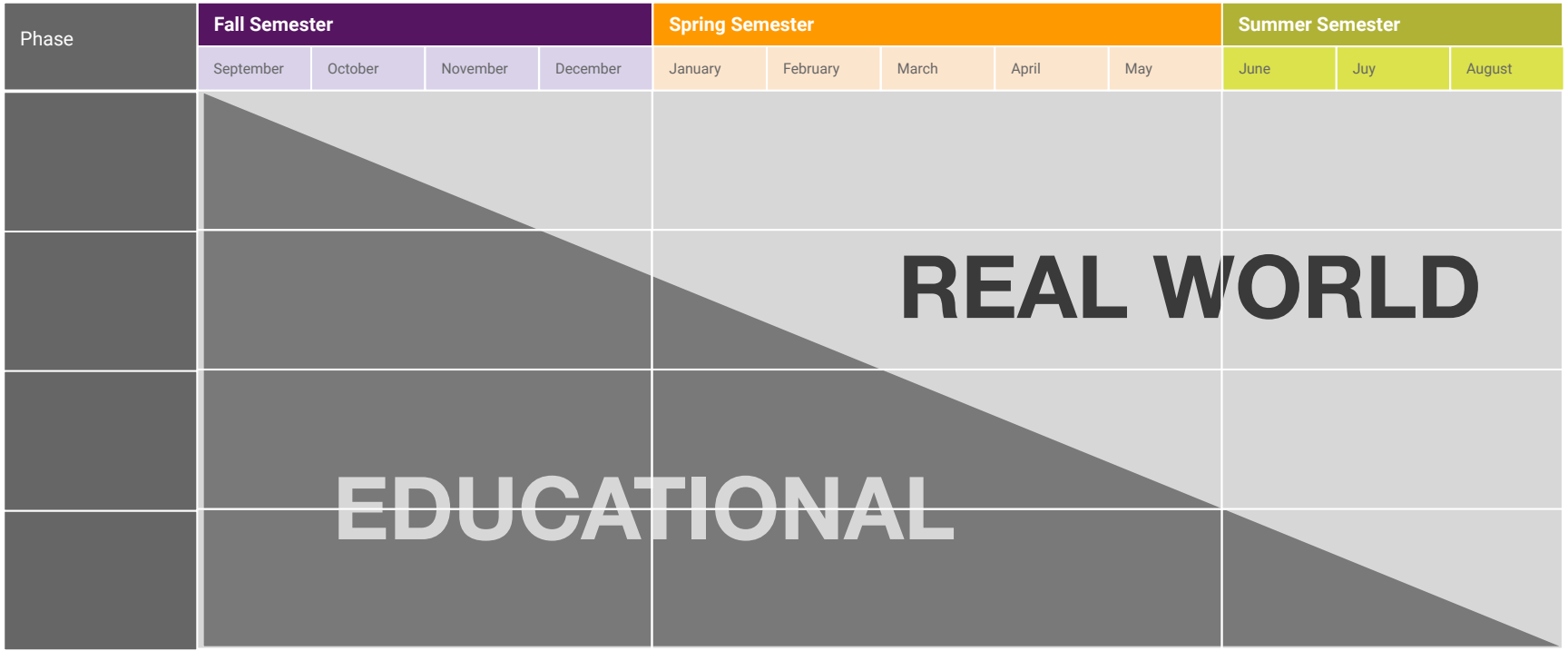
ZAHN

INNOVATION CENTER

THE CITY COLLEGE OF NEW YORK

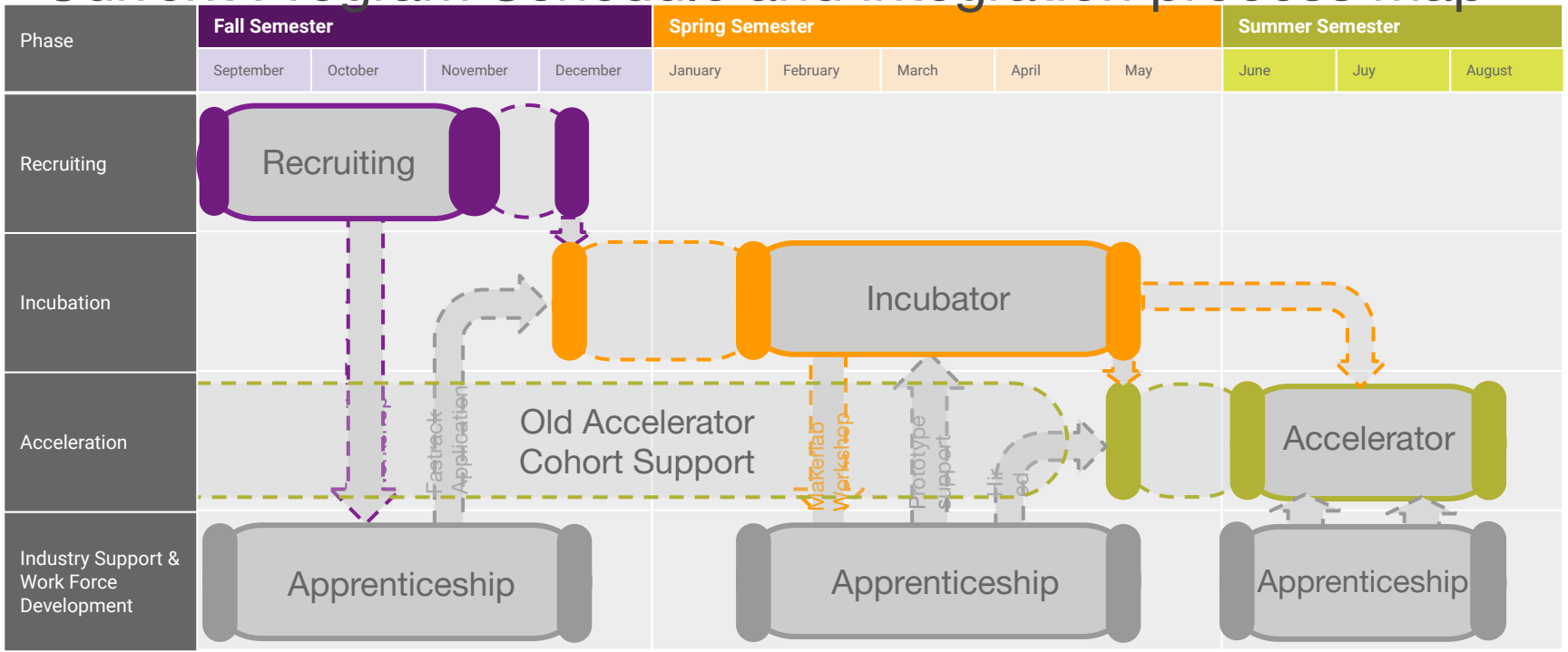
DREAM ✡ DESIGN ✡ DEVELOP

We move CCNY students from a passive educational worldview to a lean forward real worldview



All Zahn programs have been designed to self support each other

Current Program Schedule and integration process map



Program Details

Fall Recruiting Activity

Fall Recruiting Activity

Helping City College students understand the “Art of the Possible” and their right to be changemakers happens all year long every year. However every fall we start heavily recruiting. This is an all hands on deck effort. Throughout the fall the Zahn Center inspires CCNY students to approach their education as changemakers, transforming classroom learning into real-world application.

We partner with various academic departments to create curricula to cultivate the entrepreneurial mindset. We also pair students with startups and other companies in the NYC area through our robust internship program. We host prominent entrepreneurs, investors and other innovators to City College’s campus via our yearly Zahn Innovation Summit, we host hackathons, workshops and other programs in order to expose students to exponential problems and technologies. This all culminates in our year end application review and selection vetted by from within our trusted community of industry leading investors from the startup industry.

Recruiting approach

Exponential Technologies

- ❏ AI & Machine Learning
- ❏ Virtual Reality
- ❏ Augmented Reality
- ❏ Blockchain
- ❏ Digital Fabrication
- ❏ Internet of Things
- ❏ Building Information

Innovation Tools & Methodologies

- ❏ Entrepreneurship
- ❏ Problem Portfolio Creation
- ❏ Design Thinking
- ❏ Data Science
- ❏ Future Forecasting
- ❏ Lean Startup
- ❏ Business MVP/B - Minimum Value

Personal Transformation

- ❏ Leadership
- ❏ Resilience
- ❏ Creativity
- ❏ Exponential Thinking
- ❏ Abundance Mindset
- ❏ Presenting with Power
- ❏ Managing Team Dynamics
- ❏ Meeting Management

Team Projects

- ❏ Multidisciplinary Hackathons & Competitions
- ❏ Student Club Integrations
- ❏ University Innovation Fellows Program

Application Process

- ❏ Logic Gateways
- ❏ Application best Practices
- ❏ Creating a video
- ❏ Application Workshops
- ❏ Co working office hours
- ❏ Industry Judging

Fall Calendar Overall

09 | 10 | 11 | 12

W1 W2 W3 W4 | W1 W2 W3 W4 | W1 W2 W3 W4 | W1 W2 W3 W4

Devin Voorsanger

Anna Hutcheson

Christine Seguritan

Zahn Makerlab
Apprentice Program

Devin Voorsanger

Kesia Hudson

Katherine Olives

Steven Monzon

Zahn Venture
Competition Recruiting
> Class Takeovers
> Co working
> Hackathons
> Info Sessions

Devin Voorsanger

Zahn Makerlab Prototyping
and Short Manufacturing

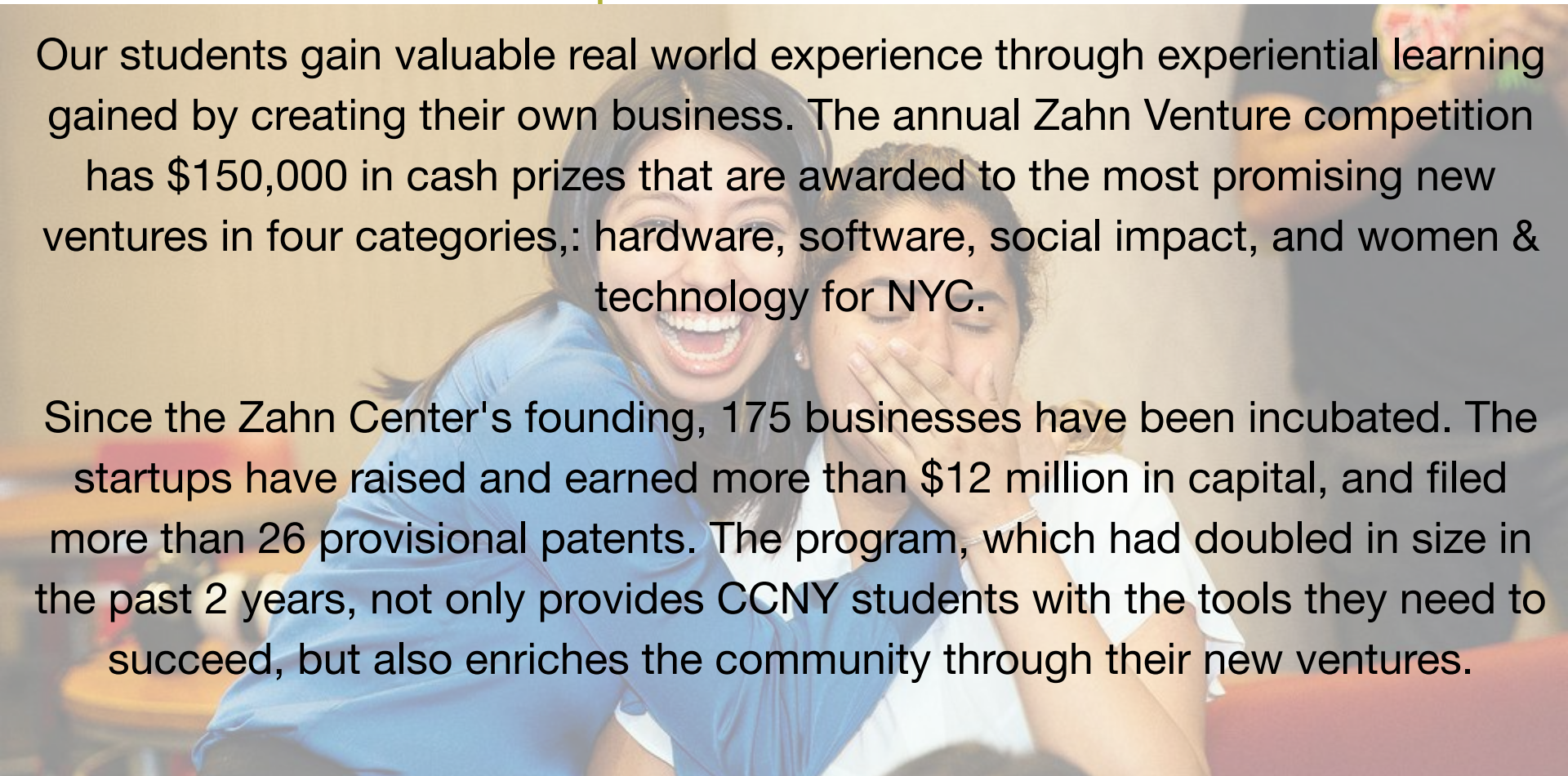
Application Process

What are the steps for applying to the Zahn Program?

1. Application due by Nov 10th at Midnight
2. Application reviewed by Zahn Staff for qualifications and overall quality
3. Application review by 3-5 Industry experts
   a. Application scored 1-5 on the Logic Gateways
   b. Average score of each Gateway equals the judges score
   c. Average score of each judges score equals your overall score
4. Any applicant with an average overall score of higher than 3 to 3.5 (depending on overall pool) is invited in for an interview
5. Each interviewee is scored on a 1-5 score by Zahn staff on the Logic Gateways
6. Top 5 in each track are invited into the competition
7. 1-2 Alternates are invited in per track

Zahn Venture Competition

Zahn Venture Competition



Our students gain valuable real world experience through experiential learning gained by creating their own business. The annual Zahn Venture competition has $150,000 in cash prizes that are awarded to the most promising new ventures in four categories,: hardware, software, social impact, and women & technology for NYC.

Since the Zahn Center's founding, 175 businesses have been incubated. The startups have raised and earned more than $12 million in capital, and filed more than 26 provisional patents. The program, which had doubled in size in the past 2 years, not only provides CCNY students with the tools they need to succeed, but also enriches the community through their new ventures.

ZC Startup Competition Prizes

Zahn Technology Prize

Kaylie Hardware Prize

Standard Chartered Women + Tech4NYC Prize

Zahn Social Impact Prize

Kaylie Hardware Prize

This prize celebrates all things hardware. Qualified startups include physical products & devices that may or may not include a connected (smart) technological aspect.

This prize is awarded to a **hardware company** that has the best chance of succeeding if given the money. Any type of hardware solution (connected or not) is eligible for this prize.

- *Up to* $2,000 Bootcamp budget
- *Up to* $50,000 Grand Prize*
- $5,000 Second Place Prize

Sponsored by Harvey Kaylie of Mini-Circuits

Zahn Social Impact Prize

This prize celebrates changemakers. Qualified startups include nonprofits or for-profit social enterprises, with sustainable revenue models, whose primary objective is social change or environmental stewardship.

This prize is awarded to a **social impact company** that has the best chance of succeeding if given the money. Any type of solution (software, hardware, a combination of the two or strictly business model based) is eligible for this prize.

- *Up to* $1,500 Bootcamp budget
- $25,000 Grand Prize
- $5,000 Second Place Prize

Standard Chartered Women+Tech4NYC Prize

This category celebrates 50/50 gender parity in the NYC startup ecosystem (Silicon Alley) and the creation of groundbreaking technology (as software, hardware, or a combination of the two) that will shape what Silicon Alley is known for. For this challenge, qualified teams' leadership and members should be made up of at least 50% women.

This prize is awarded to a **women led company** that has the best chance of succeeding in solving their chosen problem if given the money. Any type of solution (software, hardware, or a combination of the two) is eligible for this prize.

- *Up to* $1,500 Bootcamp budget
- $25,000 Grand Prize
- $5,000 Second Place Prize
- Plus, extra support from advisors at Standard Chartered Bank!

Sponsored by Standard Chartered Bank

Zahn Technology Prize

This prize celebrates all things techy. Qualified ideas include transformative new apps, web platforms, database tools, e-commerce sites, or just about anything else powered by software.

This prize is awarded to **a software company** that has the best chance of succeeding if given the money. Any type of software solution is eligible for this prize.

- *Up to* $1,500 Bootcamp budget
- $25,000 Grand Prize
- $5,000 Second Place Prize

Sponsored by the Moxie Foundation

Leveraging industry frameworks, an ongoing maturity assessment and customized milestone program we will create an individualized program for each company in the accelerator cohort

Customer Experience Opportunity & Capability Assessment

Overview

- Utilizing industry leading best practices the accelerator has been designed to create real companies that can stand on their own and are investor ready
- Successful acceleration of companies is dependent on aligning on one vision, building core capabilities and planning an overall profitable plan for success
- Self created milestones and utilization of a flipped classroom approach to teaching will facilitate multi company transformation
- Building a ready made network of investors and industry experts bridges the "network gap" of the companies

Investor Questions Answered

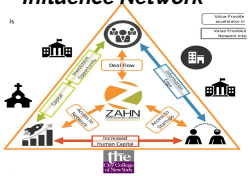
- Will this product/service actually do what we say it does?
- How can we **make** it?
- How much will it **cost** to do that?
- How will we get it to **market**?
- How will it meet regulatory and retailer **requirements**?
- How will it make **money**?
- How will it strengthen the company's **competitive position**?
- How will we **convince investors** to bankroll it?

Tools & Methodology

Business Plan Maturity Assessment

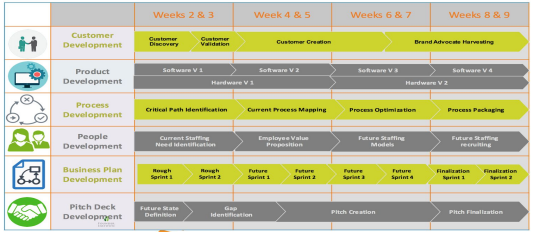
Agile Project Management

Influence Network



Flipped Classroom

Multi Stream Curriculum



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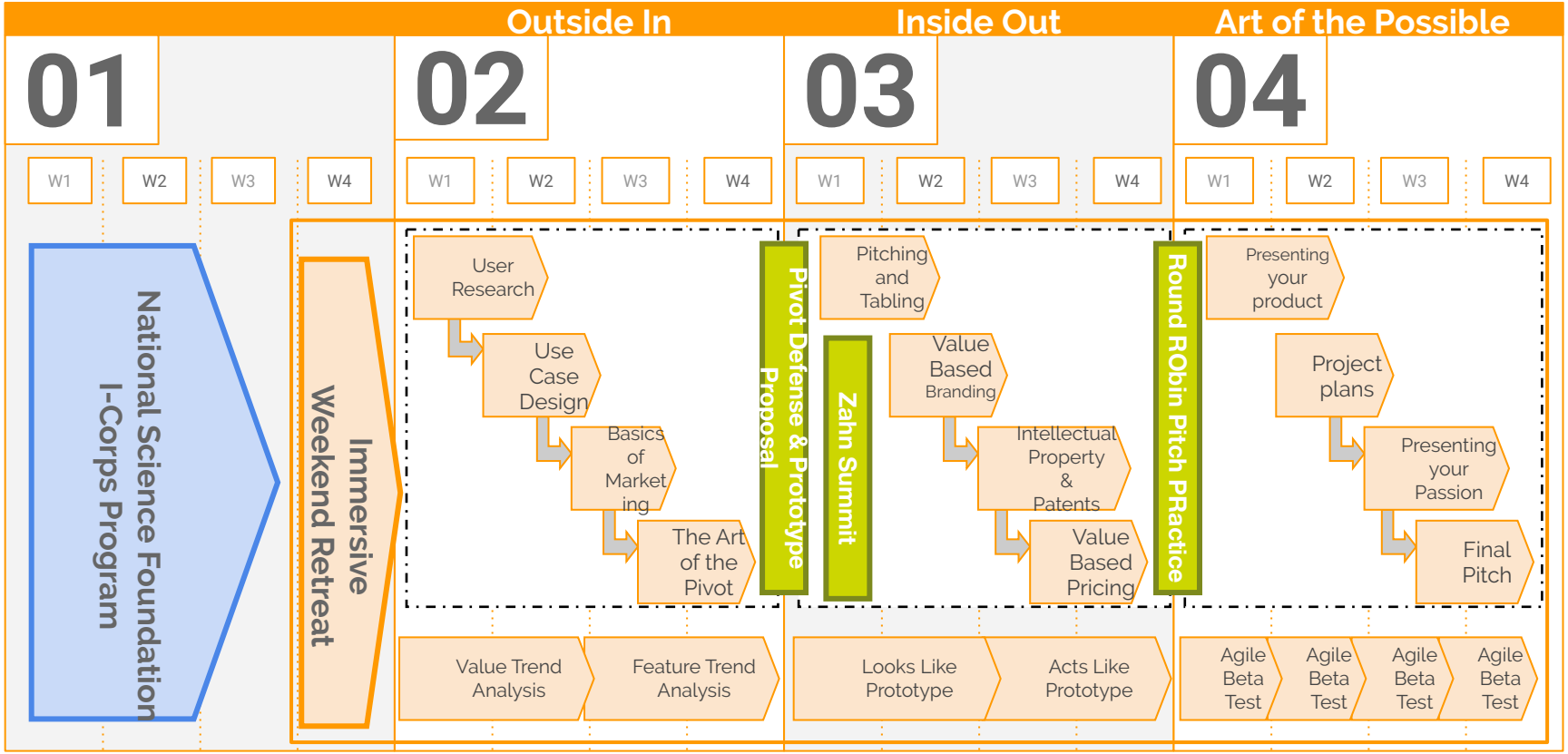
Venture Competition Calendar
Venture Curriculum



Working within a startup affords team members the ability to learn skills that they would not get a chance to learn in pre MBA scenarios.

These hard and soft skills are in great demand by employers and will give team members in accelerator startups a leg up if they choose to seek traditional employment.

Even if they do not pursue or are not successful with their startup. ZIC Alumni have significantly better career outcomes.

Zahn Alumni work at 3 of the Fortune 50 and 7 of the Fortune 100.

Financial Services:

- Blackrock
- RBC Capital
- Fidelity Investments
- Standard & Poors
- Morgan Stanley
- Mastercard
- Bloomberg

Big 5 Consulting:

- Ernst & Young
- Price Waterhouse Coopers
- Accenture

Engineering:

- GE Aviation
- Northrup Gruman
- Lockheed Martin
- Boeing
- Medtronic
- Bell Flight

Other:

- Naval Air Warfare Center (Aircraft Division)
- Nasa
- Johnson & Johnson
- Verizon Connect (their digital arm)
- Sony Pictures Entertainment
- Ubisoft
- Chobani
- Facebook
- The NY EDC
- Kantor Health,
- Grey Advertising

Also ZIC Alumni have been named:

echoing green

CLINTON GLOBAL INITIATIVE UNIVERSITY

university innovation fellows

THE CITY COLLEGE OF NEW YORK

Zahn Summer Accelerator Program

Zahn Summer Accelerator Program

The Zahn summer startup accelerator, funded by Howard Morgan, founder of First Round Capital and City College of New York Alumnus is the capstone program of the entire year's program fort the Zahn center. It is the culmination of a startups journey with us as they take their final steps to scaling their companies and getting ready to seek venture capital based investment in their companies.

The program provides the following:

- Leveraging industry best practices and frameworks help the startups to create viable business that stand on their own and are shedding money
- Self created milestones and utilization of a flipped classroom approach to teaching will facilitate multi company transformation
- Building a ready made network of investors and industry experts bridges the "network gap" of the companies

Accelerator Investigative Week

Day	Date	Topic
Monday	06/10	Kickoff
Tuesday	06/11	Willkie Farr
Wednesday	06/12	Investor & CEO Day
Thursday	06/13	BNYM & Design Thinking
Friday	06/14	Project Planning

Accelerator: weekly Schedule

	Wk 2 (6/17-20)	Wk 3 (6/24-27)	Wk 4 (7/2-5)	Wk 5 (7/9-12)		Wk 6 (7/16-19)	Wk 7 (7/23-26)	Wk 8 (7/30-8/2)	Wk 9 (8/6-9)	Wk 10 (8/13-16)
Su	Weekly Report @11:59p	Weekly Report @11:59p	Weekly Report @11:59p	Weekly Report @11:59p		Weekly Report @11:59p	Weekly Report @11:59p	Weekly Report @11:59p	Weekly Report @11:59p	Weekly Report @11:59p
M	Stand Up Meeting	Stand Up Meeting	Stand Up Meeting	Stand Up Meeting		Stand Up Meeting	Stand Up Meeting	Stand Up Meeting	Stand Up Meeting	Stand Up Meeting
Tu	**Workshops**: Sales Software Product Finance	**Workshops:** Marketing Service Product Finance	**Workshops:** Sales Hardware Product Finance	**Workshops:** Marketing Software Product Finance		**Workshops:**: Sales Service Product Finance	**Workshops**: Marketing Hardware Product Finance	**Workshops**: Sales Software Product Finance	**Workshops**: Marketing Service Product Finance	**Workshop:** Sales Hardware Product Finance
W	**Internal Pitch Practice**	**Internal Pitch Practice**	**Internal Pitch Practice**	**Internal Pitch Practice**		**External Roadshow**	**External Roadshow**	**External Roadshow**	**External Roadshow**	**Internal Pitch Practice**
Th			ZC closed					**BNYM Round Robin**		**Final Pitch**
Fri	ZC closed	ZC closed	ZC closed	ZC closed		ZC closed	ZC closed	ZC closed	ZC closed	ZC closed

GO / NO GO DECISION

Program Outcomes - Summary

Launch Direction	Primary Outcome	Secondary Outcome
Bootstrap	Viable business that is shedding money so that team members can work full time on their company	Successful product launch with customers or stakeholders
Investment	You acquire Seed or Angel round financing for your company or social venture	You are “pitch” worthy with “warm” connections into the investment community and initial conversations started
Accelerators	You are accepted into one or more of the top tier Tech, Social or Hardware accelerators	You have “warm” connections with the top tier accelerators and an understanding of how the application process works.
Prizes	You win one of the public start up prize competitions pertinent to your industry.	Understanding of the start up prize ecosystem, due date calendar and the needed material for submitting to upcoming prize competitions
Grants	Grant application accepted	Understanding of the grant ecosystem in your industry, due date calendar and the needed material for submitting to upcoming grants
Employment	A job at a top tier start up or social enterprise	A job at a major company or social enterprise

We have identified six primary streams of projects that will best facilitate our participating companies success.

Customer Development

Product Development

Leadership Development

Willkie Farr Legal Development

BNYM Financial Development

Pitch Development

Startup Success

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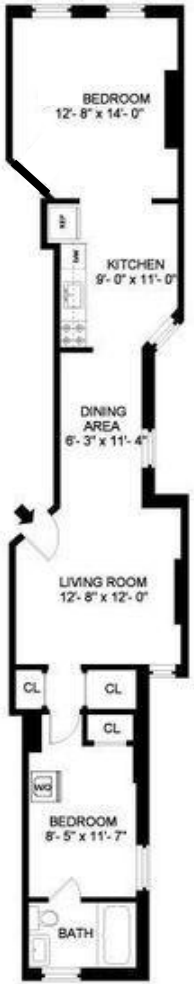
Successful Zahn Startups have raised $27.3 Million

- StrongArm $6.9M
- Homer Logistics $14.5 Million
- Keen Home $5.5 million
- Veripad $250k
- Nuravine $135k
- Seethrough $44K

LOGIC GATEWAYS


BEDROOM
12'- 8" x 14'- 0"
KITCHEN
9'- 0" x 11'- 0"
DINING
AREA
6'- 3" x 11'- 4"
LIVING ROOM
12'- 8" x 12'- 0"
CL
CL
CL
WD
BEDROOM
8'- 5" x 11'- 7"
BATH

Logic Gateways

BHAG/MTP	• How massive is the transformational purpose of their startup and how well defined is the problem they are seeking to solve.
Motivation	• How motivated is the team at a personal level to make this company a reality and solve this problem
Customer Validation	• How well have you validated your problem and identified what your customer wants and needs?
Value Proposition	• How well does their value proposition solve the problem of their customer
Differentiation	• How well have you differentiated themselves from your competitors? How well do you know your competitive landscape? Do you have a defensible differentiation?
$	• How well do you know how you are going to make money? Do you understand your pricing structure? How well thought out is your P&L.
$$$	• How large is the market for your solution?
Team	• Is your team an unfair advantage to solve this problem?

Logic Gateways - What Problem are you solving?

BHAG/MTP

- How massive is the transformational purpose of their startup and how well defined is the problem they are seeking to solve.

No one cares what you are building. They care about what problem you are solving. It should be a BIG hairy and audacious problem. It needs to be:

- **Big** - You need to show that you are solving a problem that has a large audience
- **Quantified** - You need to quantify what this problem means
- **Breaks the empathy barrier** - You need to break through there "empathy barrier". Everyone wants to think they have empathy. They don't. They WANT to be empathetic. They know they SHOULD be empathetic. However despite their best intentions most people are very ego centric and have a very hard time putting themselves in "other people's shoes" (please note they do NOT recognize this about themselves). You need to provide an example that allows your listener to internalize the problem you are talking about and relate it to their daily lives.

Logic Gateways - What Problem are you solving?

BHAG/MTP

- How massive is the transformational purpose of their startup and how well defined is the problem they are seeking to solve.

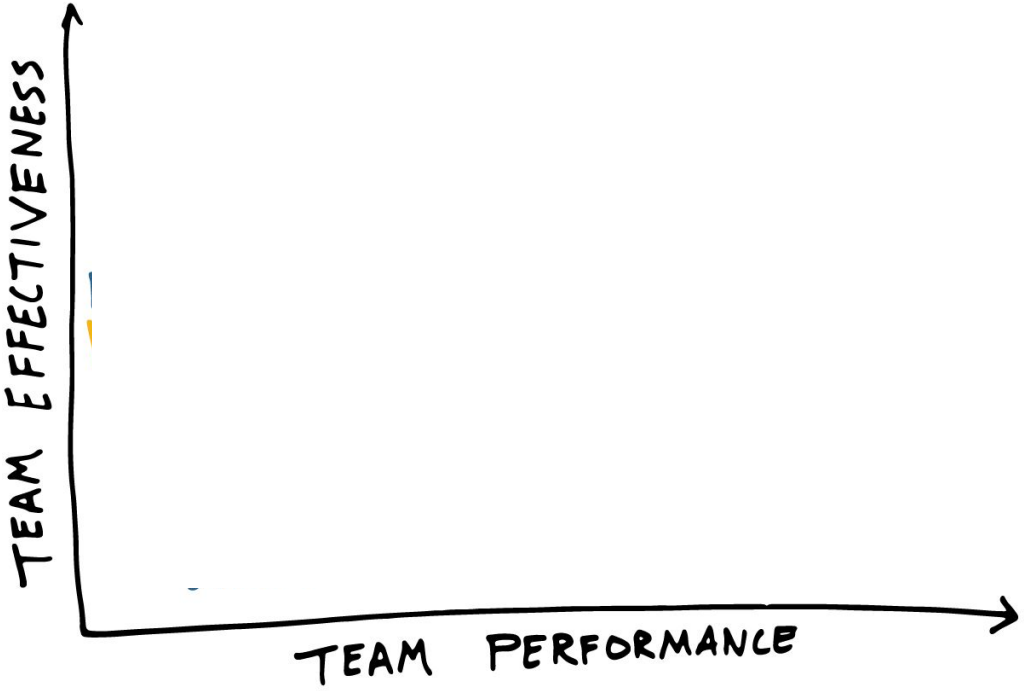
Example: (for a catalytic converter stove)

"3/4 of the world cooks over an open flame, that's like smoking 400 cigarettes every time you cook a meal."

Logic Gateways - Do you care enough to stick around?

Motivation

- How motivated is the team at a personal level to make this company a reality and solve this problem



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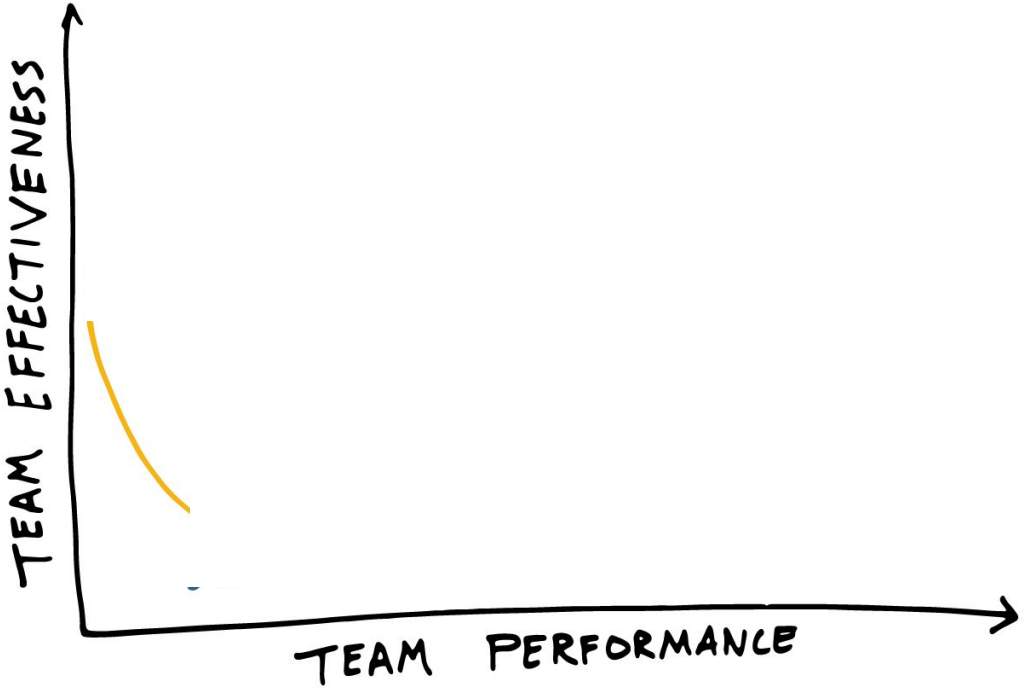

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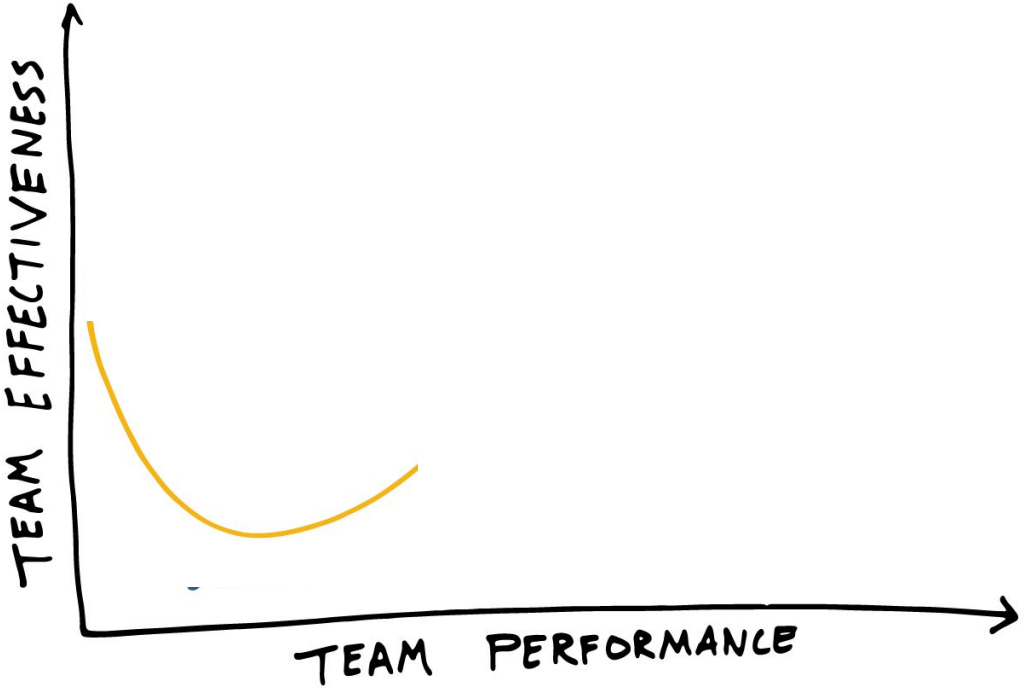

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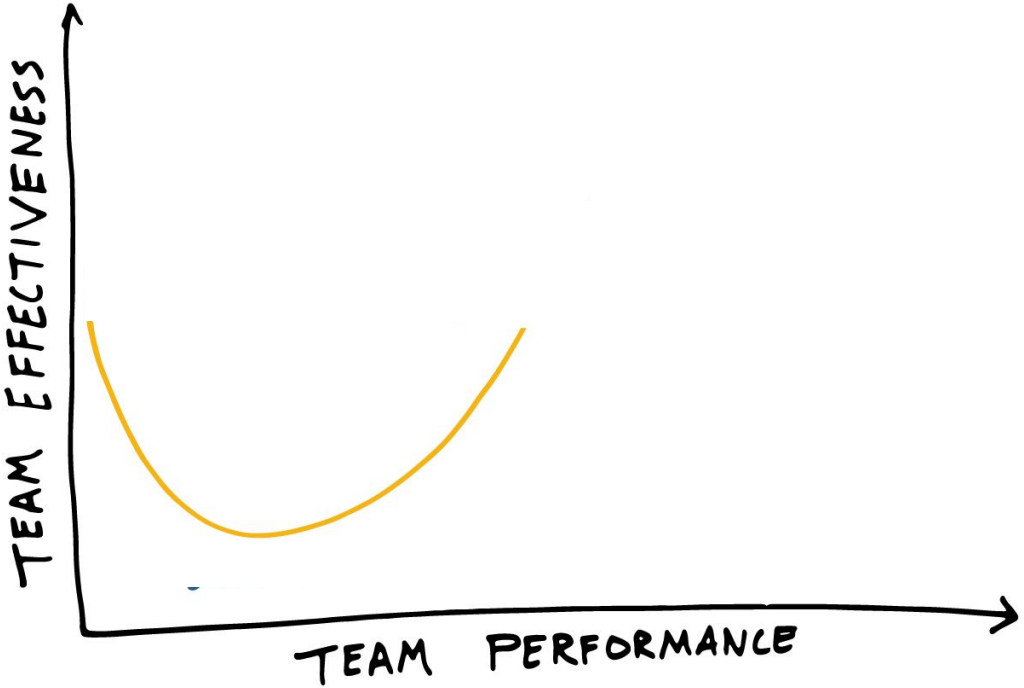

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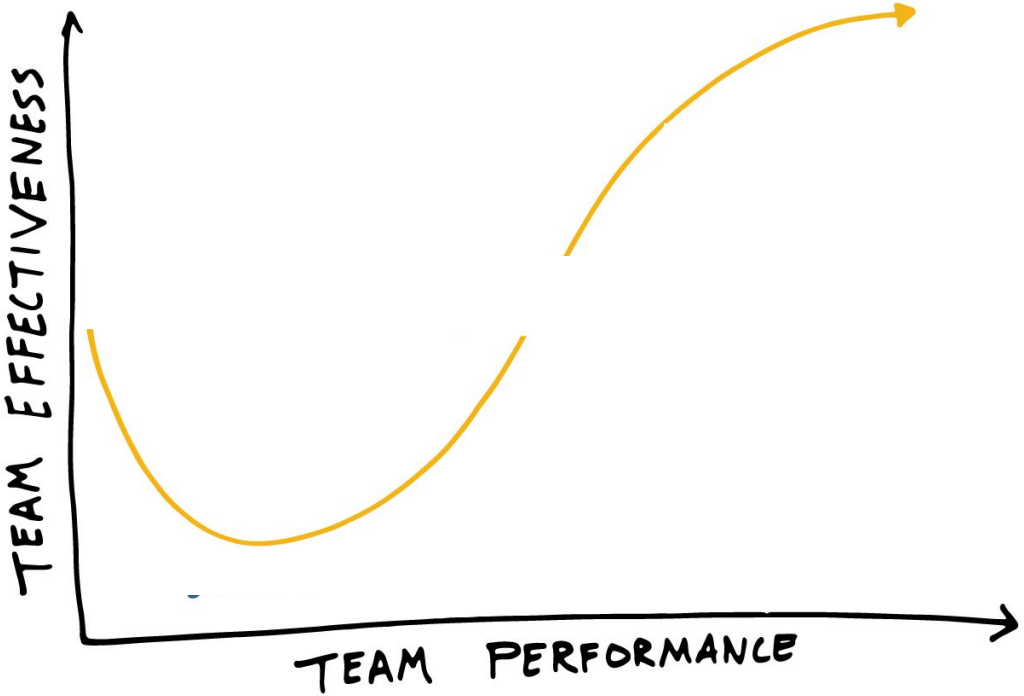

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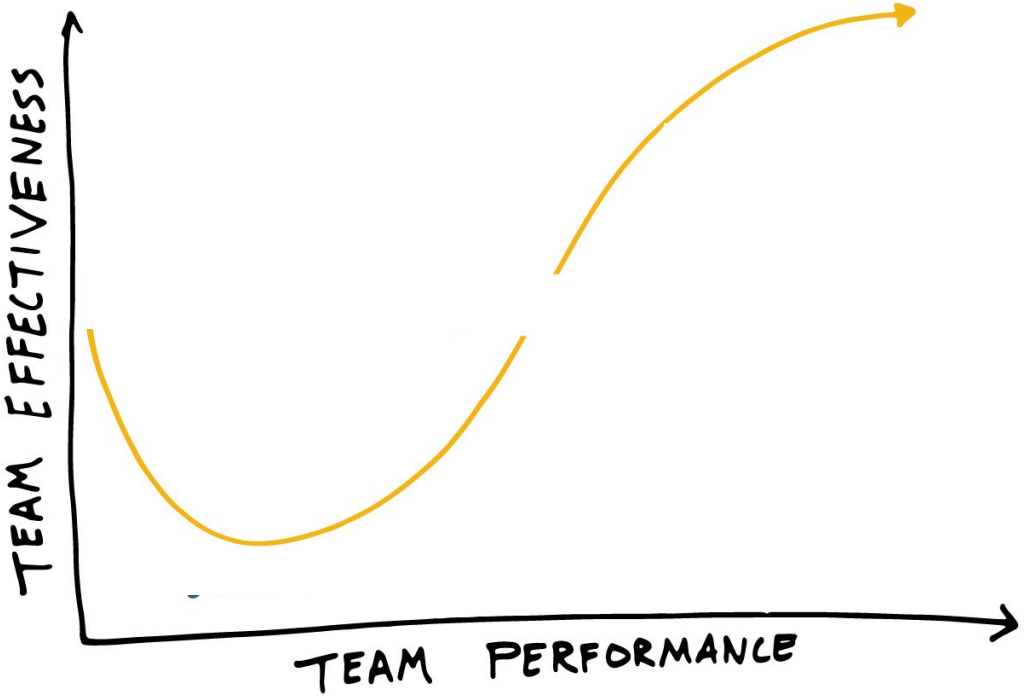

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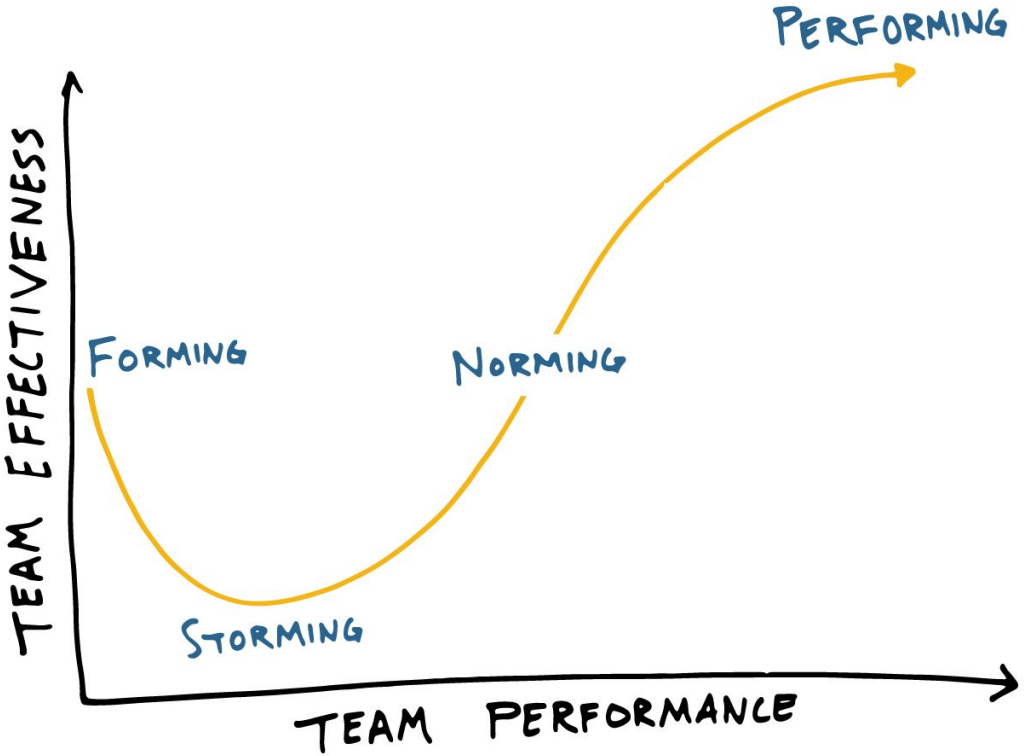

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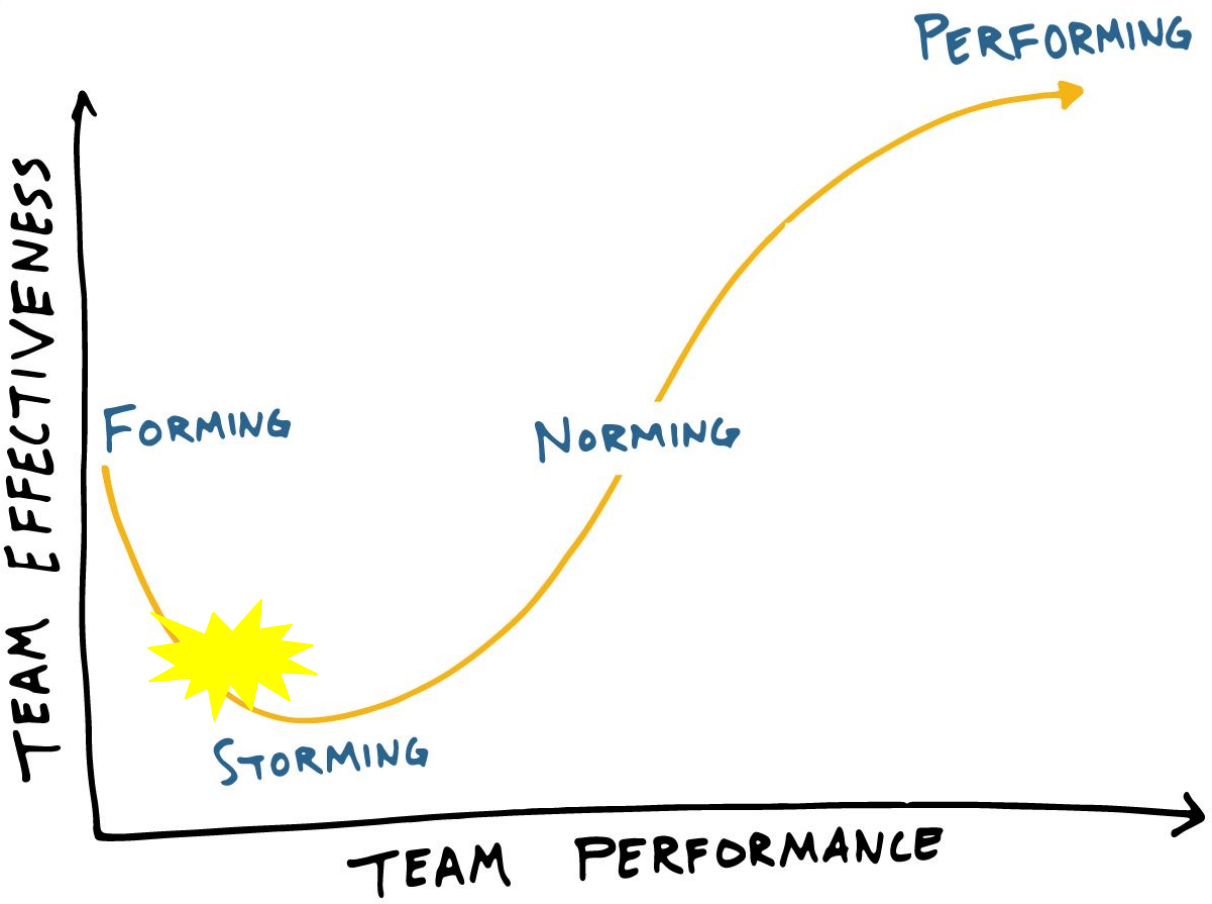

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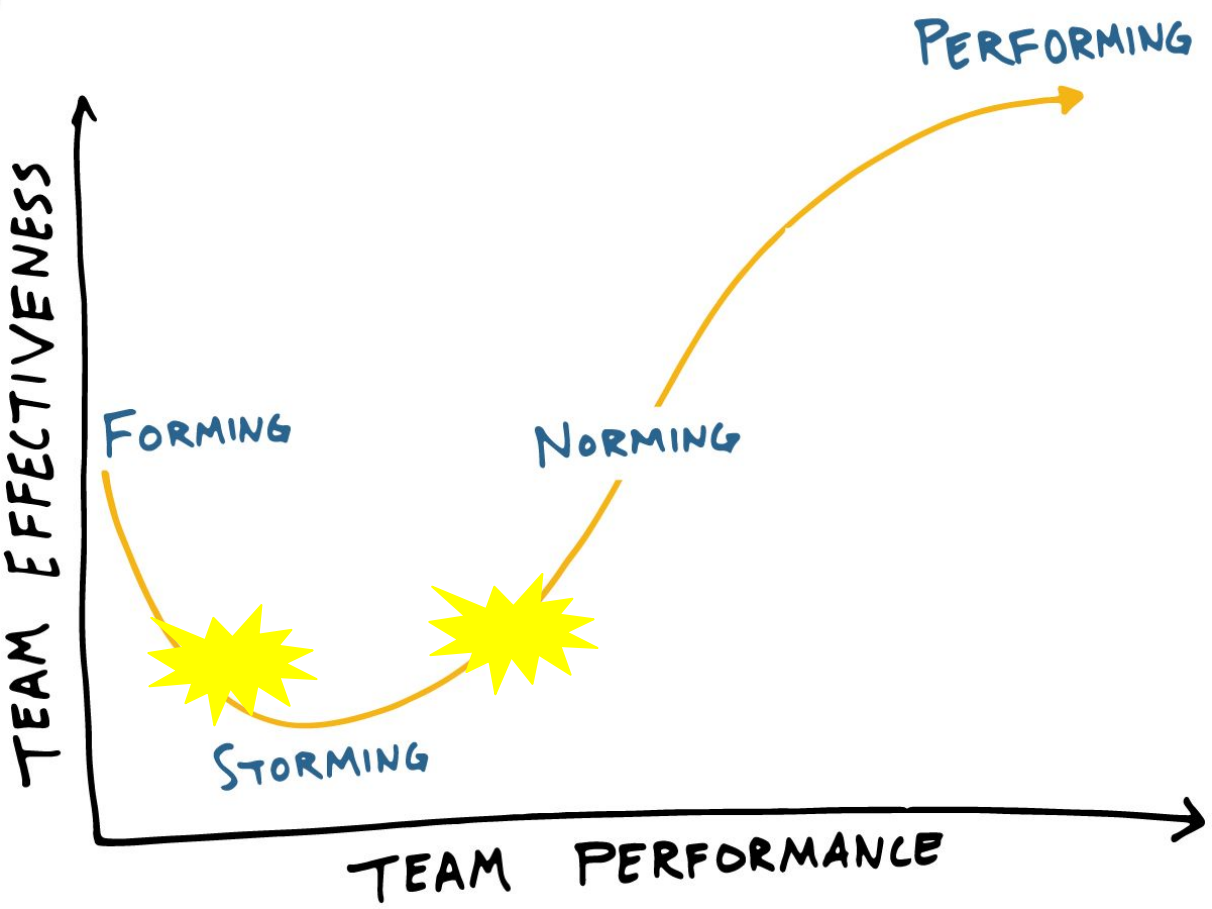

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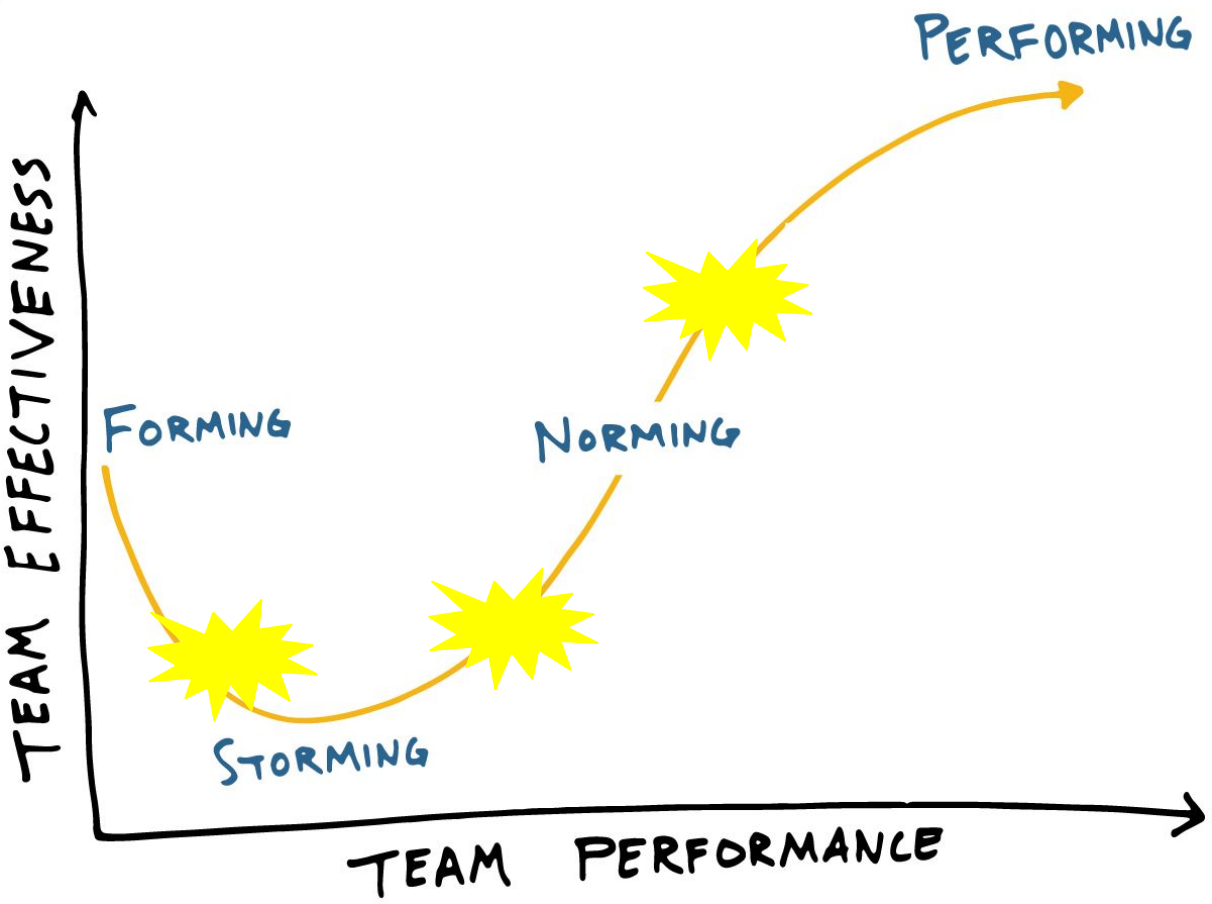

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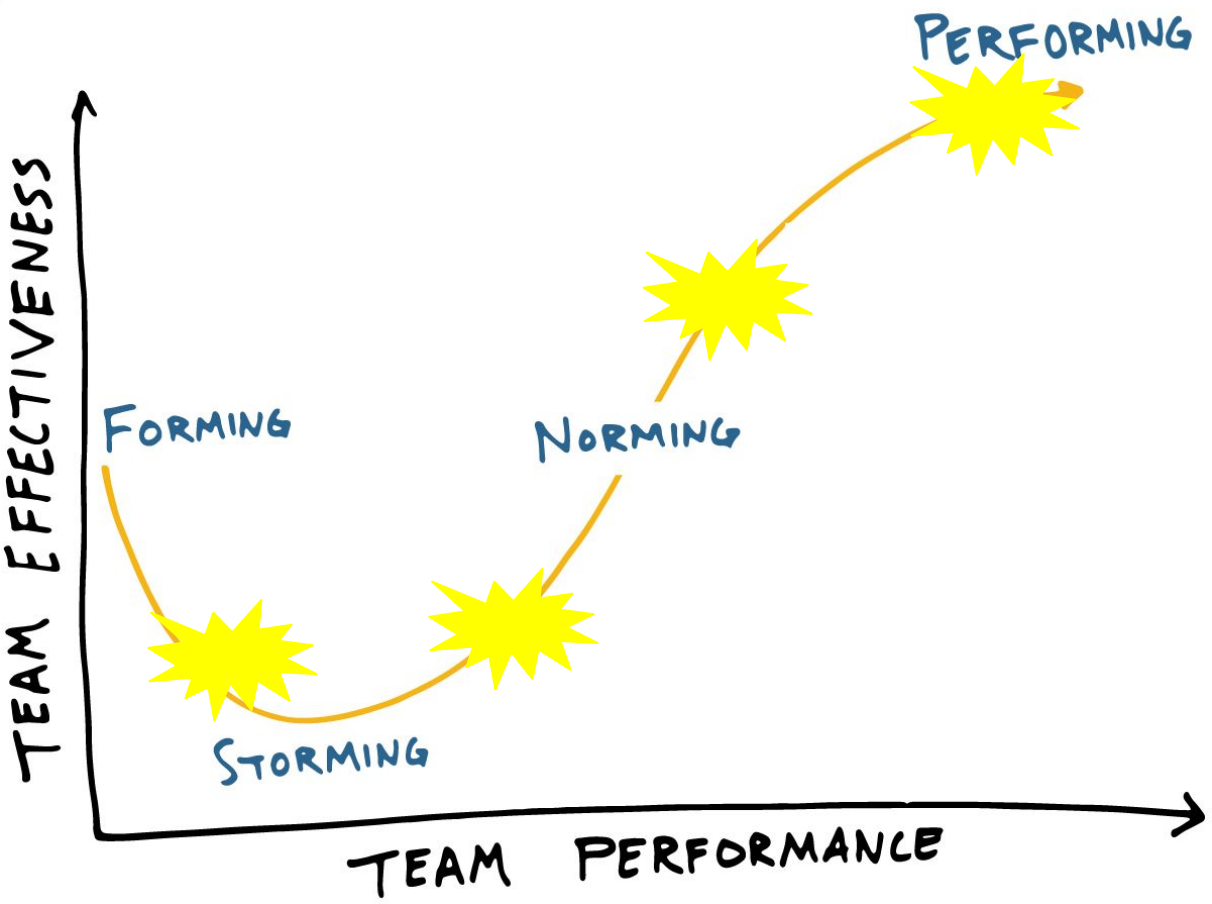

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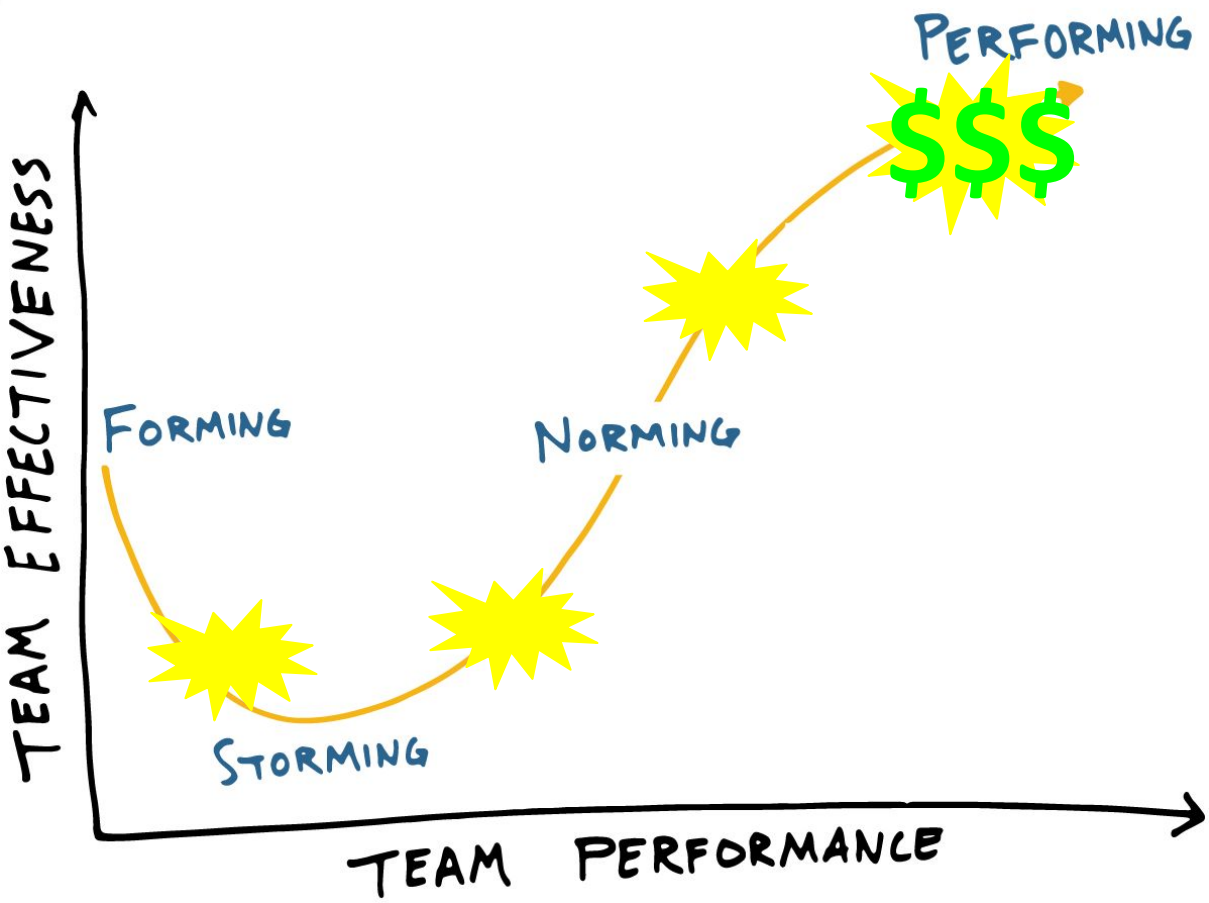

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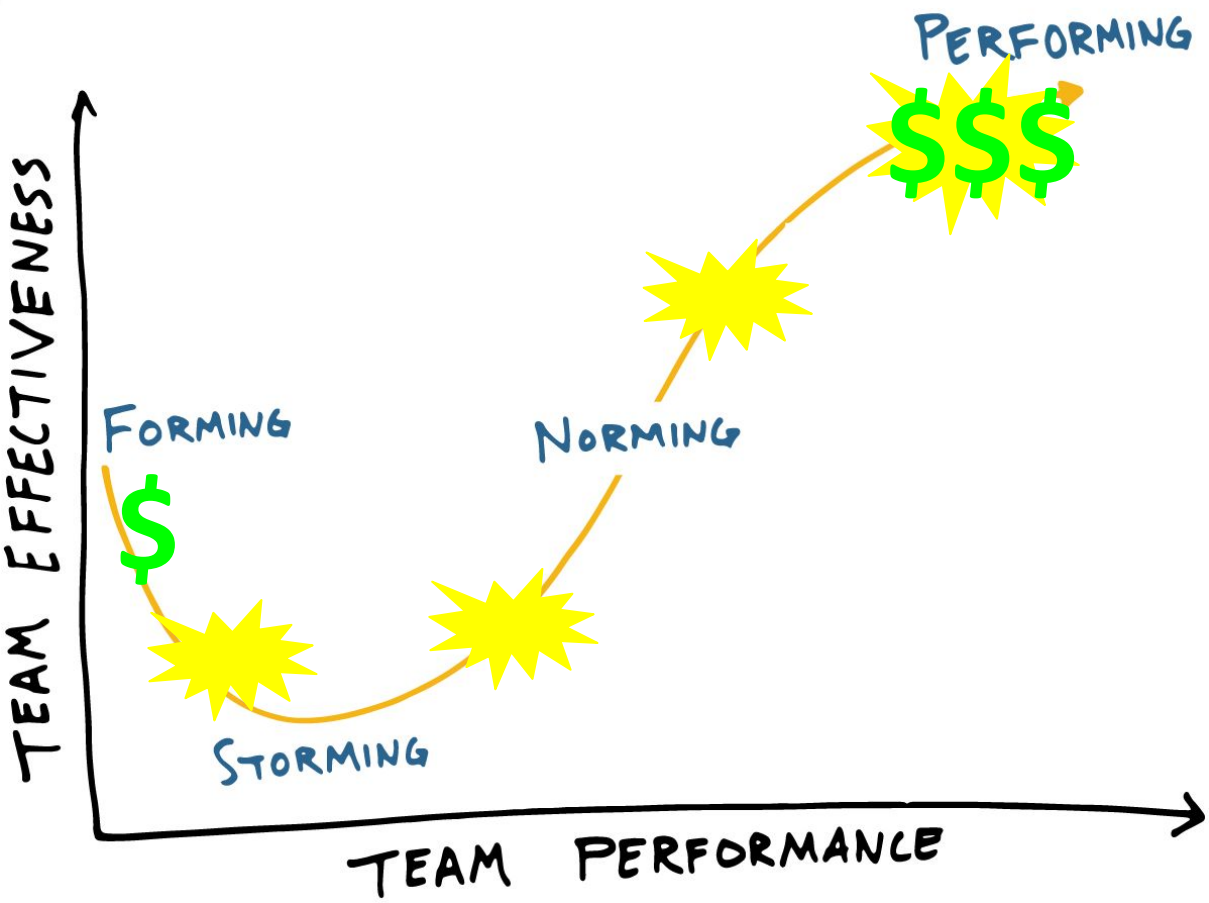

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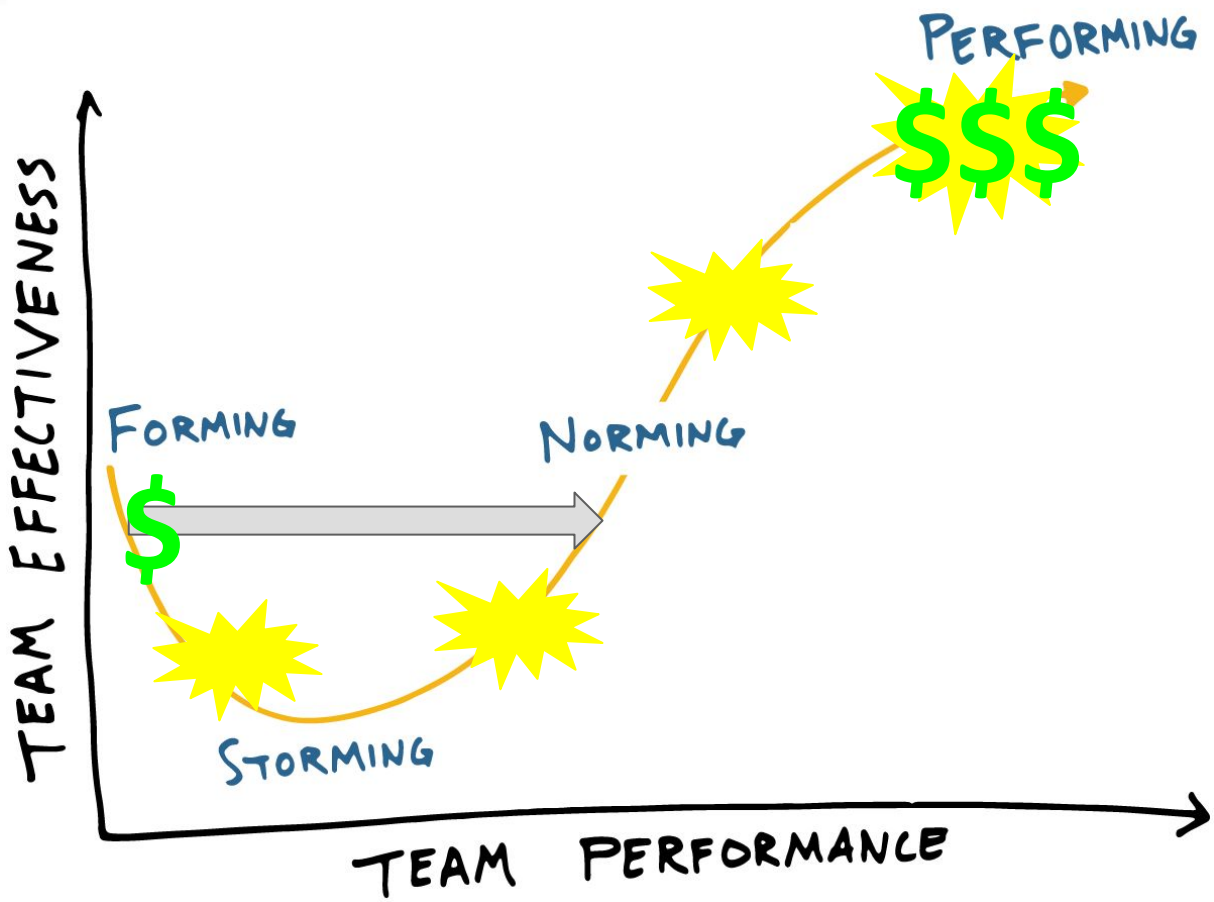


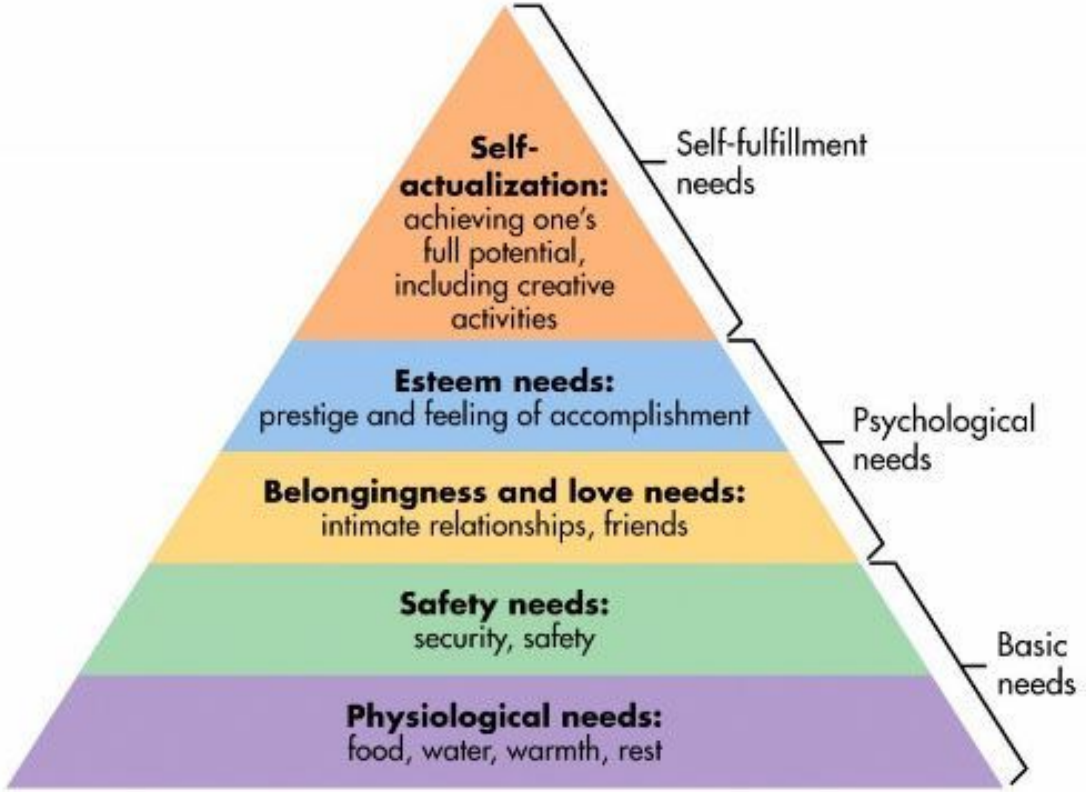
Logic Gateways - Are you crazy? Or is this a REAL problem?

Customer Validation

- How well have you validated your problem and identified what your customer wants and needs?

- Interview at least 100 hundred people who have your problem
- Find out X (what they WANT from a solution)
- Find out Y (what they NEED from a solution)
- Find out Z (what their OBJECTION to a solution would be)

The X (Want and Y (Need) can be mapped to Maslow's Hierarchy



Needs are logical

> Need =

What does the customer "need" the product or service to do?

Example:
I "NEED" a computing device to allow me to access my emails, write my presentations and do my research"

Wants are emotional

> Want =

What does the customer "want" the product or service to do?

Example:

I "WANT" a super sleek, innovative computer so my boss says "I like the cut of his jib, he seems very innovative"

Wants are emotional and can fall into three main categories:

Conscious

"Your most unhappy customers are your greatest source of learning."
~ Bill Gates

Unconscious

"Subconscious desires are incomparably stronger than conscious decisions, and always override them." ~ Psychokhemia

Unseeded

"If I had asked the public what they wanted, they would have said a faster horse." ~ Henry Ford

Objection in the Value Proposition

> Objection =

If the product provided what they wanted and what they needed it to do, why wouldn't they use it?

Example:

"I wouldn't use it if it was pink with Hello Kitty all over it"
"I wouldn't use it if it cost $10,000"
"I wouldn't use it if it was made using slave labor"

Logic Gateways - Are you building what your customers Want & Need?

Value Proposition

- How well does their value proposition solve the problem of their customer

Value for the customer is driven by a combination of the needs and the wants of the customer while overcoming the objection they might have to a successful solution.

(Need + Want) – Objection = Value

X > Need = What does the customer logically "need" the product or service to do?

Y > Want = What does the customer emotionally "want" the product or service to do?

Z > Objection = If the product provided what the wanted and what they needed it to do, why wouldn't they use it?

VP > Value = What "value" will the customer get out of the product or service?

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Needs Based Value Propositions

(Need + Want) – Objection = Value

Example:

"What we have created is powerful computing device in a sleek innovative package, all at a low, low price"

Example:

"What we have created is powerful computing device in a sleek innovative package, all in a masculine form factor"

Example:

"What we have created is powerful computing device in a sleek innovative package, ethically sourced"

Logic Gateways - Are you competitive?

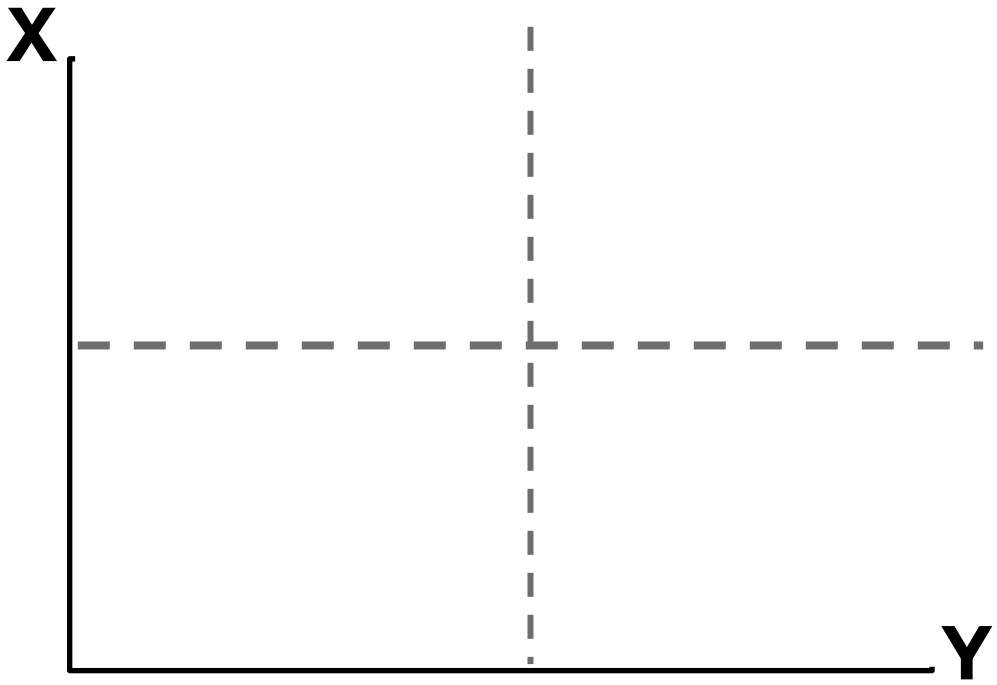
Differentiation

- How well have you differentiated themselves from your competitors? How well do you know your competitive landscape? Do you have a defensible differentiation?

- Find at least 10 Competitors trying to solve your PROBLEM
- Measure on a scale of 1-10 how “X” they are
- Measure on a scale of 1-10 how “Y” they are
- Plot this on a graph

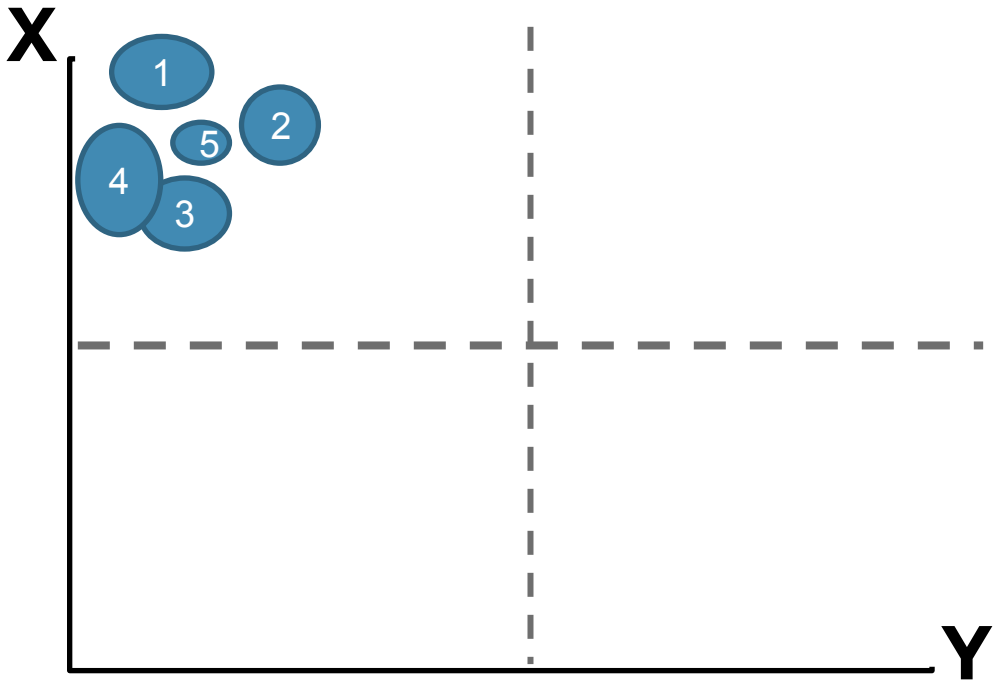
Competitive Differentiation

Map Your competitors on a "2 x 2" graph where the X Axis is the "WANT" your customers told you during Validation phase and your Y is their "NEED"



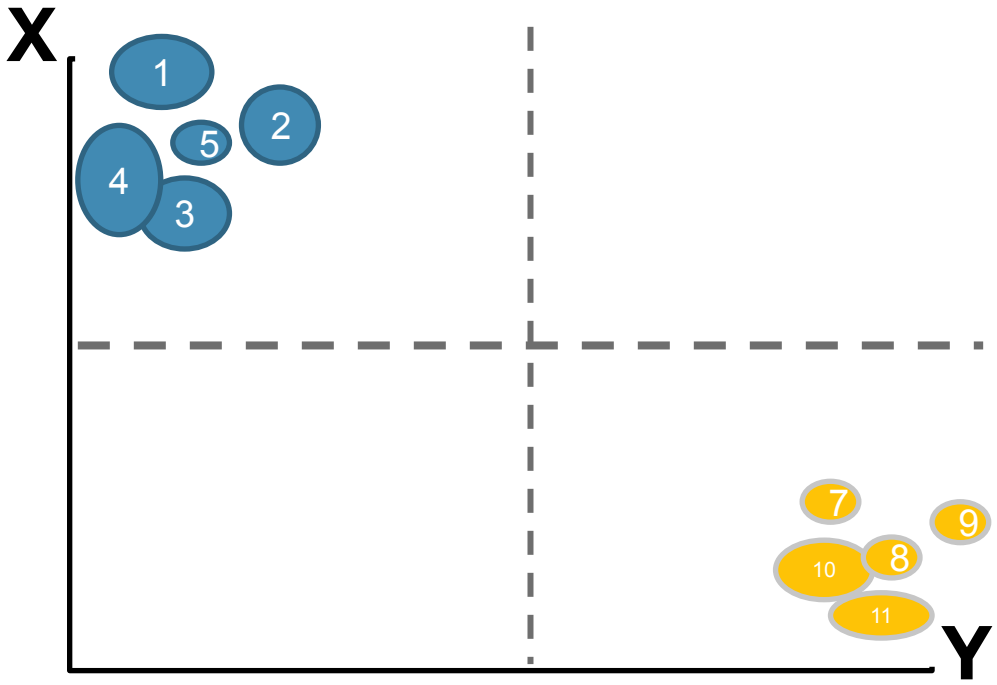
Competitive Differentiation

You are going to find a bunch of people who are VERY "X" but not very "Y"



Competitive Differentiation

You are going to find a bunch of people who are VERY "Y" but not very "X"



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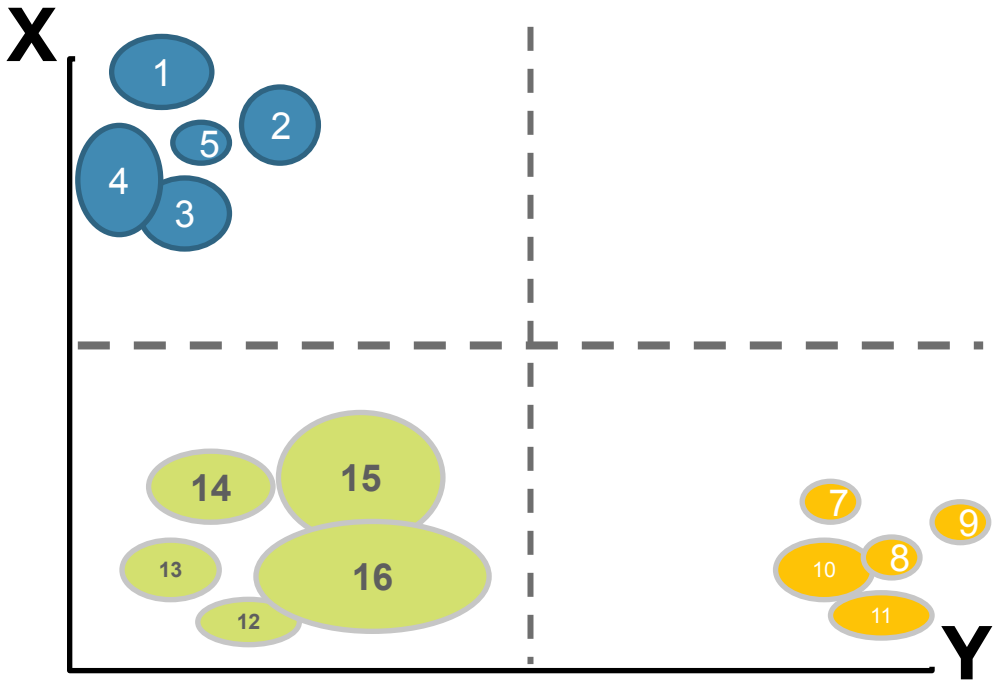
Competitive Differentiation

You are going to find a bunch of people who are Kind of "X" and kind of "Y"



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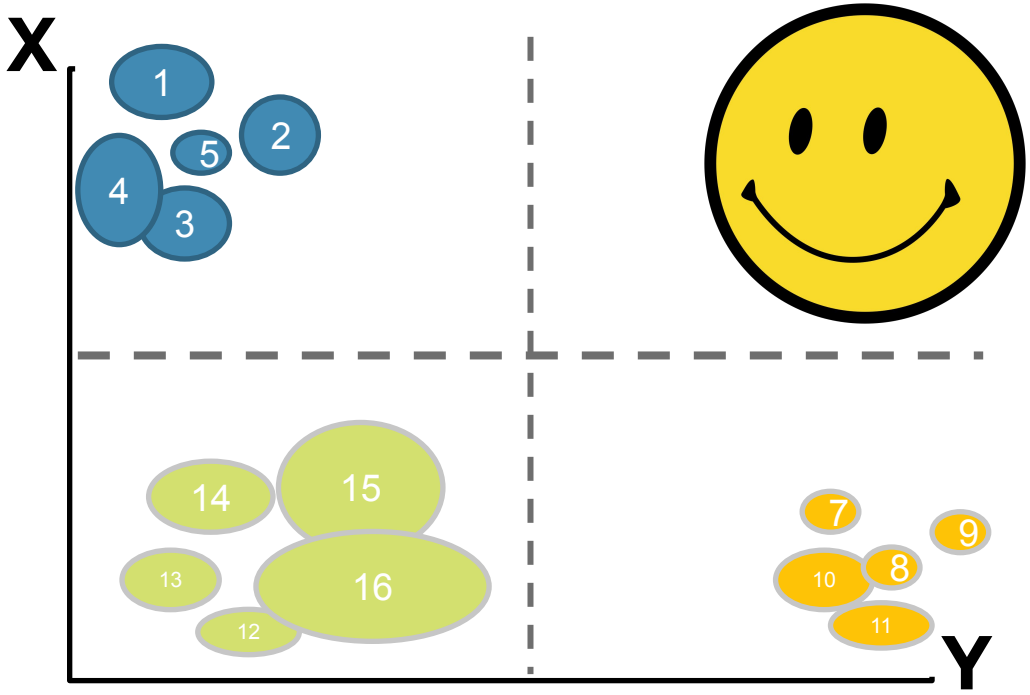
Competitive Differentiation

You want to be the "X"ist and "Y"ist solution out there!



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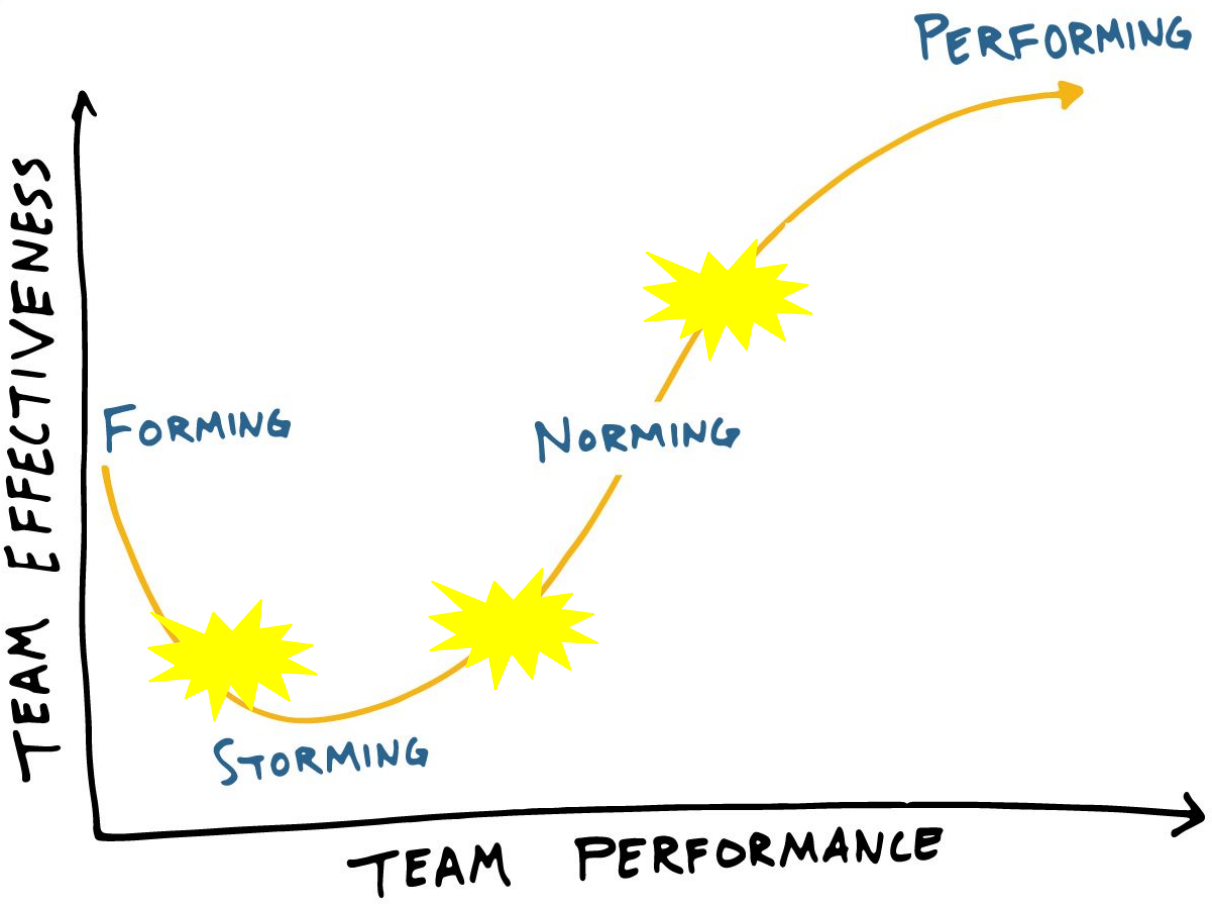
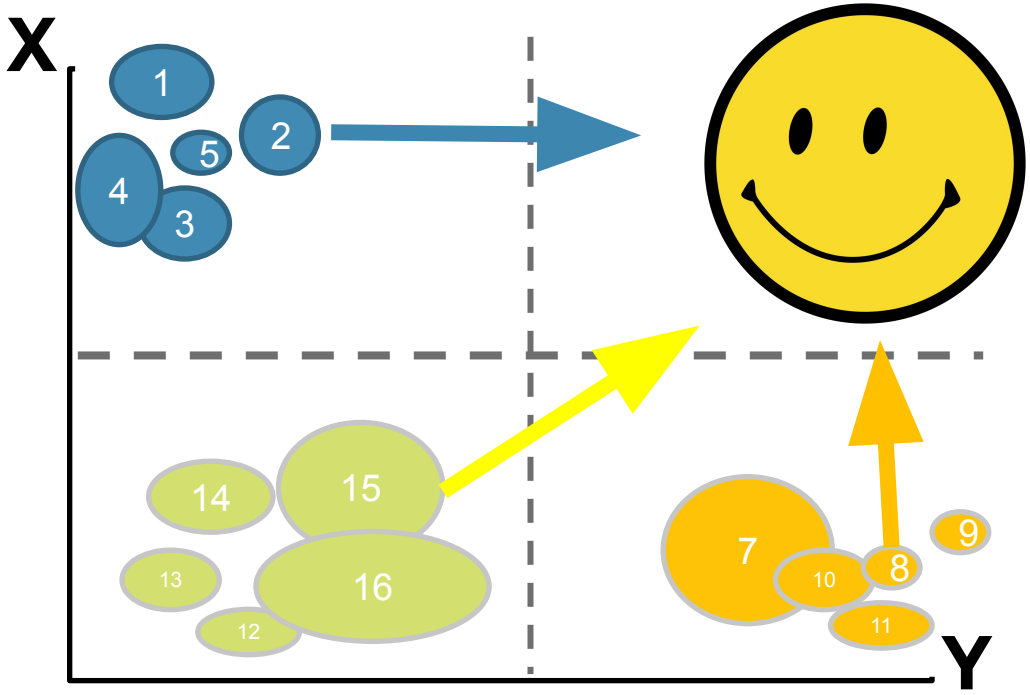
Remember this?



Competitive Differentiation

They are going to RUSH to become you!



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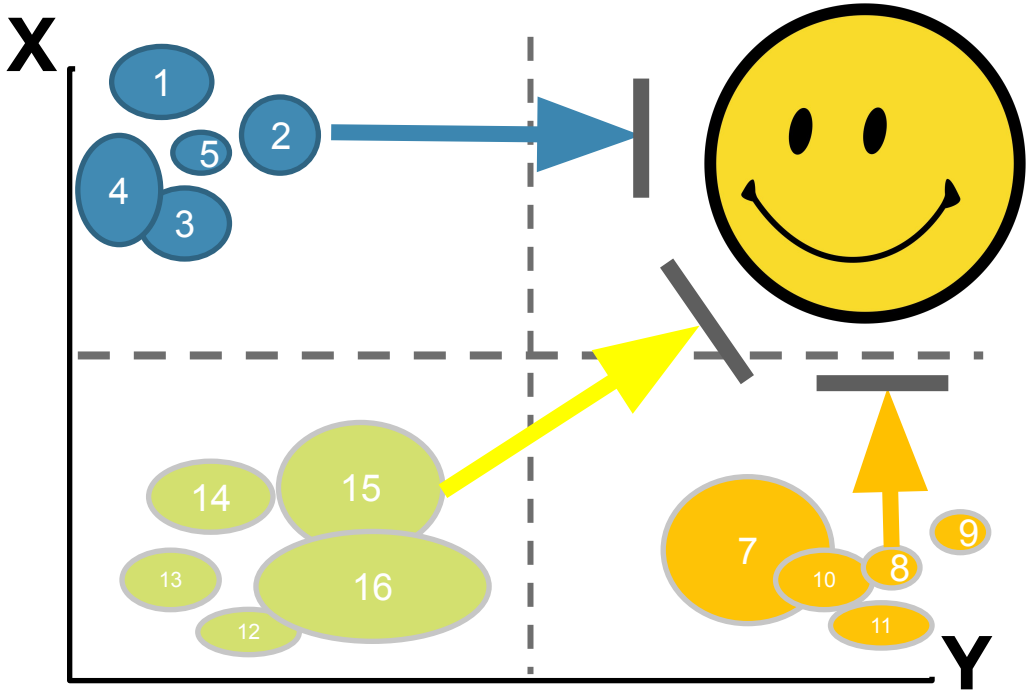
Is your differentiation defensible?

You Need to BLOCK or slow down their replication of your value



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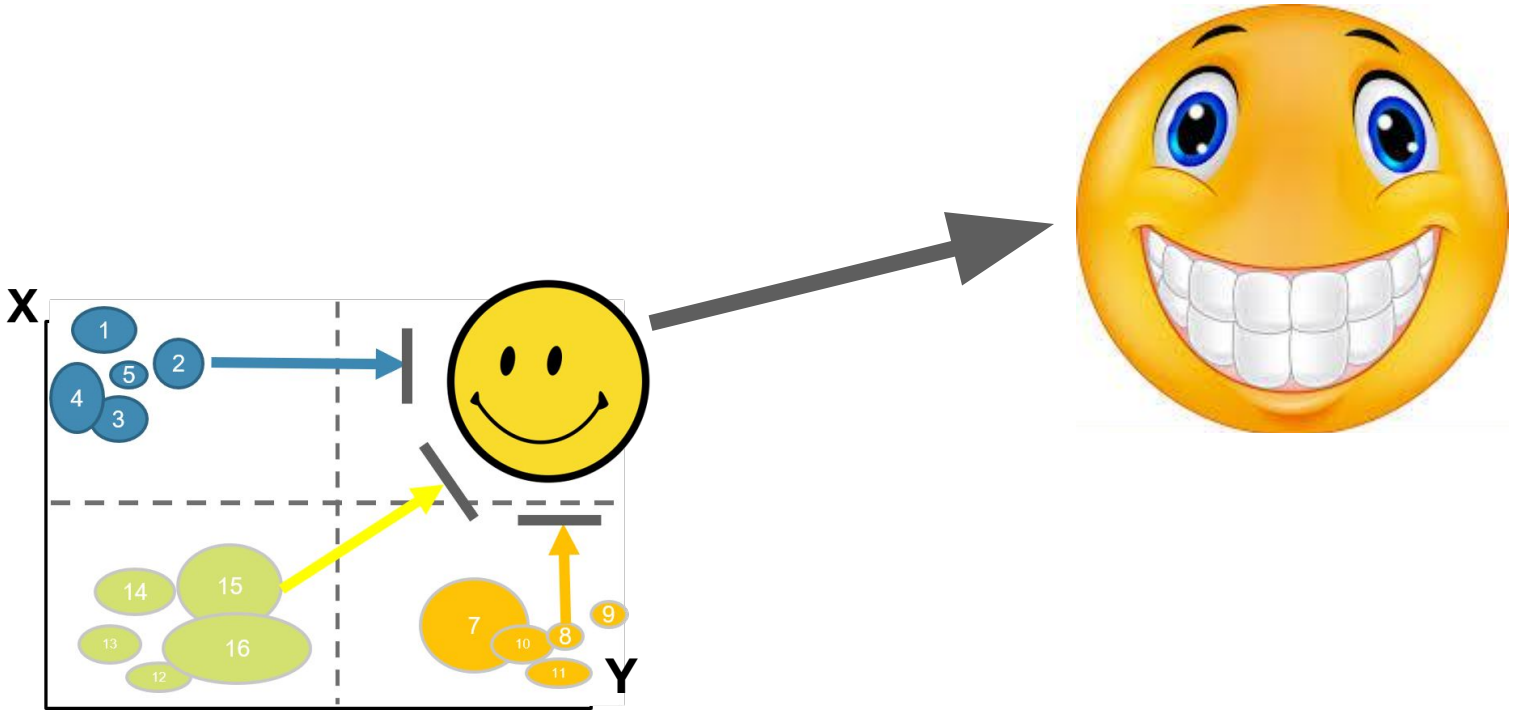
Competitive Differentiation

You want to use your defensive blocks to give you enough time create Version 2



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Logic Gateways - Do you know how to make money?

$

- How well do you know how you are going to make money? Do you understand your pricing structure? How well thought out is your P&L.

You need to know how to transfer value for money SUSTAINABLY. That is called a 5x multiple.

Cost of Goods Sold	Sales and Marketing	Logistics	Research & Development	Margin
$10	$10	$10	$10	$10

Logic Gateways - Do you know how to make money?

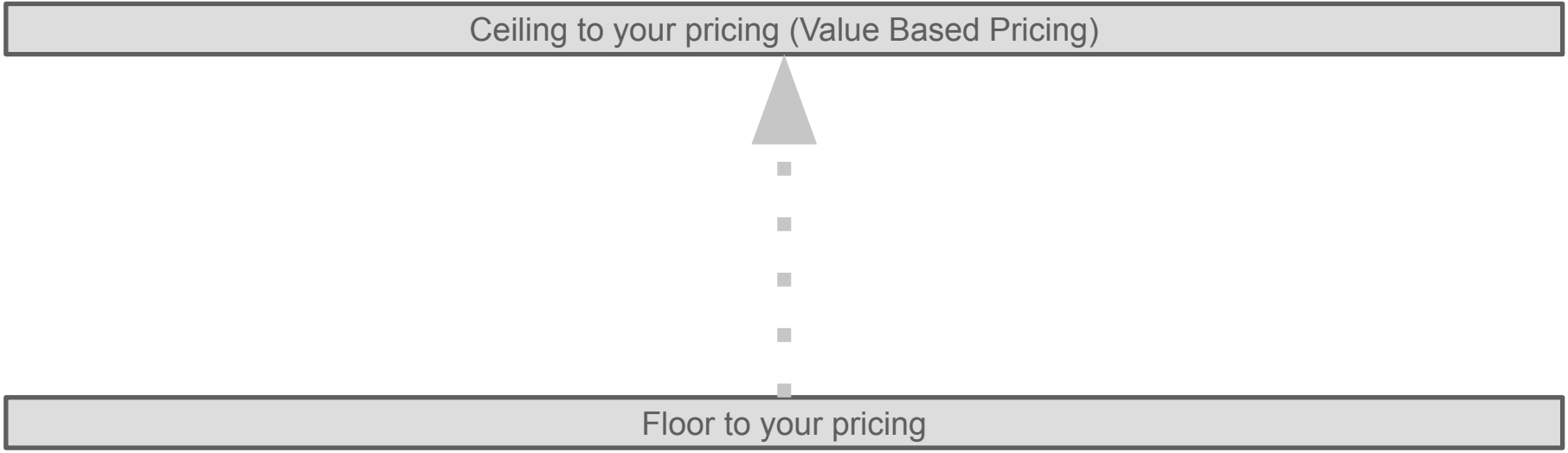
There is a floor and a ceiling to for profit pricing

Floor to your pricing

Cost of Goods Sold	Sales and Marketing	Logistics	Research & Development	Margin
$10	$10	$10	$10	$10

Logic Gateways - Do you know how to make money?

There is a floor and a ceiling to for profit pricing



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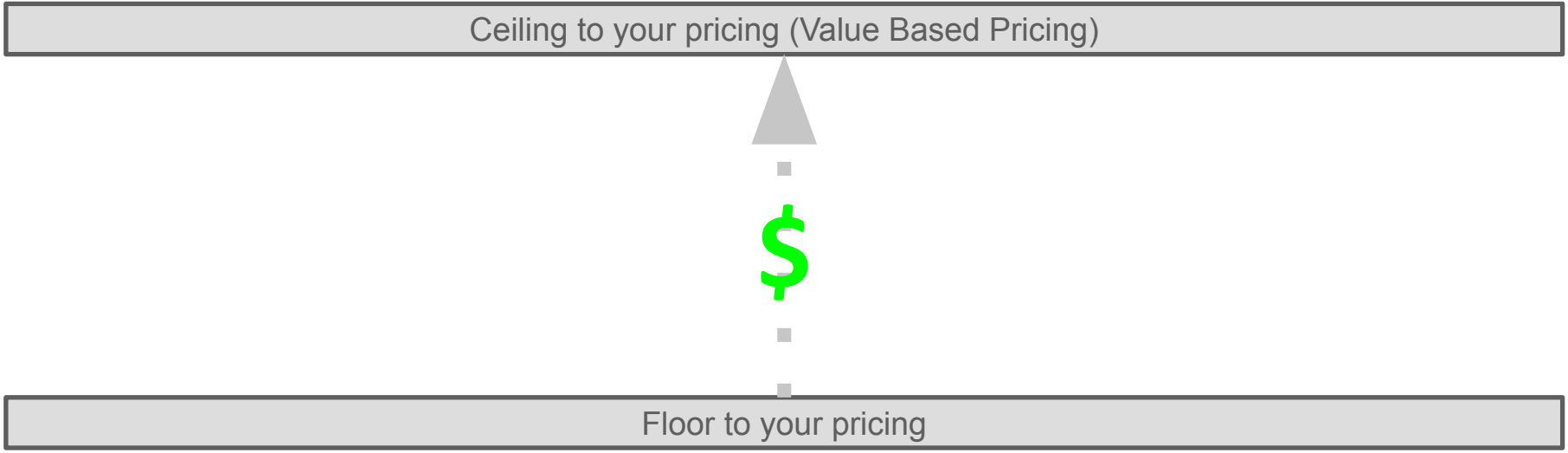

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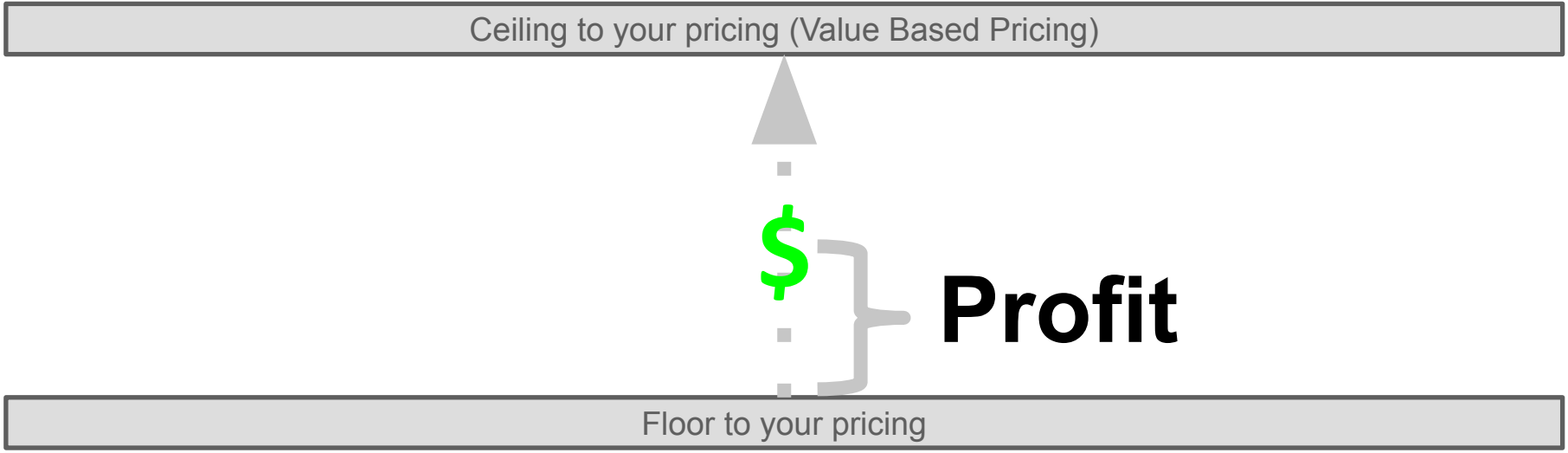

Cost of Goods Sold	Sales and Marketing	Logistics	Research & Development	Margin
$10	$10	$10	$10	$10

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Logic Gateways – Do you know how to market this?

$$$

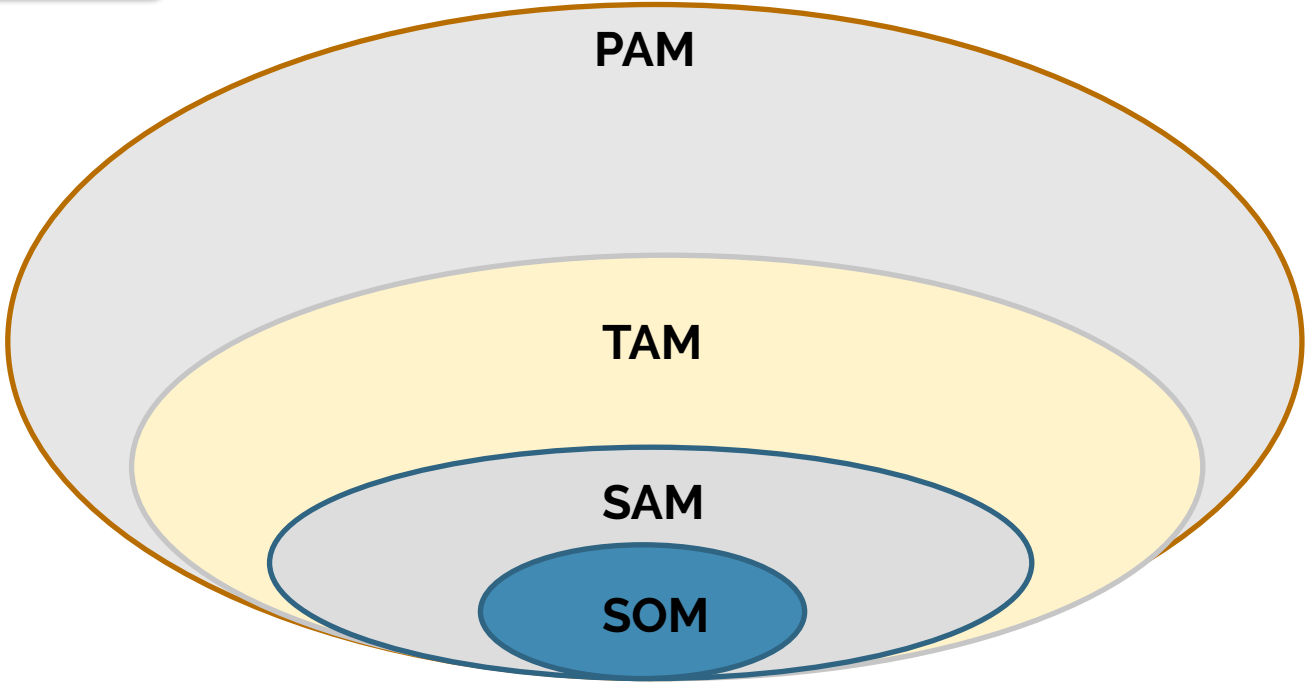
- How large is the market for your solution?

- Find one core group of people who absolutely love this and will but it tomorrow
- Identify what they look like (demographically and psychographically)
- Find out how many of them there are in the country
- Multiply that number by your price
- This gives you the value of your market

Logic Gateways – Do you know how to market this?

$$$

- How large is the market for your solution?

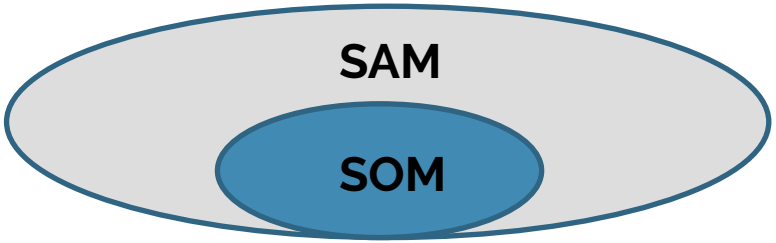


Logic Gateways – Do you know how to market this?

SOM = Specific Observable Market. This the people who have the problem you are trying to solve, are dissatisfied with the solutions out there and are looking for a solution just like yours.

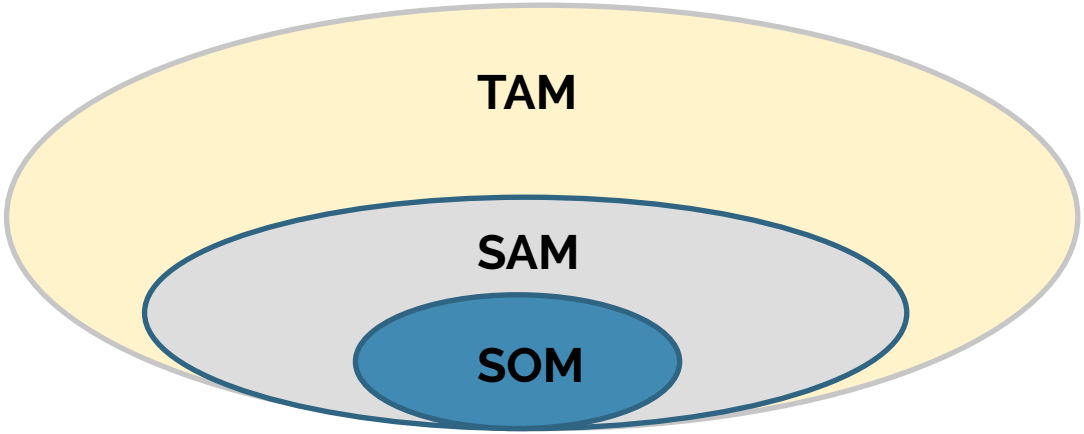
Logic Gateways – Do you know how to market this?

SAM = Specific Observable Market. This the people who have the problem you are trying to solve, but they are **satisfied** with the solutions out there and are not really looking for a competitive solution.



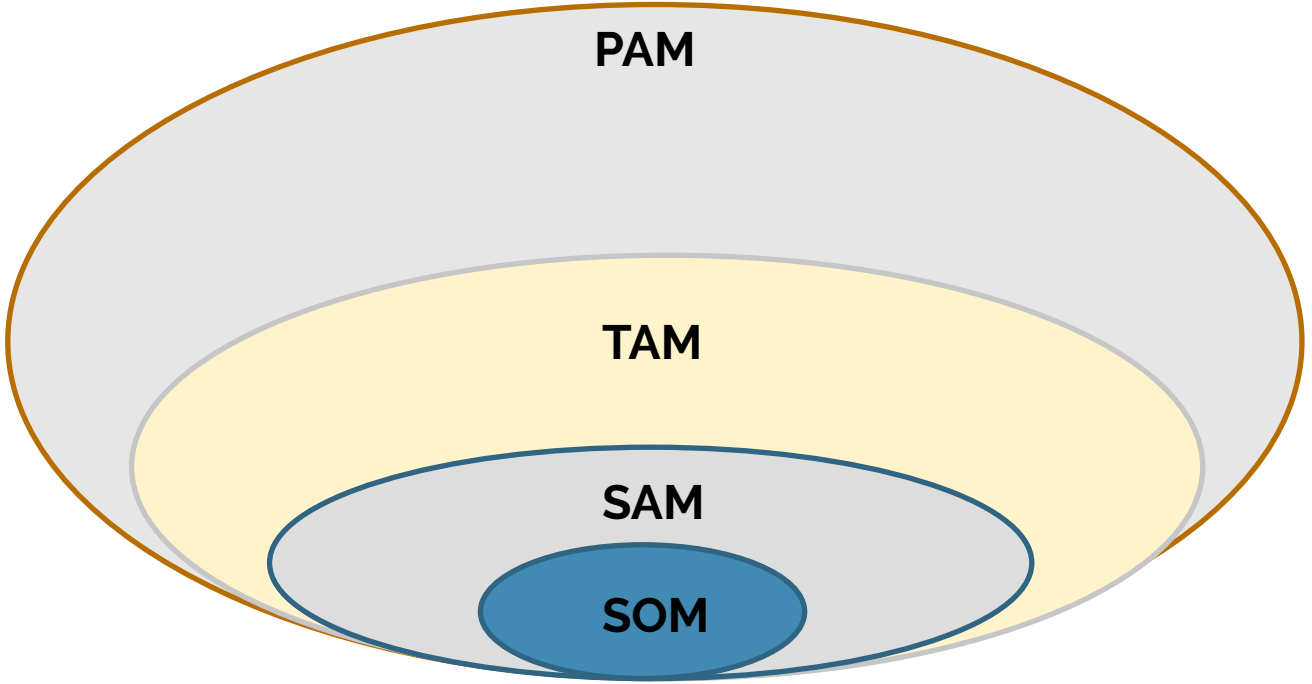
Logic Gateways – Do you know how to market this?

TAM = Specific Observable Market. This is ALL the people who have the problem you are trying to solve, but they are **not trying to solve it at this time.**



Logic Gateways – Do you know how to market this?

PAM = Potential Observable Market. These are adjacent markets who might have different problems but could use your solution to solve THEIR problem.



Logic Gateways – Do you know how to market this?

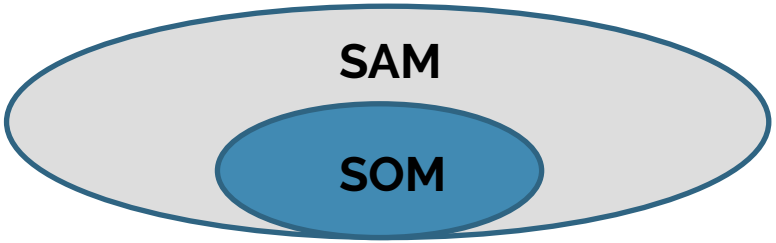
The challenge to penetrating the **Specific Observable Market** is:

1. Finding them
2. Building what they mean
3. Explaining it to them in a way that helps them to get out of their own way and buy it

Logic Gateways – Do you know how to market this?

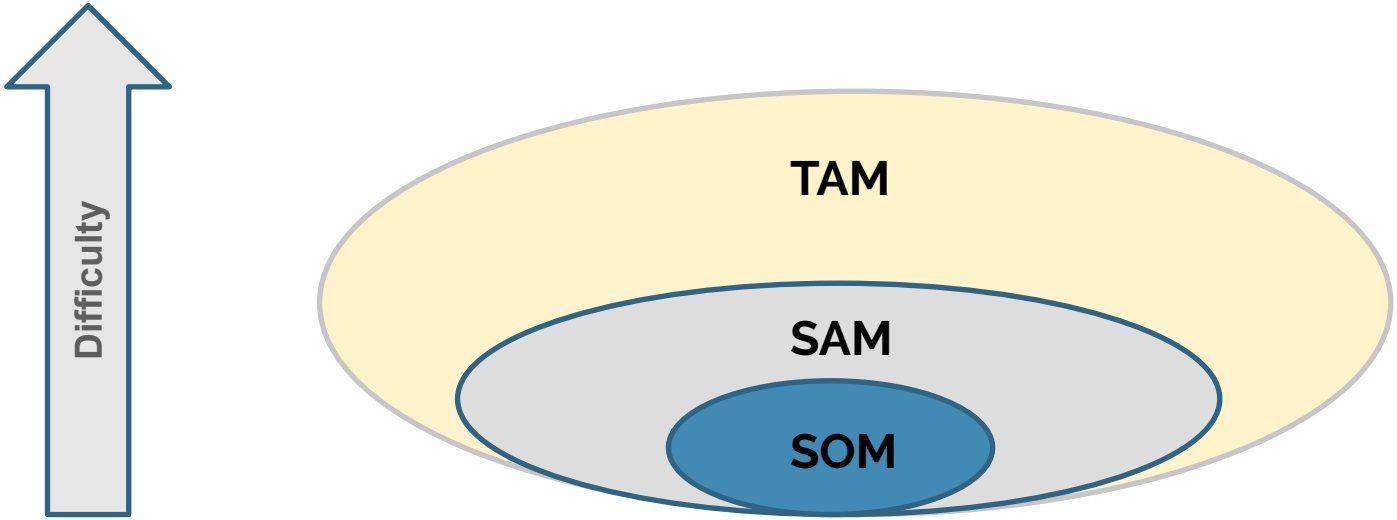
The challenge to penetrating the **Specific Addressable Market** is:

1. Competitive differentiation against other incumbent solutions
2. Overcoming change penalty cost



Logic Gateways – Do you know how to market this?

The challenge to penetrating the **Total Addressable Market** is Behavioral Change



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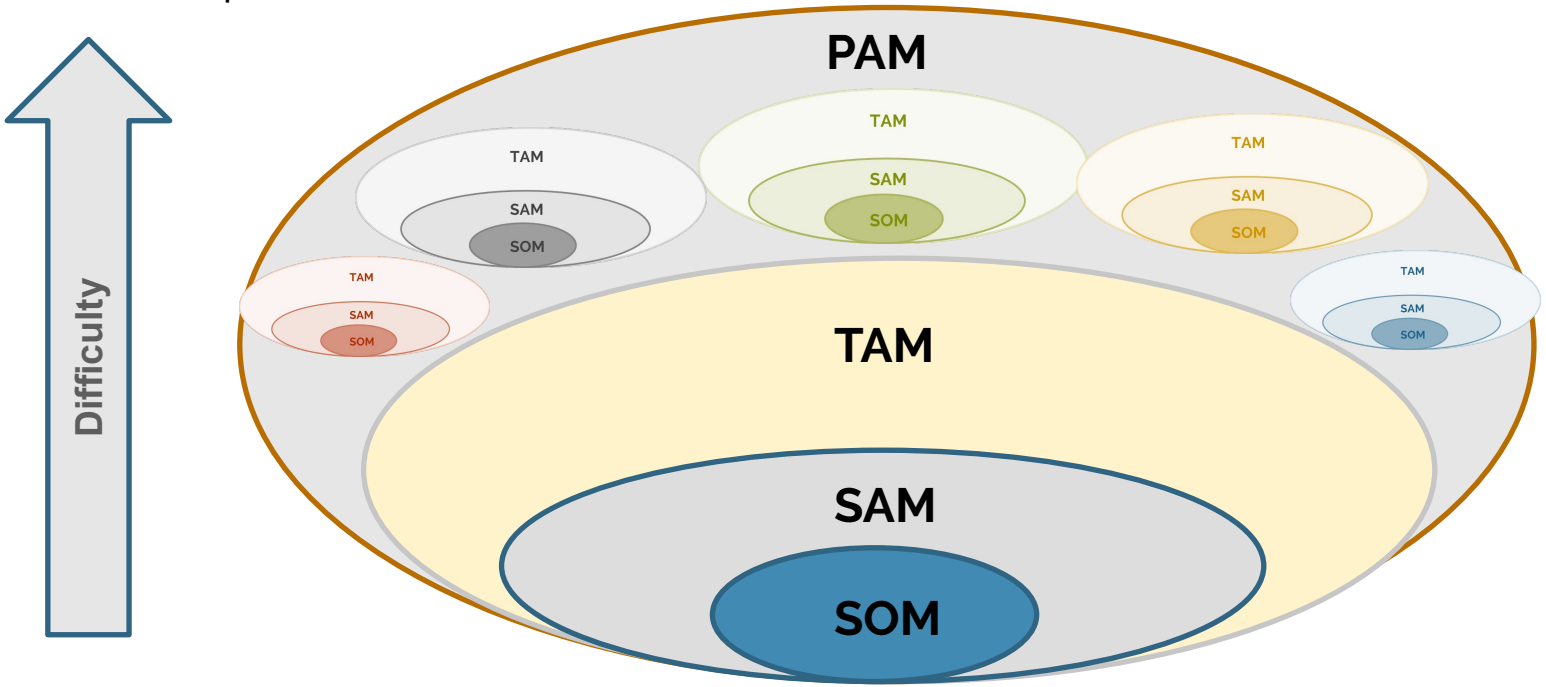
Logic Gateways – Do you know how to market this?

The problem with the **PAM = Potential Observable Market** is you have to penetrate every other bubble in the market to penetrate it



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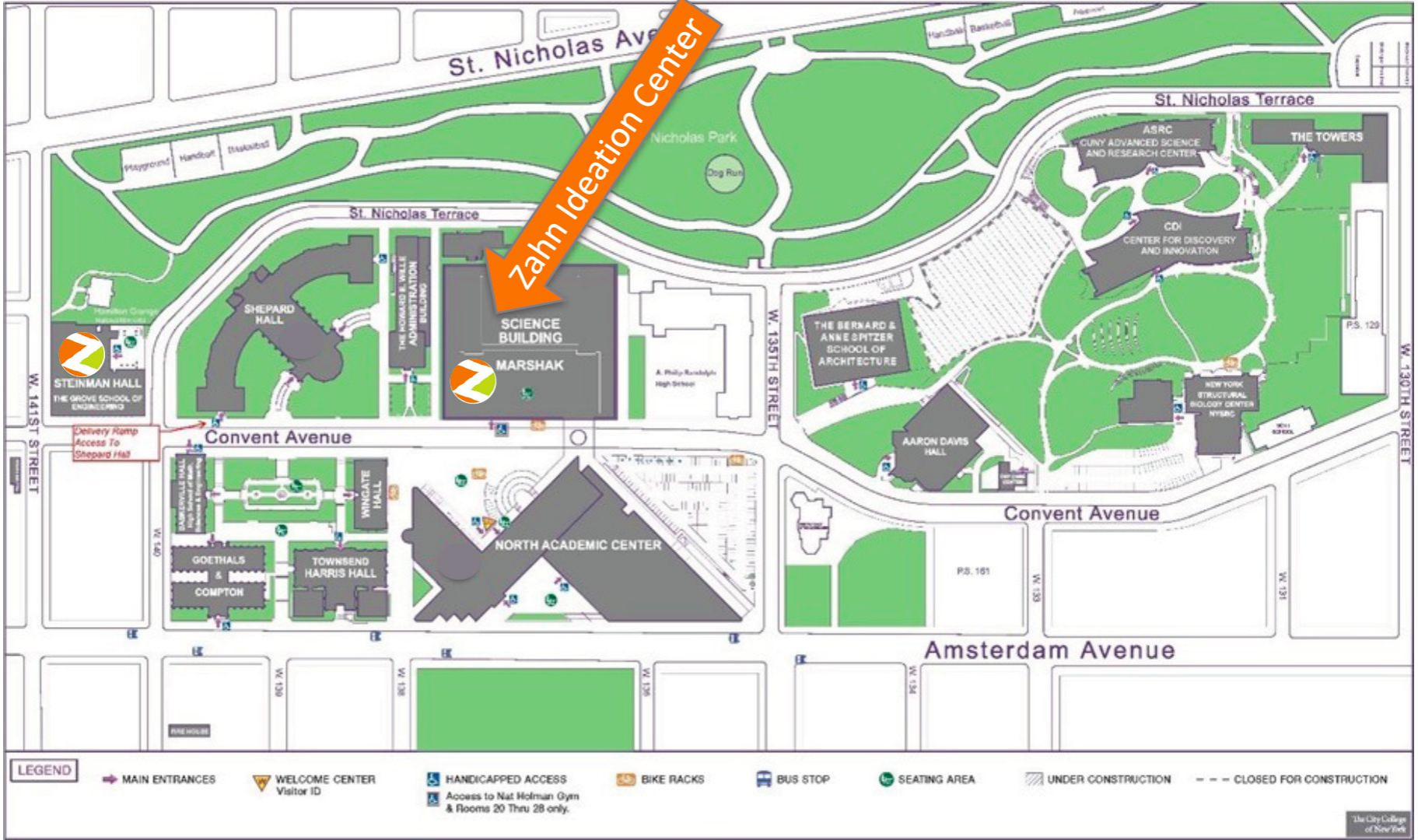
Logic Gateways - Are you the right team to solve this problem?

Team

- Is your team an unfair advantage to solve this problem?

- Can you do what you say you can do?
- Are you an unfair advantage in some way?
- Are you coachable?
- Do you think Strategically
- Do you execute Tactically?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St. Nicholas Terrace
Nicholas Park
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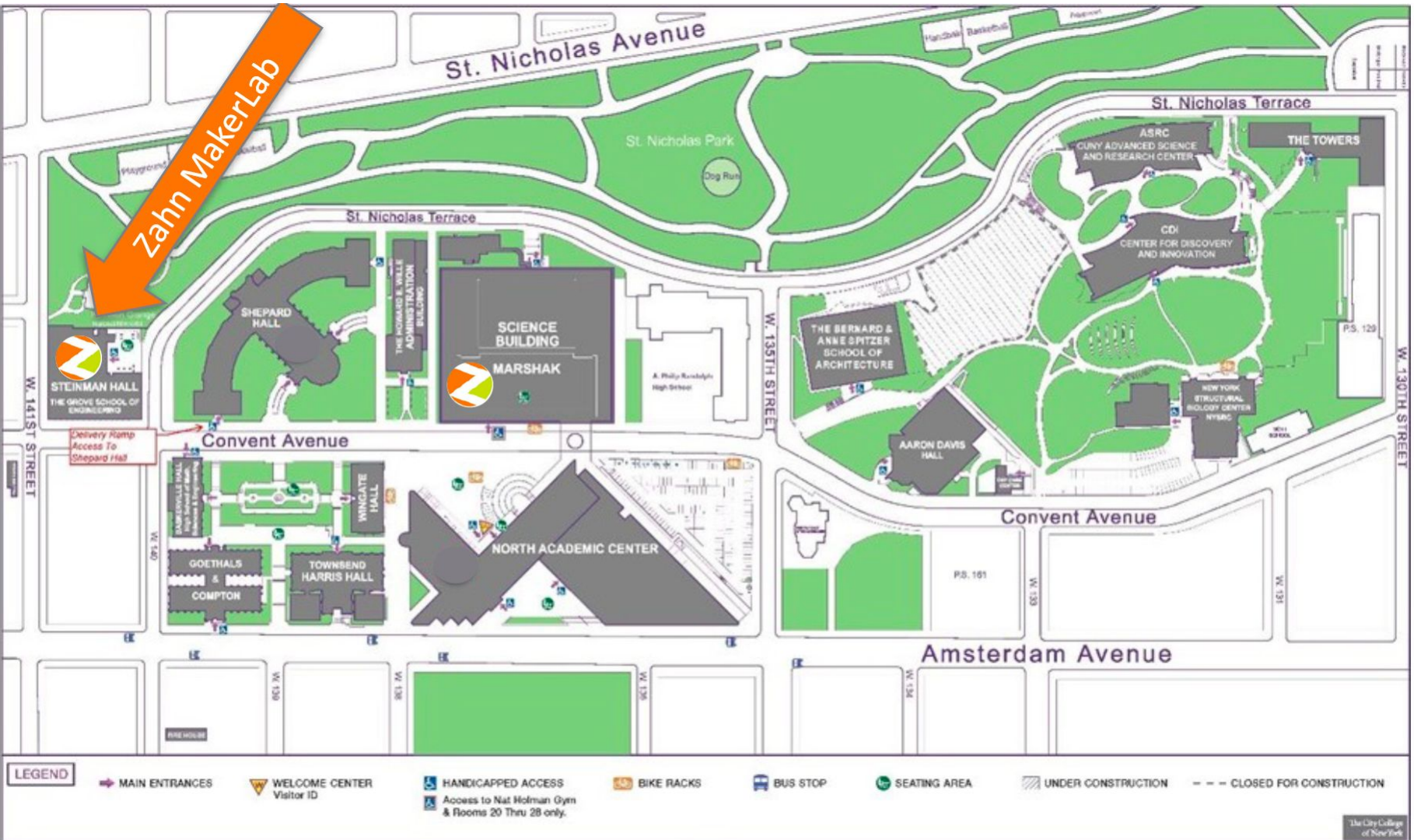
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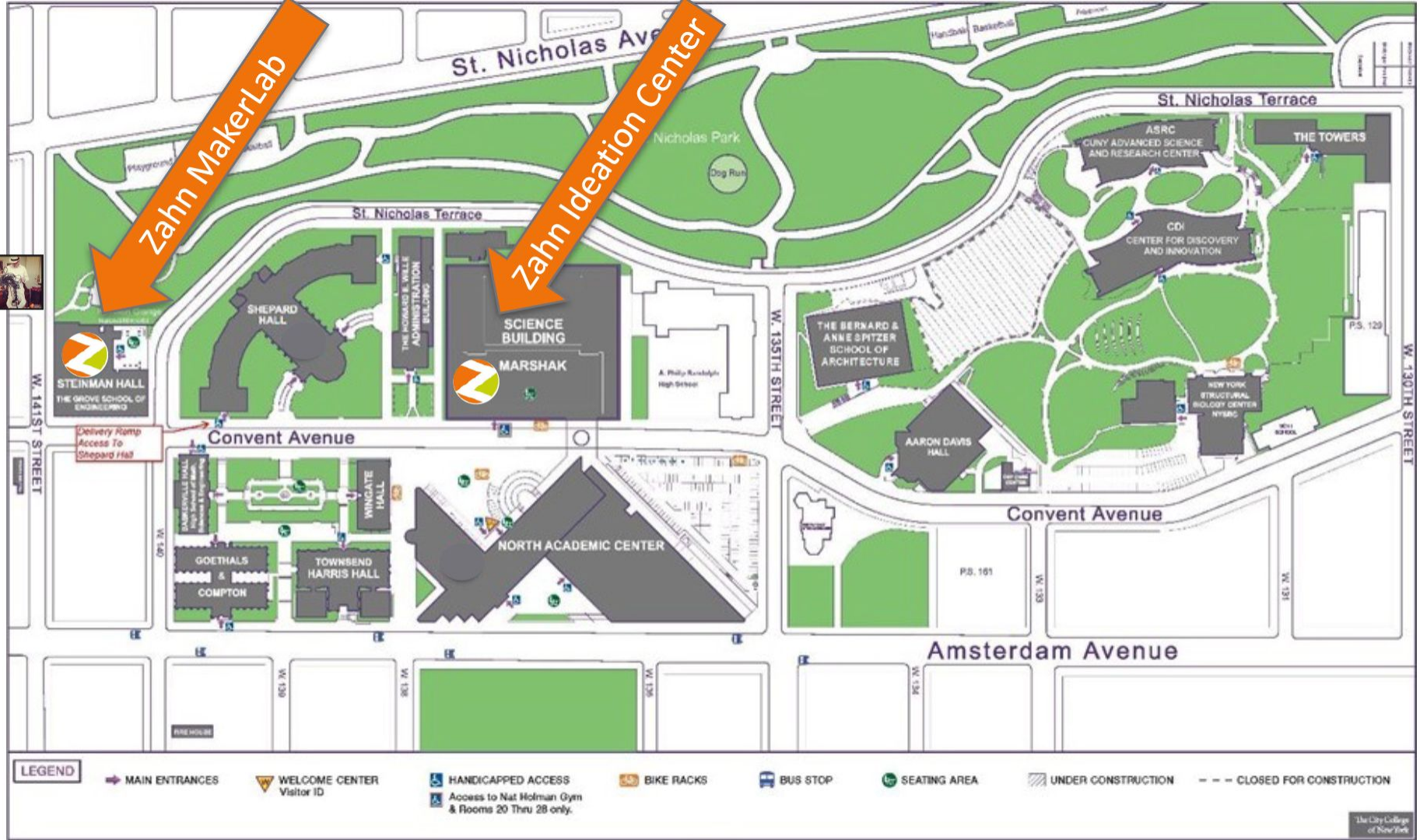
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- Fri. 10/04, 10a-12p @ Marshak Rm 052
- Thurs. 10/10, 12-2p @ Marshak Rm 052
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- Tues. 10/22, 12-2p @ Marshak Rm 052
- Thurs. 10/24, 12-2p @ Marshak Rm 052
- Thurs. 10/31, 12-2p @ Marshak Rm 052
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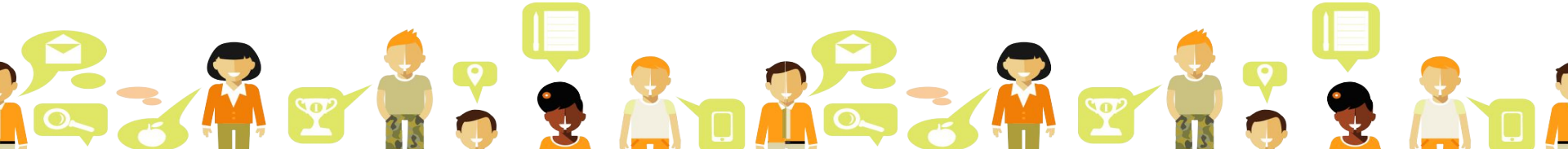
- Fri. 11/08, 10a-12p @ Marshak Rm 052



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