

Calling All Changemakers!

Join us at the Zahn Innovation Center



The City College
of New York



Zahn Innovation Center Overview



The **Zahn Innovation Center** is an incubator that nurtures entrepreneurial initiatives at the City College of New York, providing students with the resources they need to transform their ideas into sustainable ventures.



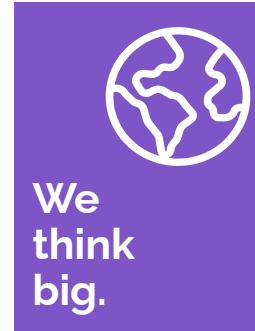
Our Community



We create with purpose.



We are a team.



We think big.



We respect everyone.



We work together.



We learn from mistakes.



We celebrate all wins.



We are open.



Our Team



Chris Bobko
Executive Director



Kesia Hudson
Managing Director



Di Cui
Program Manager



Programs

Fall semester

Fall Mini-Bootcamp

Spring semester

Venture Incubator & Competition

Throughout the year

- Technical & Professional Development Workshops
- Founder Talks & Speaker Series
- Mentorship



What do you need to know as an entrepreneur?

- **Customer Discovery**
 - Research
 - Interviewing
 - User Personae
- **Business Model**
- **Value Proposition**
- **Minimum Viable Product**
- **Team Dynamics & Structure**
- **Finances**
 - Revenue
 - Expenses
- **Market Sizing**
- **Competitor Analysis**
- **Marketing**
- **Branding**
- **Strategic Development Plan**
- **Public Speaking**





Fall Mini-Bootcamp

In-person at NAC 1-103 (Flex Space), 12:15pm - 1:45pm

- 10/12 - Introducing Startups, Entrepreneurial Problem Solving, and Value Propositions
- 10/19 - Customer/ User Discovery and Insights
- 10/27 - Market Sizing and Competitive Analysis
- 11/3 - Minimum Viable Product/Prototype (MPV) Development
- 11/9 - Spring 2024 Incubator Info Session and Application Help

This program is designed to foster growth of new ideas and individual participants into early stages of new ventures, including technology and social impact ventures. Participants may come with ideas for new ventures - or not! These workshops are all about exploration, discovery and team-building.



Venture Incubator & Competition

The venture incubator competition will provide the foundation for the creation of CUNY startup ventures while supporting and strengthening the skillsets of our entrepreneurs to enable success. You apply in Fall for a competitive program that takes place during the Spring 2024 Semester. Your team will participate in **required workshops, both on-campus and online, on Thursdays from 12:30 to 1:45**, which will help you prepare for a pitch at the end of the semester where you will **compete for prizes to help you build your startup!**

Application opens on October 2, and closes on Sunday, November 12 at 11:59PM.



Why Apply?

- **Mentorship:** our program offers mentorship from experts in a variety of fields
- **Education:** the program covers a “mini-MBA” level of content
- **Community:** it’s a chance to meet like-minded students from different disciplines, or meet individuals who have vastly different perspectives!
- **Career:** if you don’t decide to pursue your startup, this still looks great on your resume. A majority of our students report better career outcomes because of this program.

Join an info session to learn more:

- In-person at NAC 1-102 on Wednesday, Oct 4 5:30pm - 6:30pm
- Virtual on Friday, Oct 13 12pm - 1pm



2023 Venture Competition



2023 Venture Competition



2023 Venture Competition



Winning Ideas

- **Software Track Winner, ERO:** developing an app that allows resident electric consumers to earn money by participating in energy-savings events
- **Kaylie Hardware Track Winner, WindReader:** building autonomous drones to make affordable and reliable atmospheric measurements
- **Social Impact Track Winner, Productify:** an app to help individuals with Attention Deficit / Hyperactivity Disorders and Autism Spectrum Disorder be more productive
- **Standard Chartered Women+Tech Track Winner, Organovis:** creating an innovative approach to drug testing aims to revolutionize the future of drug testing by making it more accurate, ethical, and affordable



Mentorship



Entrepreneurs



Industry Experts



Zahn Alums





Join an info / help session to learn more:

- Tuesday, Sept 26 at 12:30
- Zahn Innovation Center, NAC 1/102



All you need is a startup idea – no matter how small or a prototype –no matter how rough.

- **Social and Climate Impact**
- **Health & Life Science**
- **Consumer Products & Services**
- **General**

Apply to our virtual competition for the chance to be one of four CCNY students to win \$1000, compete with CUNY students to win \$5000 and compete nationally for \$10,000.

Apply

- On ccny.startuptree.co
by October 11, 2023 at 11:59 pm:



Upcoming Events



Innovation Immersion Workshop

We are a team of strategists and designers, and we want to support **the next generation of creative problem solvers**, That's why we partnered with City College and BMCC to help you apply technical and critical thinking skills to **business and social challenges in your communities**.

You'll learn problem-solving, technology, and innovation skills in a fun environment. **Immense's interactive sessions** will help you work together to break down real-life challenges. You will look at problems in a new way and create realistic solutions.

Throughout the session, you'll also interact with Immense's coaches from different innovative companies and organizations like Deloitte, Amazon and Google and learn more about their career journeys, and ask questions about your own interests and goals.

SESSION 1

Friday, September 22
10am – 1pm

Deloitte Office
1221 6th Ave 39th Floor
New York, NY 10020

SESSION 2

Friday, September 29
10am – 1pm

Deloitte Office
1221 6th Ave 39th Floor
New York, NY 10020

RSVP deadline TODAY

Link in chat!



Upcoming Events

 PRESENTED TO YOU BY STANDARD CHARTERED WOMEN IN TECH INCUBATOR

MOVIE NIGHT & NETWORKING



Experience never goes out of fashion
Robert DE NIRO Anne HATHAWAY
INTERN

Explore women leadership through movies with like-minded peers!

**9/28 | 5:00 PM - 7:30PM
NAC GROUND FLOOR**

Movie snacks will be provided

To RSVP,
scan QR code or visit bit.ly/zahntheintern



The City College
of New York



Stay Connected!

Website:

<https://www.ccny.cuny.edu/zahn>

Email:

contact@zahncenternyc.com

Instagram:

@zahncenternyc

LinkedIn:

The Zahn Innovation Center at CCNY

Discord:

Zahn Innovation Center

Find us IRL:

NAC 1-102



The City College
of New York





What is Design Thinking?

Design Thinking

Design Thinking is an iterative process in which we:

- Try to understand the user better
- Challenge our assumptions!
- Redefine problems to turn them into solutions

It's used by many disciplines, top brands, and many educational institutions!





Applied Creativity Sprint



Belt Challenge

List all the ways you can use a belt.

You have 90 seconds.





VISION



HEARING



SMELL



TASTE



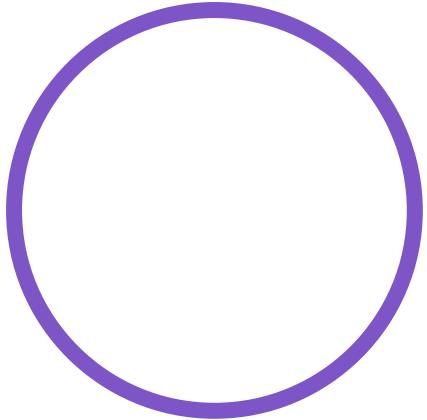
TOUCH

Having Trouble?

Try using your five senses.



Challenge



List all the things you
can think of that are

... A small, hollow black circle outline positioned below the text "...".

You have 90 seconds.





“Unclumping”

Is another great tool for generating ideas.





More Whys? Why Not?



The 5 Whys

An interactive interrogative technique

Explore cause-and-effect relationships

Determine the root cause of the problem

Answer from the customer's point of view



The 5 Whys

Identify the problem your team is tackling

Ask why this problem exists and identify 3 main things that cause it

Drill down by asking why 5 times on each of the three main reasons why this problem exists

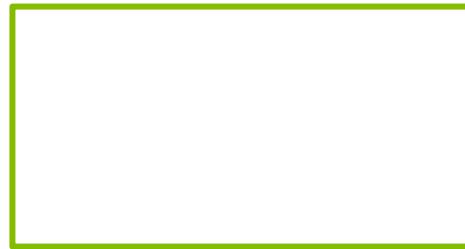
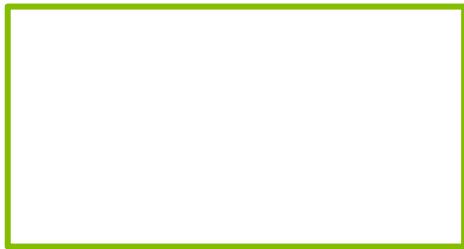
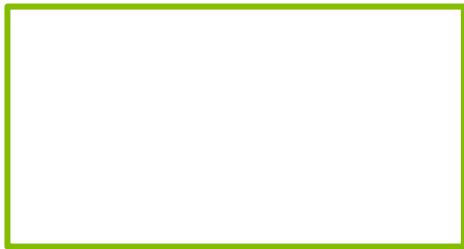


Describe Your Problem in One Sentence

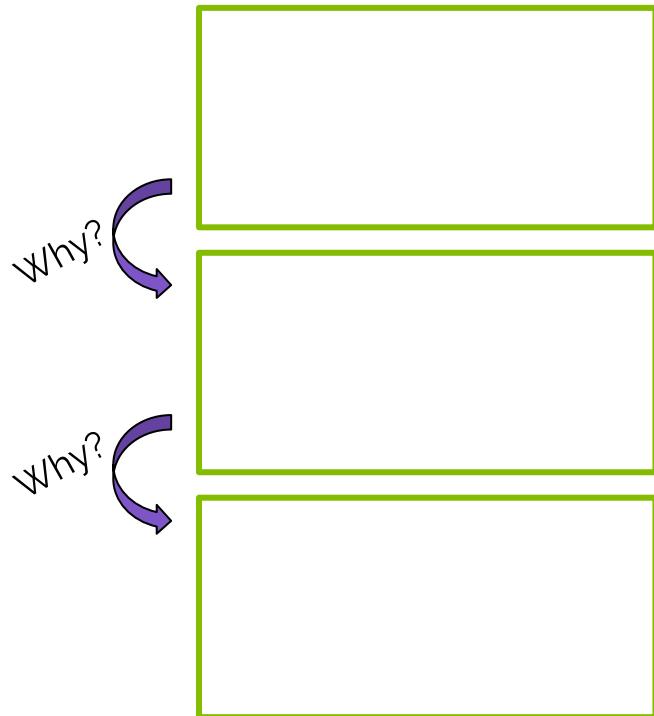
E.g. Students at CCNY



Think of Three Reasons Why (2 minutes max)



In each column, keep asking “Why?” (5 minutes max)



The 5 Whys

Root problem → Specific challenges

Identify leverage points

How might we....?

Engage your end-user for input on solutions

