Welcome to the Zahn Innovation Center! This program is designed for startups to explore and develop their businesses and nonprofit ideas. Startups will work in an accelerated environment, and with the support of mentors, will learn the skills needed to test your hypotheses, understand your customers, develop your value proposition, and build your Minimum Viable Product/Prototype (MVP) while simultaneously establishing the foundation of your business. This program is structured around utilizing the Zahn Center's virtual support, bootcamp workshops, and mentor meetings. Qualified startups will present during Demo Week **(May 2-5)** at Demo Day Pitch Off **(May 3)**, and finalists will present to judges at Final Pitch Night **(May 5)** for the grand prizes. Prizes will be announced at the start of the bootcamp.

Program Objective

The Zahn Center Startup Bootcamp will provide the foundation for the creation of successful startup ventures while supporting and strengthening the skillsets of our entrepreneurs. This program will run virtually.

Zahn Startup Competition Program Schedule

A minimum of one member from each startup must attend each Zoom session, however all members are responsible for watching the webinars, and understanding the workshop content.****;

Bootcamp Workshops (Thursdays 12:15-1:45p, Zoom | Zoom Access closes at 12:40p)
Weekly workshops highlighting specific business components meant to strengthen your startup.

February

Date	Topic	Description	Assignments
2/3	Business Model & Value Proposition	You have a "great" idea, now what? What's the business model? Who is it for and why will they want it?	**(1.A)** Complete the BMC with current hypotheses for each section; **(1.B)** Complete the Value Proposition Canvas
2/10	User ID Research & Insights	Learn how to find your target customers and stakeholders to interview, how to conduct truly productive interviews, as well as how to listen for insights and trends from your customer research that will inform your MVP development.	**(2.A)** Identify 1-5 user group characteristics and develop 5-10 interview questions; **(2.B)** Begin conducting interviews; **(2.C)** Enter outcomes on Rainbow Spreadsheet
2/17	Customer Discovery	Who are your customers? What do they want? What do they do?	**(3)** Develop Customer Persona(s)
2/24	MVP Development	You started with assumptions on how your product would fill a need with your customers. How do you proceed in building and iterating on a solution that offers them the greatest value without investing a lot of time, effort and expense on development?	**(4)** Define the scope of your MVP

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Weekly workshops highlighting specific business components meant to strengthen your startup.

March

Date	Topic	Description	Assignments
3/3	Round Robin	A pitch practice with Q&A facilitated by Zahn staff	**(5)** Presentation deck for 2 minute pitch
3/10	Team Dynamics	Successful organizations start with a strong foundation. This isn't about titles. How will you work together to get the tasks done? Learn how to communicate and collaborate effectively, as well as how to manage conflict	**(6)** Create a team charter
3/17	Defining Your Market	One of the first questions an investor will ask is "how big is the market opportunity". Learn what this means and how to set a strategy to capture your target market.	**(7.A)** Create market sizing diagram; **(7.B)** Create a customer acquisition strategy for early adopters
3/24	Competitor Analysis	Who do you see as your competitors? What is your competitive advantage?	**(8)** Create SWOT and Competitor Analysis
3/31	Round Robin	A pitch practice with Q&A facilitated by Industry Mentors	**(9.A)** Presentation deck for 3 minute pitch; **(9.B)** Your Startup's Logo

April

Date	Topic	Description	Assignments
4/7	Understanding the Cost of Doing Business	How will you make money? How much does it cost to produce your product/service?	**(10.A)** Identify your revenue streams and operating expenses; **(10.B)** Create an income statement
4/14	Future Development Plans	What do you need to take this beyond the MVP stage? How do you plan to do it? What are your next steps?	**(11)** Create strategic development plan
4/18-22	Pitch Practice	Spring break - Optional pitch practices with Zahn Staff & Alumni	
4/28	Round Robin	A pitch practice with Q&A facilitated by Standard Chartered	**(12.A)** Presentation deck for 4 minute pitch **(12.B)** MVP **(12.C)** Create Pre App account • Accept the Pre App Invitation • Populate Your Teams Profile • Submit a 2-minute video of your prototype.

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Bootcamp Workshops (Thursdays 12:15-1:45p, Zoom | Zoom Access closes at 12:40p)
Weekly workshops highlighting specific business components meant to strengthen your startup.

May

Date	Time	Topic	Description	Assignment
5/2 - 5/5	Starts: 5/2 @ 10a Ends: 5/5 @ 6p	Demo Week	Teams that successfully meet all milestones are invited to pitch during Demo Week. This part takes place on an app called Pre. You'll upload information & others can vote for you during this time period.	
5/3	12:15-1:45p	Demo Day Pitch Off	Startups will present a 4 minute pitch and manage 10 minutes of Q&A to a panel of judges.	4 minute pitch presentation
5/5	5:30-8p	Final Pitch Night	Startups will present a 4 minute pitch and manage 10 minutes of Q&A to a panel of judges in front of a virtual audience and the 2022 Incubator Prize Winners are announced!	4 minute pitch presentation

Requirements

To remain in good standing in this program, your startup will be expected to complete specific deliverables, meet milestones, attend events, and actively participate in the Zahn Center startup community.

Weekly Deliverables:
- **Assignments** - Every bootcamp's subject matter will be accompanied by an assignment. In order to successfully complete your assignment, you need to accomplish three things:
  - **Watch Video Seminar** - Before each bootcamp a video seminar will be provided to prepare for the accompanying assignment and bootcamp session. Your entire startup is required to watch the video to thoroughly understand the following bootcamp session and assignment. *(Watch for Thursday's Bootcamp Sessions)*
  - **Rough Draft of Assignment** - Startups are expected to bring in a completed rough draft of their assignment to the corresponding bootcamp in order to discuss the content with the bootcamp facilitator. (*Complete for Thursday's Bootcamp Sessions*)
  - **Submit Assignment** - Startups' finalized assignments are to be submitted via Google Classroom. (*Submit no later than the corresponding milestone due date.*)
  - **Customer Interviews** - For February and March, you're expected to complete a minimum of 10 customer interviews per month and record & track them on your rainbow spreadsheet!
  - **Survey:** Each team member that attends the bootcamp is expected to complete a Post Bootcamp survey.

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Requirements
Required Participation:

Bootcamp Workshops:
- A minimum of one member from each startup must attend each Zoom session, however all members are responsible for watching the webinars, and understanding the workshop content.

Milestone Check-in Meetings (all onboarded members of startups required to attend):
- Check-ins: Startups must meet with Zahn staff to check-in on their MVP development, customer interviews, overall progress, and concerns.

Monthly Milestones:

Milestone 1: March 2 @ 11:59p	**Milestone 2: March 30 @ 11:59p**	**Milestone 3: April 27 @11:59p**
Milestone Deliverables:	Milestone Deliverables:	Milestone Deliverables:
• Assignments 1.A, 1.B, 2.A, 2.B, 2.C, 3, 4 • Draft Deck for Round Robin pitch practice (3/3) • Conducted 10 customer interviews • Milestone insight report	• Assignments 5, 6, 7.A, 7.B, 8, 9.A, 9.B • Draft Deck for Round Robin pitch practice (3/31) • Conducted 10 customer interviews • Milestone insight report	• Assignments 10.A, 10.B, 11, 12.A, 12.B, 12.C • Draft Deck for Round Robin pitch practice (4/28) • Draft of Demo Day Pitch Deck • Milestone insight report

Milestone 1 Insight report

- Business model canvas with hypothesis changes highlighted in yellow
- MVP: What is your current development plan?
- Lessons Learned:
    - Here's what we initially thought during Week 1
    - Here's what we found in Customer Discovery during Weeks 2-4
    - Here's what we're going to do for March

Milestone 2 Insight report

- Business model canvas with hypothesis changes highlighted in yellow
- MVP: What is your progress on your development?
- Lessons Learned:
    - Here's what we initially thought during Week 5
    - Here's what we found in Customer Discovery during Weeks 6-9
    - Here's what we're going to do for April

Milestone 3 Insight report

- Business model canvas with hypothesis changes highlighted in yellow
- MVP: What is your current development plan?
- Lessons Learned:
    - Here's what we initially thought during Week 10
    - Here's what we found in Customer Discovery during Weeks 10-13

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○   Here's what we're going to do moving forward

Demo Week Deliverables:
- <u>Minimum Viable Product</u> - A prototype of your product or service.
- <u>Startup Logo</u> - An Adobe Illustrator file or vector file equivalent.
- <u>Startup Pitch Deck</u> - A Powerpoint, Google Slides or PDF pitch deck *(many of the bootcamp assignments build into a pitch deck).*
- <u>Pre App Account setup</u> - Set up your Pre App Account prior to Demo Week with a video explaining your MVP, description of your startup, and list of team members.

Disqualification*
There are a number of ways in which a startup can be disqualified from the competition:
- **CUNY Startup Representation** - You must have at least two members in your startup team by the beginning of bootcamp (2/3/22). At a minimum, one of the members must be a registered CUNY student. You are also expected to maintain at least one registered CUNY student in your startup throughout the program (2/3/22-5/6/22). If you lose your CUNY student representation, you must meet with Zahn staff immediately and mitigate the situation within 14 days, or face disqualification.
- **Professional Behavior** - Not adhering to Zahn Center community standards as well as [CUNY's code of conduct](#) can lead to immediate disqualification and removal from the program. Not having read either document is not an excuse.
- **Milestones:** Each startup must <u>meet all three milestones to qualify for the competition</u>.

    *Disqualified teams may continue to attend bootcamp but will not pitch in the competition.

    Those who do not adhere to community standards or the code of conduct may not be granted the privilege to continue to attend bootcamp.

Mentor Office Hours
Startups will be invited to sign up for office hours with various advisors of the Zahn Center – experienced entrepreneurs, investors, executives, service providers and more. We will provide bios on our guests, and office hours will be made available in the weekly newsletter. In addition, each week the speaker from the bootcamp may take a limited number of office hour meetings. Once a startup has RSVP'd for a mentor's office hours, attendance is mandatory.

Team Members
- All teams must have 2 members (1 member must be a registered full-time CUNY student) by 2/3/2022 in order to participate in the program.
- All teams can grow their team to a maximum of 5 members by Milestone 1 (3/2/2022).
- Teams who lose members during March will have by Milestone 2 to add replacement members (3/31/2022).
- No additional/replacement members may be added after Milestone 2.
- CUNY representation must be honored throughout the program. (If you lose your CUNY student representation, you must meet with Zahn staff immediately and mitigate the

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situation within 14 days, or face disqualification.)

Optional Events*

We encourage startup teams to attend Optional Events to learn about more content to support building your innovations and network with the Zahn Community.
*Additional programming to be announced.

Additional Support for Women Founders*

As part of Standard Chartered's Futuremakers program the Zahn Innovation Center will provide additional opportunities and resources to women founders. Some opportunities will be reserved for teams led by women and/or with at least 50% women members. Most of the events are open to the public & all founders, regardless of gender.
*Additional programming to be announced.

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