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 support, bootcamp workshops, and mentor meetings. Qualified startups will present during Demo Week **(May 1-4)** at Demo Day Pitch Off **(May 2)**, and finalists will present to judges at Final Pitch Night **(May 4)** 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 primarily in-person with some online components.

Zahn Startup Competition Program Schedule

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

Bootcamp Workshops **(Thursdays 12:15-1:45p, NAC Flex Space Room: 1/103)**
Weekly workshops highlighting specific business components meant to strengthen your startup.

Date	Topic	Description	Assignments
2/2	Customer Discovery Part 1: Research & Interviewing	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.	**(1.A)** Identify 1-5 user group characteristics and develop 5-10 interview questions; **(1.B)** Begin conducting interviews; **(1.C)** Track Interview Outcomes
2/9	Customer Discovery Part 2: Interview Insights & User Personae	Gather trends from your customer research and learn what problems your customers actually face. Define a user persona or multiple user personas to help tell the story of your customers and their needs and wants.	**(2.A)** Continue customer interviews; **(2.B)** Develop user/customer persona(e)
2/16	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?	**(3.A)** Complete the Business Model Canvas; **(3.B)** Complete the Value Proposition Canvas
2/23	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 **Schedule Milestone 1 Check-in for Week of 2/27**

2023 Startup Bootcamp Syllabus

Bootcamp Workshops (Thursdays 12:15-1:45p, NAC Flex Space Room: 1/103)
Weekly workshops highlighting specific business components meant to strengthen your startup.

Date	Topic	Description	Assignments
3/2	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	**(5)** Create a team charter
3/9	Understanding the Cost of Doing Business	The income statement tells the story of your business. How will you make money? How much does it cost to go to market?	**(6)** Create a budget and income statement for your startup
3/16	Defining Your Market and Understanding Your Competitors	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 competition matrix/chart
3/23	Round Robin	A pitch practice with Q&A facilitated by Industry Mentors	**(8.A)** Presentation deck for 3 minute pitch; **(8.B)** Your Startup's Logo **Schedule Milestone 2 Check-in for Week of 3/27**
3/30	Future Development Plans	What do you need to take this beyond the MVP stage? How do you plan to do it? How can you find the resources you need?	**(9)** Create a strategic development plan

Date	Topic	Description	Assignments
4/6	Spring Break - Optional	Pitch Practices with Zahn Innovation Center Staff - TBC	
4/13	Spring Break - Optional	Fundraising Workshop - TBC	
4/20	Customer Acquisition / Customer Journey	What is the experience of your user personae throughout the process of how they use your product or service to solve their problem? How do we use the insights from that customer journey mapping process to develop no-cost and low-cost strategies to find and keep the first *paying* customers?	**(10.A)** Create a customer journey map **(10.B)** Create a low/no-cost customer acquisition plan **Schedule Milestone 3 Check-in for Week of 4/24**
4/27	Round Robin	A pitch practice with Q&A facilitated by Standard Chartered	**(11.A)** Presentation deck for 4 minute pitch **(11.B)** MVP

Questions? Contact any member of the Zahn team or email bootcamp2023@zahncenternyc.com **Syllabus is subject to change.**

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Demo Week (Locations and times TBC)

Teams that successfully meet all milestones are invited to participate in Demo Week activities.

May

Date	Time	Topic	Description	Assignment
5/2	12:15-1:45p	Demo Day Tabling NAC Plaza	Teams that successfully meet all milestones are invited to pitch and table during Demo Week.	
5/2	TBC	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
5/4	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 2023 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 15 customer interviews per month and record & track your interview results in a systematic way.
  - **Survey:** Each team member that attends the bootcamp is expected to complete a Post Bootcamp survey.

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Monthly Deliverables:
- **Customer Interviews** - For February and March, you're expected to complete a minimum of 15 customer interviews per month and record & track your interview results in a systematic way.
- **Milestone Check-in Meetings (all onboarded members of startups required to attend):**
  - <u>Check-ins:</u> Startups must meet with Zahn staff to check-in on their MVP development, customer interviews, overall progress, and concerns.
  - Submit deliverables and Milestone Insight Reports <u>48 hours</u> before your Milestone Meeting

Milestone 1: Week of 2/27	**Milestone 2: Week of 3/27**	**Milestone 3: Week of 4/24**
Milestone Deliverables: ● Assignments 1.A, 1.B, 1.C, 2.A, 2.B, 3.A, 3.B, 4 ● Conducted 15 customer interviews ● Milestone 1 insight report	Milestone Deliverables: ● Assignments 5, 6, 7.A, 7.B, 8.A, 8.B ● Conducted 15 additional customer interviews ● Milestone 2 insight report	Milestone Deliverables: ● Assignments 9, 10.A, 10.B ● Current Draft Pitch Deck ● Progress on MVP and plan for Demo Day ● Milestone 3 insight report

Milestone 1 Insight report

- What were your initial thoughts about the problem and solution you are working on?

- What did you find out during Customer Discovery and as a result, how has your understanding of the actual problem changed? What are the ways you are thinking about to solve this problem?

- What will you do in March to work towards your MVP and Demo Week?

Milestone 2 Insight report

- What additional insights have you found out during Customer Discovery during March? Has your understanding of the problem and possible solutions changed?

- What is your progress on MVP? Are there any roadblocks to overcome to have something ready for Demo Week?

- What will you do in April?

Milestone 3 Insight report

- What are your latest hypotheses in your Business Model Canvas?

- What is your progress on your MVP and what are you showing at Demo Day?

- What are your three biggest take-aways from the Incubator so far?

- What are your questions and concerns about next steps with your startup as we reach the end of this program?

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Demo Week Deliverables:
- <u>Minimum Viable Product</u> - A prototype of your product or service.
- <u>Startup Logo</u> - An Adobe Illustrator file, vector file equivalent, or other replicable high-quality graphic
- <u>Startup Pitch Deck</u> - A Powerpoint, Google Slides or PDF pitch deck *(many of the bootcamp assignments build into a pitch deck).*

Zahn Innovation Center Community Values

1. *We are a team*
2. *We think big*
3. *We respect each other*
4. *We learn from mistakes*
5. *We are open*
6. *We clean up our own messes*
7. *We work together*
8. *We create with purpose*
9. *We celebrate our successes*

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 1/23/23. At a minimum, one of the members must be a registered CUNY student or graduated in December 2022. You are also expected to maintain at least one registered CUNY student (or December 2022 graduate) in your startup throughout the program (1/26/23-5/4/23). 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 values 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.
- **Attendance** - 3 absences from Bootcamp will lead to disqualification. 3 lateness to a Bootcamp = 1 absence
- **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.

Team Members
- All teams must have at least 2 members (1 member must be a registered full-time CUNY student) by 1/23/23 in order to participate in the program.
- All teams can grow their team to a maximum of 5 members by Milestone 1 (3/3/23).
- Teams who lose members during March will have by Milestone 2 to add replacement members (3/31/23).
- No additional/replacement members may be added after Milestone 2. Losing required team members after Milestone 2 will lead to disqualification.

- 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 situation within 14 days, or face disqualification.)

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.

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 Women in Tech Incubator 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.

Access to Spaces

Zahn Innovation Center Coworking Space:
The Zahn Innovation Center offers a co-working space - currently in the basement of the Marshak Science Center and potentially moving to the North Academic Center in Spring 2023. Onboarded participants in the 2023 Venture Incubator will have access to this space, which includes amenities such as multiple areas of tables and chairs, and conference rooms, computers, small storage lockers, a coffee machine, refrigerator and microwave. .

Coworking access will begin on January 30th. Details about rules of use and opening hours for this space will be provided.

CCNY Makerspace:
Zahn Innovation Center teams are welcome to start using the CCNY Makerspace located in Steinman Hall.

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More information about the Makerspace and its capabilities can be found here: https://makerspace.ccny.cuny.edu/ or by contacting the Makerspace at makerspace@ccny.cuny.edu.

To use the Makerspace, participants will need to complete general safety training as well as additional training on the machines they want to use. If this is something you are interested in, please get trained as soon as possible so you have the most time to work and iterate on prototypes!

Let us know if you have needs for additional consumables/supplies beyond what you already have access to.

Expectations for Community Engagement and Professionalism

The Incubator Bootcamp is an opportunity for you to learn to become part of a professional community, and to learn and practice skills that aren't usually taught in a classroom setting.

Community Engagement:
We expect you to engage with our community in the following ways:
- **Discord Server (Internal Social Media)** - The Zahn Innovation Center Discord server is an online space to engage with your cohort and the broader Zahn Innovation Center community. Introduce yourself, share relevant information, ask and answer questions, help each other and have a little fun. Most companies large and small use something like Discord, Slack, Microsoft Teams, Meta Workplace, etc, so consider this as an opportunity to get comfortable using social media tools in a professional setting.
- **Public Social Media (Instagram and LinkedIn)** - The Zahn Innovation Center is currently active on Instagram and LinkedIn. Please follow us, and also please like, comment, share, etc. to help extend our reach and build your networks as well!
- **Optional Events and Workshops** - We know you have many competing priorities in your lives, but we hope to see as many of you as possible at additional events, workshops, seminar series, etc. Even better if you bring a friend/classmate or two who isn't in the current incubator program!
- **Use the Coworking Spaces** - Working alongside one another as you develop your unique innovations is one of the most rewarding and advantageous practices of being part of an incubator and having access to a coworking community. Participants must respect the space access policies including reservations, sign-ins, and coworking space standards.

Workshop Participation:
- **Watch the Seminar** - Really. Please watch them.
- **Attendance** - Come on time to each workshop! If a session is online, keep your camera on through the entire session if possible.
- **Prepare Assignments** - Put your best effort into assignments - both the rough drafts before the live sessions and the revisions after the sessions. We learn by doing, and by receiving feedback on what we've done. Zahn Innovation Center staff will provide timely feedback.

- **Participate in Exercises** - The assignments are designed to get you ready to participate in the live sessions - so you're just as prepared as anyone else. Volunteer, share, get feedback, ask questions. We work to foster a safe space for you to fail and learn - take advantage of these opportunities while you can!

Mentor and Staff Meetings:
- **Attendance** - Come on time to meetings! In case of emergencies that will require cancellation or rescheduling, please let the meeting organizer know ASAP, and cc bootcamp2023@zahncenternyc.com
- **Preparation** - Create an agenda and send pre-read materials to Zahn Innovation Center staff and mentors 48 hours prior to the meeting (or by Friday morning for a Monday meeting)
- **Follow-up** - Send a "Thank You" email to Zahn Innovation Center staff and mentors within 24 hours of your meeting. Be specific (a sentence or two, or a few bullet points as appropriate) with what you took away from the meeting. If you promised any follow-up actions, now is the time to make that happen.
- **Loop us in** - Please CC bootcamp2023@zahncenternyc.com so we have a record of your communication with Zahn Innovation Center staff and mentors and can jump in to help resolve issues or provide additional advice with the appropriate context

Surveys:
- **Respond to Them** - We send lots of surveys - after each week's bootcamp, after mentor meetings, and after other events. This is one of the important tools we have that helps us learn how to be better at our jobs and continuously improve our programs. Just like we will urge you to always get feedback from your customers and users, we want your feedback as well. As an added incentive, we may give out a few prizes in random drawings based on who is responding to surveys.

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