

Testimony of Georgina Castanon
CEO, Walk and Explore

Oversight - CUNY Tech Incubators

Committee on Technology and Committee on Higher Education
November 28, 2017

Good morning Chairman Vacca, Members of the Committee on Higher Education, and Members of the Committee on Technology. My name is Georgina Castanon; I am the CEO of an Artificial Intelligence (AI) company that helps companies create AI-based apps and AI-decision systems fast, through an easy to use, visual framework.

I am pleased to be here to talk about our great experience as part of the first set of startups of College of Staten Island's new Technology Incubator in St. George.

I am a New Yorker. A Computer Engineer. A Woman, and a Mexican. A few years ago, I took advantage of the excellent education in the city and augmented my STEM (Science, Technology, Engineering, and Math) skills by becoming a professional photographer, took Continuous Education on New York City Architectural History, became a licensed New York City Tour Guide.

I coded a prototype of an app for the city of New York, and with it, I decided to create an IT company based and constituted in the city. We are very proud that our New York City app received the award of "The best destination app in the world," by the International Tourism Trade Fair this year.

Since we joined the CSI Incubator, we have experienced the dedication of CUNY and its faculty in helping my company grow to scale and stay in the borough.

We have been featured in several media outlets, including NY1, SIlive, Techday, Morning Consult, and several IBM ads and references which have given my company exposure and industry recognition.

Though a series of mentors from different areas, the CSI Incubator helped us reposition our products from a city app provider to a broader and more focused AI company. The new positioning and messaging have opened new opportunities for Walk and Explore.

The office space has not only served as a place to work, but the interaction with the executives from other incubator companies have also opened business opportunities (which we are currently exploring.)

CSI has enabled the access to government officials, to the Staten Island SBDC - New York Small Business Development Center, Industry Mentors, and many other organizations which have helped our company in multiple ways.

Starting your first company at 48 is challenging in any industry. Being a female Latino, and leading a company is challenging in any industry. Having your startup stand out in New York with Innovative Technology is extremely difficult. With the investment in the CSI Incubator, New York City is reducing many of the challenges companies such as mine, would have to solve alone. It has been brilliantly run by Ken Iwama, and a strong Latino woman, Jasmine Cardona. Jasmine not only enables many of the tangible elements of the program but gives the kind of intangible support that is needed when times are tough.

We plan to officially move our headquarters to Staten Island, and work with CSI to support new startups in the Incubator.

Today, as I was leaving to come to this hearing, I received a statement of work from IBM. As the leader in the Artificial Intelligence space in the world, IBM is helping startups with innovative technology, such as mine become more successful. They provide access to their products, direct communication with their development teams, as well as executive support. Closing a contract with Walk and Explore- a small NY based startup- demonstrates IBM's strong commitment to companies that develop and use IBM Cloud and Watson, independently of their size. More companies should follow their lead.

I firmly believe that New York City is the best place for us to be. The support we have received from the CSI Incubator, IBM, the consul of Mexico- Diego Gomez Pickering, SBS, the Staten Island Chamber of Commerce, and the Guides Association of New York has made us better prepared to grow our company in the short future.

Thank you very much for the opportunity of relating our story in this forum. We look forward to working closely with the City of New York to enhance our award-winning app- New York Walk and Explore.



TECH INCUBATOR

@ Queens College

Good morning Council Member Baron, Chair of the Committee on Higher Education, Council Member Vacca, Chair of the Committee on Technology and Council Members on both of these esteemed Committees.

My name is Jeff Rosenstock, AVP of External and Governmental Relations at Queens College. It is my honor to represent Queens College President Felix Matos Rodriguez this morning to speak about the Queens College Tech Incubator. With me today to provide further insight are the Tech Incubator's Executive Director, Dr. Ted Brown, Managing Director, Weeks Mensah, Tech Incubator members Oscar Trujillo, founder and CEO of SyncIOT Technologies, and Giacomo D'Angelo, CEO of StreetLib. Giacomo is one of our two international entrepreneurs who are part of our IN2NYC partnership with the New York City Economic Development Corporation. You will hear from both members, Oscar and Giacomo as part of my testimony this morning.

First and foremost, thank you for including Queens College in your efforts to develop partnerships between CUNY's institutions of higher education and the City's technology industry, and for the support you have provided this initiative over three years. We hope that over the course of today's testimony you will appreciate the impact of your support on our ability to develop a tech sector in Eastern Queens that serves a significant population of entrepreneurs from varied cultural and ethnic backgrounds and provides these start-up companies with the resources they need to grow and expand. And, concurrently, the Tech Incubator @ Queens College provide opportunities for our students to enhance their education and skills. As you may know, Queens College has more computer science majors than any other college (public or private) in New York City, and our computer science students reflect the diversity of our borough's population.

When we accepted the funding to launch a Tech Incubator @ Queens College we did so with an understanding of the expectations we would need to fulfill by being the only incubator in Eastern Queens, an area that includes Flushing, Bayside and Jamaica. We engaged Professor Ted Brown to lead our efforts and sought advice and guidance from potential constituents as well as experts in the field. A key result was the need for a 24-7 facility that could accommodate start-up companies at any hour and provide them access to the college's faculty and colleagues across the globe. This was no small order to accomplish as it required that we provide a building to be used exclusively by the Tech Incubator. We identified that building, moved its former occupants to other facilities on campus and undertook an extensive renovation to ensure the Tech Incubator @Queens College would meet the demands and needs of the clients we wanted it to serve.

On September 29th, 2016 the Tech Incubator @ Queens College (TIQC) officially opened its doors to the public with a major ribbon cutting ceremony attended by media, key stakeholders in the community and of course, our first cohort of members and students who chose us to further their companies, and to utilize our computer science students as interns. Representing the City Council were Chair James Vacca, and local Council Members Rory Lancman and Peter Koo. Queens College President Matos Rodriguez and other senior faculty and staff warmly greeted our new clients and committed the college's support of this key initiative. Our keynote speaker was our first startup client, Jean Ndoutoum, who is from Gabon, and whose business is based in India. His company Numeraxial is a start-up advisory company that provides financial technology through the use of business, investment, market data analytics, platform applications

and real time risk analysis. Jean shared he commutes daily from Manhattan to our incubator because of the facilities and also the ability to work with our computer science interns. I am proud to report Jean is still with us and is expanding his company.

The Tech Incubator @ Queens College is a 7,000 square foot state-of-the-art facility comprised of individual office spaces, co-working spaces, and team spaces in addition to offering members conference rooms, classroom space, and amenities including a playroom to unwind and a kitchenette with coffee, snacks and an inviting place to relax with other clients. It can accommodate up to 70 people at any one time. Members benefit from Technical Support including web development, an IT person always on site, network printing, hosting services, MySQL databases, and data backup to NAS storage. Business support for clients includes workshops, events, and access to experts through partnerships established by the Tech Incubator with key business and technology companies. Academic resources include access to faculty and a strong and well-educated intern pool. Also available to members are access to campus amenities including parking, usage of the recreational facilities and other resources at Queens College. I will now share information about the various components which make up the Tech Incubator @ Queens College:

Members

Since its establishment in 2016, the Incubator has been home to 28 small to mid-sized companies (teams of one to teams of twelve) both local and international, covering over 15 industries such as Technology, Fintech, Transportation, Marketing, Publishing, and Education. Our local members come from many neighborhoods in Queens as well as from other boroughs including Manhattan and the Bronx. As part of our collaboration with the NYC Economic Development Corporation's IN2NYC, an International Innovators Initiative, we are home to entrepreneurs from Germany and Italy. We expect to be welcoming additional international entrepreneurs in the near future. Of our 26 local companies, 10 are run by African-Americans, 6 by Hispanics, 4 by Whites, 4 by Southeast Asians and 2 by Asians, making our client base 85% companies run by people of color. A list of our companies and a brief description about them is attached to the testimony document.

Partnership & Support

TIQC's partnership with organizations such as QEDC, SCORE, and the Queens Chamber of Commerce has allowed us to provide business and professional services, and financial advising. We have also, very recently, created a QC Alumni Advisory Board for the Tech Incubator to provide us with the opportunity to work with alumni with career and educational experiences in the tech industry.

Internship Program

In the fall of 2016, the Incubator teamed up with the Queens College's Tech Talent Pipeline program to connect qualified, upper-level computer science interns with incubator companies. The on-site opportunities provided member companies with developers who worked on projects that involve front-end, back-end and mobile development, quality assurance, and test development assistance.

In addition to accessing tech students, the Incubator's internship program connects students from other departments such as Economics, Accounting, Media Studies, Sociology, French, and

Music, with our member companies. The program helps interns gain real-world job experiences as well as give companies further assistance in building their businesses.

Through partnership with QEDC, Queens Library and other local businesses, we were able to offer additional internship opportunities to our students and to provide technology support to local companies through the internship program.

Programs

Revature

In November 2016, the Incubator welcomed Revature LLC, a leading technology talent-development company. The Revature program provides the opportunity for QC and other CUNY computer science graduates to learn the latest enterprise-level, next generation, and niche-technology skills at no cost. Revature has graduated three classes of students, and a new class cohort will begin January next year. Each graduate of the Revature program is guaranteed a paid job. Recent graduates have gained employment at places like RBC, JP Morgan, Twitter, Google, IBM and several are working for NYC agencies such as NYC Dept. of Transportation, Dept. of Sanitation and Dept. of Information Technology & Telecommunications.

Tech Development Lab

This fall, Queens College's Media Studies Department offered a course taught by digital pioneer and Media Studies Professor, Douglas Rushkoff. The course, open to graduate and undergraduate students, has helped participants bring their own technology concepts from the idea stage to full proposals and prototypes. The course emphasizes the social and economic impact of new technologies along with more typical development skills and criteria. Students will finish the course with completed prototypes, demos, and business plans suitable for presentation to government, industry, investors, and NGOs. At the end of this semester, up to three projects will be invited to participate as members of TIQC.

Events

The Incubator hosts a series of events titled Founders Forum. This is a platform built to engage startups and business owners to navigate best practices in the business ecosystem. Events under the Founders Forum series have covered topics including but not limited to risk management, accounting, insurance, board members, and legal for startups.

Other events include:

1. a series on technology, covering topics such as Virtual and Augmented Reality, Artificial Intelligence, Internet of Things, Predictive Analysis, and Sonic Pi – An Interactive Sound Workshop;
2. a technical skills development series, covering topics including Git and Github, Virtual Machine, Database and Data Modeling, WordPress, Python Interactive Program, and Personal Website;
3. a professional development series, covering topics such as breaking into tech, how to develop soft skills, how to use storytelling to create a marketing message, LinkedIn and networking, technology and finance career panel, and women in technology; and,

4. topics of general interest to the community, e.g., design thinking, online book publishing and distribution, oral history: learning methods and skills

The variety of speaker series held at the incubator target tech students and entrepreneurs alike and provide exposure to learning new things that evolve in the tech industry as well as give aid in managing and growing one's business.

Student Groups

The incubator supported student group activities such as a project-based HackQC user group, an ACM-ICPC International Collegiate Programming Contest study group, a Machine Learning user group, and a Python user group.

General Accomplishments

In the summer of 2017, two student teams were welcomed into the incubator. One of the teams won Gov. Cuomo's "Making College Possible Coding Challenge," the other team won a CUNY-wide coding hackathon. Both teams have developed their project ideas and are now member companies of the Incubator.

Future

A new faculty advisory committee is being formed to create partnerships with other academic departments. Other advisors who are well-placed are also being considered.

The Incubator is working with the Queens College Summer Camp to develop Coding classes for children interested in developing their skills. We are also considering offering the classes on the weekends during the spring of 2018.

The incubator is partnering with QEDC, Queens Library and other local organizations and companies to develop joint programs that offer technology classes to local businesses and residents and to provide technology assistance to them.

Our goal moving forward is to continue to advance the tech industry in the borough of Queens and New York City. We will address gaps in our own program and in the field at large which includes engaging more women led start-up companies and encouraging more women to participate in this industry. To this end Queens College has worked with Black Women Code, a student run Women in Technology Club who are organizing a Hack Day in December and a Hackathon in February, 2018. Queens College will also extend its services and resources to women led technology associations and companies as well as to organizations such as the girl scouts, who will benefit from hosting girls from Troop 6000, a Girl Scout troop specially designed to serve girls in the New York City Shelter System, for an event during Computer Science Education Week.

We are also committed to becoming more self-sustaining and less dependent on City funding. However, unlike other tech incubators at private institutions, we do not require a client to share a percent of their potential income from projects they develop with us, or share in the licensing of these products. In an effort to become self-sufficient, our members pay an affordable membership fee without giving up equity in their company. In comparison to other spaces, our membership fees are encouraging to start-up companies of all socio-economic backgrounds as they are below market rates. To date, we have earned over \$120,000 in membership fees from 26 clients.

Should the Council allocate additional funding, these funds would be used to increase marketing efforts to encourage new entrepreneurs, including women, to be aware of the Tech Incubator @ Queens College. We would also create a paid internship program to ensure the start-up companies requesting critical student/intern support for their projects have interns who have the skills they need, and also the time to allocate to these projects; many of our students must work part time jobs to support their education and their families and providing paid internships would help both our start-up companies and our students in this critical tech sector we are developing. Given the ethnic diversity of our student body, these paid internships will also help to develop a more diverse tech industry.

In addition, this fall, Professor Douglas Rushkoff, a noted technology expert, led a Tech Development Lab in which students brought their own technology concepts from the idea stage to full proposals and prototypes. Students who developed the top three technology concepts will be invited to join the Incubator at no cost for approximately six months. Additional Council funding will allow us to offer this incredible opportunity to more students at Queens College.

Before I conclude our testimony, I wanted to share very brief remarks by one of our members, Oscar Trujillo.

I again want to express our deepest appreciation to all of you for allowing Queens College to play a key role in supporting NYC's efforts to build a sustainable tech sector, and also allowing us to provide opportunities for our students to work directly with start-up companies and in turn enhance their ability to enter this industry with experience under their belt.

And now, you will hear briefly from Oscar:



Active

Numeraxial LLC is a startup investment advisory company that provides financial technology through the use of business, investment, market data analytics, platform applications, and real time risk analysis.

Race: Black

Numeraxial

Active

Kidmoto is a mobile app connecting families seeking child safe taxi rides to licensed & insured livery drivers within New York City.

Race: Black



Active

The Energy Economic Development Corporation SM (Energy EDC) helps communities enter new energy markets by acting as vehicle to fund renewable energy generation.

Race: Black



Active

Doppler Innovations delivers timely and comprehensive cyber threats and security analysis handled by a team of experienced information security professionals utilizing state-of-the-art tools which form the core of our response infrastructure.

Race: Black

Doppler Innovations Technology Consultancy

Active

Revature LLC empowers businesses around the globe with best-in-class talent and technologies. Revature employees work on the most innovative, challenging, and rewarding software development projects for leading Fortune 500 companies, government organizations, and top systems integrators.

Race: Indian

Active

Liftrocket is a Financial service, facilitating and arranging the lending and financing of loans over the internet matching borrowers with potential lenders in field of consumer lending.

Race: White

Liftrocket

Active

ShayCPA helps entrepreneurs and startups in the technology industry by running a paperless firm environment, and using best in class technology solutions to provide data security, speed, and solutions that are in the best interest of our clients.

Race: Indian

ShayCPA

Active

Tevah Media was started with one goal in mind: Making online marketing simpler and easier for businesses.

Race: White



Active

RICH continues to lead in guiding public school students to effectively communicate new ways of thinking about their ability to take ownership of their learning. They remain committed through our parent support network, introducing the RICH model – Reach for Success Program techniques to guide their children's school success.

Race: Black

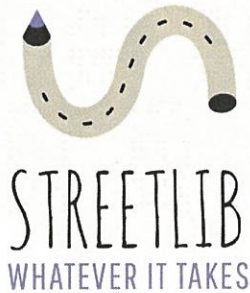
Reach Into Cultural Heights

Our Children Our Greatest Investment

Active

Streetlib is an online platform which acts as a full service publishing assistant where writers can edit, format and publish their work.

Race: White (Italian)



Active

The Association of Haitian and American Engineers is a non-profit professional organization with the goal of playing a significant role in the development of our communities both in Haiti and abroad, while fostering a rich environment for professional development for all our members.

Race: Black

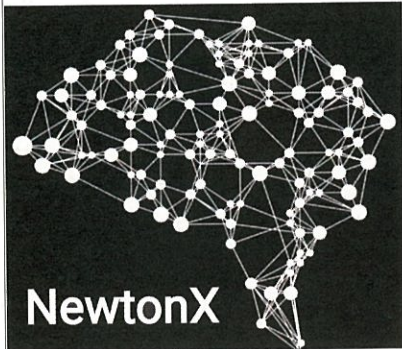


ADIHA
Association des Ingénieurs
Haïtiens et Américains

Active

NewtonX is an online expert marketplace connecting clients to experts.

Race: White (German)



Active

Donarly Inc. is a digital startup that aims to make out of nuisance change by allowing users to donate what would be spare change to a charity of their choice.

Race: Black, Hispanic , Indian



Donarly

Active

Allow students to gain experience working with in demand technology stacks which are not part of the traditional computer science curriculum but are skills that are sought after by current technology companies.

Race: Asian



Active

The Donor Boutique is a new, online shopping site that offers donated, brand name products at discount prices.

Race: Black

Donor Boutique

Active

Full service branding, advertising and interactive agency, New York Buddy think of successful marketing as a smooth-running machine, with all its components working together in harmony to maximize results and return on investment.

Race: Indian

New York Buddy

Active

SynclOT is an energy-saving mobile platform integrating the use of smart devices and internet of things (IOT) for homeowners and business owners.

Race: Hispanic

SynclOT

Active

JStyles Investments is a marketing platform designed to make real estate training accessible to those interested in entering the field of real estate.

Race: Black

JStyles Investments

Not-Active

Eos Strategies is a multi-service consulting firm focused on organizational and small business growth.

Race: Hispanic

EOS Strategies

Not-Active

A virtual innovation lab with a mission to transform great tech ideas into innovative startups.

Race: Hispanic



Not-Active

Online Dating Experience Designed Exclusively For Adults With Serious Mental Illness

Race: White



Not-Active

FixMe is a platform where homeowners seeking to initiate a home improvements are connected with several trusted licensed professionals that meet their specific job requirements and budget.

Race: Hispanic, White



Not-Active

Using patented technology, BootBand zips into boots to expand their width, which enables women to enjoy mainstream fashion while adding an extra dimension of style to complete their look.

Race: Hispanic



Not-Active

Exeltek is a B2B technology services provider leveraging software to deliver consulting, staffing and training solutions.

Race: Indian

EXELTEK
Consulting | Staffing | Training

Not-Active

4EverFroward coaching and consulting services provides personal and business coaching for aspiring entrepreneurs.

Race: Black

4Ever Forward
Where the Business of Life Takes Shape

Not-Active

LookSmart (NASDAQ:LOOK) is an online search advertising network solutions company that provides performance solutions for online search advertisers and publishers. LookSmart offers targeted private-label advertiser solutions for online publishers.

Race: Asian

looksmart

Not-Active

Hurwitz LLC provides IT consulting services for individuals and small to mid-sized companies by focusing on instruction and accessibility to help clients optimize their workflow and adapt to new technologies.

Race: White

Hurwitz LLC

Not-Active

Track Star is a private organization that provides supplemental education in the form of tutoring, test prep, and professional development to individuals and public / private institutions across the New York metropolitan area.

Race: Black



Good Morning

Chair Inez Barron of the Committee on Higher Education, Chair James Vacca of the Committee on Technology, Council Members on these two Committees and distinguished guests.

My name is Oscar Trujillo, founder and CEO of SyncIOT Technologies, a tech startup housed at the Tech Incubator @ Queens College. We are building an energy saving platform for homeowners and businesses that leverages Internet of Things smart devices to automate, optimize and save energy.

My startup has been at the Tech Incubator @ Queens College for two months now and my experience has been phenomenal.

Under the leadership of President Felix Matos Rodriguez, Vice President Bill Keller, Executive Director Professor Ted Brown, and Director Weeks Mensah, the Tech Incubator @ Queens College has a great integrated ecosystem and environment for entrepreneurs to prove their concept idea, build, launch and grow a business at very low operating cost relative to competitor's fees in Manhattan.

The venue offers various resources including

- Deeply discounted office prices
- Open 24-7 facility with professional IT support staff providing Servers and Cloud computing storage
- A kitchenette and a recreational space for idea generation (and relaxation)
- A 3D printer
- Ongoing Seminars covering various business topics for startups to help companies grow

More valuable than the office space is the human capital the Tech Incubator @ Queens College offers and great value in the quality of business advise that entrepreneurs receive from the President's Office including mentorship and collaboration with various departments throughout campus as well as access to student interns who are very talented and eager to work on projects.

In partnership with the Intern Program at the Tech Incubator @ Queens College, I am looking forward to having intern opportunities for web development, mobile app development and business interns in my team.

The Tech Incubator @ Queens College has state of the art conference rooms where developers from my team and I collaborate via Skype weekly (often twice a week) and will include interns as well resulting in improved efficiency, collaboration and communication.

I am proud to say I am a Queens native who grew up in Woodside, Queens (and still live in Woodside, Queens) and I am very grateful for the opportunity to have access to the Tech Incubator @ Queens College. The Tech Incubator @ Queens College is a valuable resource for local entrepreneurs based not only in Queens but all of New York City.

SyncIOT Technologies is looking forward to collaborating with Queens College and leveraging the resources at its disposal to generate revenue and hire more people.

Thank you



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Kenichi Iwama, Esq.
Vice President, Economic Development,
Continuing Studies, and Government Relations

November 28, 2017

**Re: NYC City Council Committees on Technology and Higher Education
CSI Tech Incubator Testimony**

Good morning.

My name is Kenichi Iwama, and I am the Vice President for Economic Development, Continuing Studies, and Government Relations at the College of Staten Island.

On behalf of CSI President William J. Fritz, I want to thank the City Council Committee on Technology and Chair James Vacca, with a special acknowledgement of our Staten Island representative Joseph Borelli, as well as the Committee on Higher Education and Chair Inez Barron for their tremendous support of the tech incubator initiative.

I am extremely grateful for the opportunity to be here today to tell you our story about how the CSI Tech Incubator, the newest incubator funded by the City Council, has already greatly advanced tech innovation and entrepreneurship at the College, the Borough of Staten Island, and New York City.

In our case, the impact of your funding cannot be overstated. On a macro level, you have allowed us to do something quite remarkable. While innovation centers are omnipresent and driving business development and job growth in other areas of New York City, prior to your support, Staten Island did not have a single business accelerator or incubator dedicated to technology innovation. The CSI Tech Incubator not only allowed us to put our stake in the ground as the Borough's first-ever tech start-up program, it has added a vital legitimacy to the advancement of Staten Island as a growing technology ecosystem.

Upon receipt of initial support from the City Council during the 2015-2016 academic year, we moved quickly to establish the CSI Tech Incubator at 60 Bay Street in a completely renovated and modernized 1,800 square foot space in the heart of the St. George neighborhood of Staten Island's North Shore.

Our location allows start-up companies to leverage the great economic promise stemming from the renaissance of new development in the North Shore, while also providing workforce and other opportunities to an area with significant socioeconomic need.

During the 2016-2017 academic year, following a comprehensive recruitment process which resulted in a very diverse applicant pool of start-up companies, we accepted the three most promising companies as

our first members of the CSI Tech Incubator. Our inaugural member companies are 100% minority and/or women owned.

Following their completion of our six month Incubator program, I am pleased to be able to share with you some of their success stories.

Our first start-up company, *Vectuel*, is an IN2NYC affiliated firm from France that creates highly interactive 3D applications for real estate and other urban projects, combining enhanced maps, 3D models and virtual reality media to help developers tell their story in a visual way.

Vectuel was recently featured in the media for its work with the Meatpacking Business Improvement District. They were hired to create a virtual reality 3D tour video which envisioned the completion of 13 major development projects including the redesign of Ninth Avenue. Additionally, they partnered with the Long Island City Partnership and won the Small Business Service's Neighborhood Challenge Program to create a smart wayfinding signage system for the community that will use *Vectuel's* 3D visualization tools to promote Long Island City businesses and attractions.

Vectuel now intends to stay in New York City and expand its business, and has already hired three New York City employees and three interns.

Our second company, *mTech*, was actually founded by one of our brilliant Computer Science students who I am proud to say graduated from CSI this past spring. *mTech* employs Artificial Intelligence and facial recognition software originally intended for educational purposes, automating administrative tasks in a school setting through an online venue. Our success with *mTech* was in helping the company pivot its software application to a wider commercial use beyond its educational platform for greater market viability. Helping start-ups evolve their business models is a critical component of our Incubator program, and *mTech* is now in a much more advantageous position to succeed.

Our third start-up company *Walk & Explore* came to us with an already impressive resume having been named the 2017 Best Destination App by Fitur, which is the largest international tourism trade fair in the world. *Walk & Explore* creates artificial intelligence software enabling smart cities to combine city services such as tourism and transportation with personalized user profiles to turn city exploration into an interactive game.

Walk & Explore came to our Tech Incubator to grow and scale its business in New York City, and the company is actually on the cusp of a potential major deal with a fortune 500 Company. Should this deal go through, *Walk & Explore* intends to build its business on Staten Island. The company's dynamic and visionary owner Georgina Castanon is here today to personally share with you some details of her experiences with our Tech Incubator.

Finally, although not officially a member of our Tech Incubator, we also assisted MACAY Labs, a Staten Island based start-up company comprised of three Staten Island Tech Students and two College students including one from CSI. The Incubator helped to prepare the company for their cellular phone modification product pitch at the Motorola Moto Z – Moto Mods Pitch competition in Chicago. Incredibly, MACAY Labs won the grand prize receiving up to \$1M in investment funding from Lenovo Capital to start their business.

The Tech Incubator's auspicious beginning owes its success to our CSI team as well as the great support

we received from our growing list of public and private sector partners including the Staten Island Small Business Development Center, Staten Island Chamber of Commerce, Staten Island Economic Development Corporation, Intel, ATT, and IBM to name just a few.

Beyond providing support for the Incubator and start-up companies, our partners have allowed us to expand tech innovation programming to engage high school students through our Game App Development and Entrepreneur Start-up Camps sponsored by ATT; engage members of the Staten Island Community and our College Students through tech meet-ups and tech job interview training; and engage international higher education tech and entrepreneur partners including Shanghai University and Zhejiang University of Technology in China. These are just some examples of the tech ecosystem we are building, all of which did not exist prior to your funding.

This academic year, we will be welcoming our second group of start-up companies as members of the CSI Tech Incubator. *RiskEx* is an IN2NYC affiliated technology-driven commodity brokerage from India that removes the middleperson from over-the-counter derivatives trading. *Find My Everything* utilizes GPS and tracking devices to pinpoint the exact location of any personal items as well as people including wandering children. *g-dii Enterprises* is a tech company utilizing diagnostics to help businesses assess unconscious attitudes and perceptions within the workplace, and provides employers with the tools they need to modify behaviors to advance performance. Two of these three new companies are minority and/or women owned.

We have an ambitious future planned for the CSI Tech Incubator. With the City Council's support, I can announce that we are now planning to expand our Incubator to a larger 4,800 square foot space in our current building to create the Borough's first-ever comprehensive tech innovation hub. Our expansion will allow us to double the membership of start-up companies. Equally significant, we plan to utilize the additional space to surround our Incubator with innovation-related technical workforce certification programs; faculty tech transfer integrations; and tech innovation seminars, conferences, and meet-ups for community members, faculty, and college and high school students. Ultimately, our Incubator space will become the initial point of integration and synergy for all things related to tech innovation in the Borough with the outcome of creating more internships, externships, job opportunities, and meaningful partnerships with our start-up companies and Incubator partners for the benefit of all.

In closing, this is the future that the City Council's ongoing support has allowed us to envision, and we are building it on Staten Island. Again, on behalf of the College of Staten Island, I thank you.

Respectfully,

Kenichi Iwama

Lehman College School of Continuing and Professional Studies

Testimony of Dr. Jane MacKillop, Interim Dean to the City Council Chair Barron, Chair Vacca and members of the Committees on Higher Education and Technology, November 28, 2017

Good morning, Chair Barron, Chair Vacca and members of the Committees on Higher Education and Technology my name is Jane MacKillop. I am the Interim Dean of the School of Continuing and Professional Studies (SCPS) at Lehman College. My career in workforce education at CUNY has spanned almost thirty years, including founding the Continuing Education department at City College and Goldman Sachs' 10,000 Small Businesses first-ever-program which was piloted at LaGuardia Community College.

The School of Continuing and Professional Studies at Lehman College serves over 13,000 Bronx residents every year in a variety of credit and non-credit programs including the Adult Degree Program, workforce training under contracts to 1199 and many local agencies and hospitals; high quality certificate courses; business support provided by the advisors in our Small Business Development Center and training, space and facilities at the Innovation Lab and Business Incubator at CUNY on the Concourse, our satellite location on the Grand Concourse

I am delighted to have the opportunity to tell you in person how great an impact the generous City Council funding of \$450,000 per year starting in 2015, initiated by Councilman Vacca, has made on Bronx economic development. Let me begin by thanking you on behalf of Lehman College President Jose Luis Cruz and Interim Provost Fayne, for allowing us to be instrumental in changing the lives of Bronx entrepreneurs, both those who have tech businesses and want to connect to major players such as Google and those who want to use technology to enhance their own businesses.

Lehman College began leveraging your investment by making major renovations to CUNY on the Concourse, our satellite center located in the old Alexander's building on Grand Concourse, to construct a state of the art tech entrepreneurship center and incubator. The renovation works involved purchasing IT equipment, furniture, lighting and other supplies. We built out a spacious hub for Bronx businesses to set up their operations and offered conference space and state of the art technology to connect those entrepreneurs to wider markets. The Small Business Development Center advisors have been on hand to counsel emerging businesses and start-ups.

In year 2, in order to reach the largest number of entrepreneurs, we began a massive training program that reached over 1,200 people. Our broad range of programs included actual training in web development and use of social media, meet-ups for entrepreneurs to network, "pitch nights" for entrepreneurs to practice pitching ideas, business growth planning, scholarships, counseling, and Bronx-Innovation-Lab-hosted talks, hacking sessions, tutorials, and networking. The key to our approach has been to provide overall management theory reinforced by a full range of real-world entrepreneurial support and technical assistance.

The funding the City Council has provided has allowed us to expand our overall reach through partnerships, in addition to direct service. The existence of the Innovation lab/IT incubator and the creation of CUNY on the Concourse as a tech hub allowed SCPS to be eligible for other grant funding to expand our impact. In partnership with NYU, Lehman College will be the Virtual Reality/Augmented Reality Hub for New York City through funding from NYCEDC and the Mayor's Office of Media and Entertainment. In partnership with EON Reality, we have established a VR/AR Training Academy which launched its first class in May and graduated 18 students.

And we are continuing to explore new programs to provide more opportunities for Lehman students and for Bronx economic development. We are working on establishing a Small Business Consulting Practice, which will match 30 to 60 Lehman College students to small businesses to meet the emerging needs of their entrepreneurs. Under the guidance of the College's Business department, the program will be designed to insure that startup businesses understand marketing legal, finance and accounting requirements, government procurement and loan estimation, and finally how to be certified as MWBE. Students will receive online and classroom instruction and will "consult" to small businesses, while supervised by the Business department, the SBDC and SCORE NYC. Our initial goal is to recruit and incubate 30 Bronx start-up businesses.

In closing, the partnerships this funding has allowed, in addition to the direct impact of the facilities, training and support services, has enabled Lehman College to become an engine of economic development for the Bronx and has resulted in a return on investment of not less than three times the original dollar amount. Let me offer a heartfelt thank you from Lehman College on behalf of the Bronx.



CUNY Tech Incubator Testimony

Testimony of Carol Gonzalez, entrepreneur at the Lehman College Tech Incubator, to the City Council, Chair Barron, Chair Vacca and members of the Committees on Higher Education and Technology, November 28, 2017

Good morning, Chair Barron, Chair Vacca and members of the Committees on Higher Education and Technology. My name is Carol Gonzalez and I am an entrepreneur at the Lehman College Tech Incubator. I'm also a Computer Science graduate student at Lehman College, a lecturer at the college and I run a small website building company called Inove and Hood Guardian.

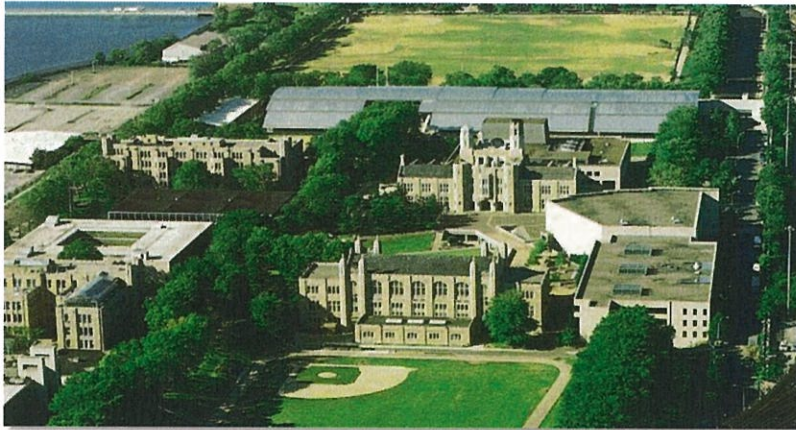
Testimony:

A bit over a year ago before I started my journey as an entrepreneur as I was getting my undergraduate degree in computer science at Lehman College. I learned a lot of great skills from my classes, met a lot of wonderful people and professors that truly care about their students' success. They were the best college experiences I ever had. I wanted to grow not only as a professional in the tech field, but also wanted to start a small business of my own. I wanted to become an entrepreneur.

I spoke to 2 great Lehman College Professors, Eva Sofianos and Hendrix Tavaréz. They referred me to CUNY incubator. They spoke to me about the incubator and how it could help me become an entrepreneur as well as the great opportunities and training they have to help people realize their goals of having a startup.

I decided to take their advice. I went to one of the events they hosted at the Bronx Innovation Lab - Startup Ideas: Pitch & Networking: I pitched my idea. The event was great, I met a lot of people in the field that had the same passion as myself. I made important and valuable connections. They showed me how to improve my idea by making some tweaks and changing it to be more innovative. I learned a lot just from that one event and felt my small business idea could really come to life.

I started going to the "Traincube" training program offered at the "CUNY on the Concourse" incubator. I learned about the up's and downs of starting a small business, how to write proposals, how to create an effective business plan (mission statement, vision statement etc), networking with others and the end goals of businesses. The incubator provided me with the space and confidence to reach my goals, and realize what it takes to become successful. The skills I developed in college have also helped me become who I am today, a tech savvy graduate student and small business woman in a competitive market. I would recommend this incubator to anyone who wants to turn their business idea into reality or anyone that currently has a business and wants to improve it. They have valuable people that want to see you to grow and succeed.



Lehman College
School of Continuing and Professional Studies



November, 2017



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**Impact of the City Council Funding on the Tech Incubator at
Lehman College --
Bridging the Gap between Plans and Execution**



Success in a Nutshell

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Krirk Pongsema



- After participating in the Traincube program built an Android app for a local business owner
- Transferred to Lehman from Hunter College to complete his degree
- He and his team won 1st place at the Lehman annual hackathon and 2nd place at the NSBE National Convention.
- Participated in MVP Weekend at COTC where his startup idea project PetConnect garnered praise and interest from investors
- Krirk was hired by Google and continues to lend his support to Lehman students



Technology Incubator Funding

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→Year 1 2015-16: Construction of the technology incubator

A regular class room was transformed into a state of the art IT Incubator (Innovation lab). The renovation works involved:

- IT equipment
- Construction build out, labor
- Furniture
- Lighting and other supplies

→Year 2 2016-17: Training, Networking, Scholarship, Business Support and Entrepreneurship

→Year 3 2017-18: Small Business Consulting Practice



Direct Impact

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| Section | Category | Dates | Sessions | Participants | |
|---------|---------------------------------------|--|-------------------------|--------------|-----|
| 1 | Business Support and Entrepreneurship | | | | |
| | 1.1 | Startup Ideas - Pitch Night | Jan. 12 - Feb. 5, 2016 | 5 | 187 |
| | 1.2 | MVP Weekend | Feb. 6, 2016 | 1 | 26 |
| | 1.3 | Traincube Startup Challenge: Hosted Businesses | Feb. 13 - Jun. 30, 2016 | NA | 13 |
| 2 | Training | | | | |
| | 2.1 | Android Development Training | Feb. 4 - Mar. 18, 2016 | 5 | 27 |
| | 2.2 | Traincube Startup Challenge: Training | Feb. 13 - Jun. 30, 2016 | NA | 13 |
| | 2.3 | Traincube Mobile Challenge | Mar. 24 - Jun. 23, 2016 | 13 | 11 |
| | 2.4 | Emerging Technologies | Jan. 29, 2016 - present | 6 | 498 |
| | 2.5 | Traincube Web Challenge | Apr. 21, 2017 - present | 8 | 12 |



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Technology Incubator

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Android Development Training



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Direct Impact

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| Section | Category | Dates | Sessions | Participants | |
|---------|-------------------------|--|--------------------------|--------------|-------|
| 3 | Networking | | | | |
| | 3.1 | Launchpad Day Latino | Jan. 29, 2016 | 1 | 14 |
| | 3.2 | Path to Success: Women Techmakers | Mar. 24, 2016 | 1 | 77 |
| | 3.3 | Google I/O Extended Bronx | May 27, 2016 | 1 | 100 |
| | 3.4 | DevFest 2016 Bronx | Oct. 29, 2016 | 1 | 86 |
| | 3.5 | Next '17 Extended Bronx | Mar. 10, 2017 | 1 | 74 |
| 4 | Social Media Guidelines | | | | |
| | 4.1 | Social Media Strategy & Resource Guide and Social Media Campaign | Jul. 28 - Sept. 30, 2016 | NA | 13004 |



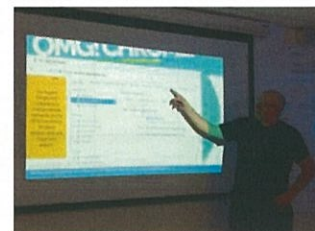
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Emerging Technologies



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Technology Incubator Accomplishments

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| Programs | Number of community residents served |
|---|--------------------------------------|
| Business Support and Entrepreneurship | 226 |
| Computer Science Training events | 561 |
| Networking events | 351 |
| Computer Science After-School at Lehman HS | 72 |
| Virtual Reality Training Academy | 17 |
| Scholarships to Lehman CIS majors, A+ (Comp TIA) and Cisco Networking | 25 |
| Total | 1,252 |



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Bronx Entrepreneurs

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Traincube Mobile Challenge



10

Enabled Other Funding -- CUNY 2x Tech

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- Lehman College will be one of the first City University of New York colleges to receive a \$2 million grant as part of an initiative by Mayor Bill de Blasio to double the number of CUNY students graduating annually with a tech-related bachelor's degree by 2022.
- The CUNY Tech 2x Initiative will build on the success of the Talent Tech Pipeline program, launched in 2014.
- Alumni of the program have launched tech careers at companies such as: Spotify, Google, Thrillist, Cablevision, Litify, Soundcloud, TripleLyft, Intrepid Pursuits, Accenture, ExpressScripts, JPMC, Viacom, Infor, NBC, and IBM, among others.



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Indirect Impact of Technology Incubator Funding

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Enabled Partnerships

- Collaboration with Bronx Women Business Resource Center (BWBRC), which were attended by over 180 women entrepreneurs.
- EON Reality/Lehman College partnership: VR/AR Training Academy developed with over \$1M in equipment, providing the state of art infrastructure to VR/AR entrepreneurs. The new VR/AR Training Academy launched its first class on May 15, 2017, graduated 18 students from Phase 1 training and is engaged in project basic learning in Phase 2.
- Grant funding from MOME and EDC in partnership with NYU as part of the NYC Virtual Reality Hub.



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Bronx Entrepreneurs

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Path to Success - Women Techmakers



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Indirect Impact of Technology Incubator Funding

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- Presentations, Competitions and Events include:
 - 2017 NYVR Expo
 - NYC Media Lab '17 Demo
 - Features on local and national news and media
- Visitors to the Training Academy include:
 - Dept. of Systems Engineering, U.S. Military Academy at West Point
 - JDC Israel
 - World Science Academy
 - Colleges including Macaulay Honors College, Mercy College & Eastern Iowa Community Colleges
 - Boulevard



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Return on Investment

Bronx Economic Development

10% started or expanded their businesses (approx. 100 people)
@\$65,000 = \$6.5 million in economic impact (SBDC algorithm)

EON Reality Partnership

- Over \$1 million in equipment, facilities, trainers and materials

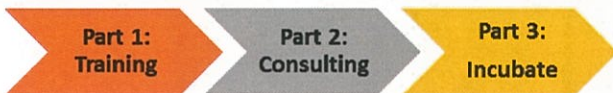
NYC VR Hub

- \$200K every year for 3 years



Future Plans: Small Business Consulting Practice

New York City Council funding will allow Lehman College School of Continuing and Professional Studies to initiate, plan and implement the Small Business Consulting Services program.



SCPS and SBDC will recruit and incubate 30 Bronx Startups

- Based in the incubator
- Served by 30-60 Lehman student “consultants”



Future Plans: Small Business Consulting Practice

SCPS

School of Continuing and Professional Studies

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Connecting Small Businesses and Tech Companies to Lehman College Students for Training, Certificates, and Credentials

Small businesses need:

- Marketing and Technology, Web Development, Social Media
- Legal, Finance and Accounting
- Selling to Government
- Business Tax Knowledge
- Loan Estimation
- Certification as MWBE

Trained student consultants will meet this need.



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Small Business Consulting Practice

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Training will be taught online (asynchronously) and in class in

- Marketing and Technology, Web Development, Social Media
- Legal, Finance and Accounting
- Selling to Government
- Business Tax Knowledge
- Loan Estimation

Certification as Minority Women Business Entrepreneurs (done by SBDC advisors)

Students will be paid a stipend



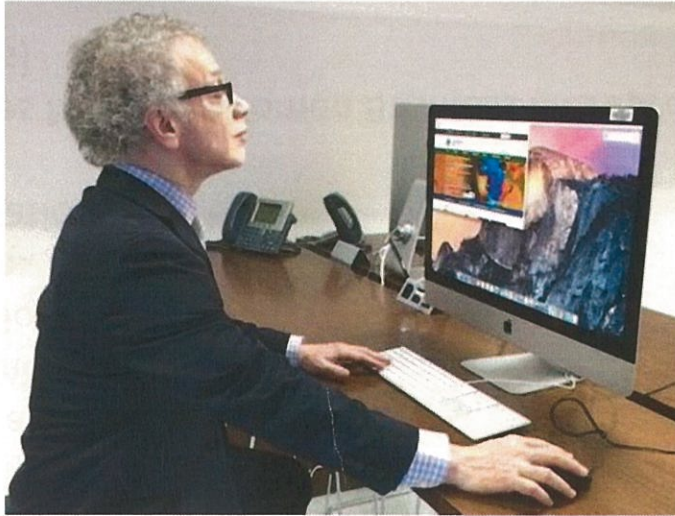
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Thank You

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| School of Continuing and Professional Studies

| SCPS



Jimmy Vacca - Council Member, District 13 Bronx



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THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: 11/28/17

(PLEASE PRINT)

Name: Clarence Stanley

Address: Director - Small Business Development

I represent: Center @ Lehman College

Address:

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: 11/28/17

(PLEASE PRINT)

Name: Weeks Mensah

Address: Managing Director

I represent: Queens College Tech Incubator

Address:

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: 11/28/17

(PLEASE PRINT)

Name: Carol Gonzalez

Address:

I represent: Lehman College Incubator

Address: Hound Guardian, Intueit

Please complete this card and return to the Sergeant-at-Arms

THE COUNCIL
THE CITY OF NEW YORK

CUNY Panel
3 of 6

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

11/28/17

Date: Tech incubator

(PLEASE PRINT)

Name: Ken Iwama

Address: College of Staten Island

I represent: _____

Address: 2900 Victory Boulevard
Staten Island NYC

THE COUNCIL
THE CITY OF NEW YORK

CUNY PANEL
4 of 6

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: 11/28/17

(PLEASE PRINT)

Name: Georgina Castanon, Business Owner-CEO

Address: College of Staten Island tech incubator

I represent: Walk and Explore

Address: _____

THE COUNCIL
THE CITY OF NEW YORK

CUNY PANEL
5 of 6

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: 11/28/17

(PLEASE PRINT)

Name: Jeffrey Rosenstock, AVP External Relations

Address: _____

I represent: Queens College

Address: _____

THE COUNCIL
THE CITY OF NEW YORK

CUNY Panel
1 of 6

Appearance Card

Tech
Incubator

I intend to appear and speak on Int. No. _____ Res. No. _____

☒ in favor ☐ in opposition

Date: 11/28/17

(PLEASE PRINT)

Name: DAVE MACKILLIP

Address: _____

I represent: Lehman College CUNY

Address: 250 Bedford Park Blvd West

Box 29 10468

Please complete this card and return to the Sergeant-at-Arms

THE COUNCIL
THE CITY OF NEW YORK

CUNY PANEL
6 of 6

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

☐ in favor ☐ in opposition

Date: _____

(PLEASE PRINT)

Name: Oscar Trujillo, CEO

Address: Queens College Tech Incubator

I represent: SynclOT Technologies

Address: _____

Please complete this card and return to the Sergeant-at-Arms