

# IMPACT REPORT

2018 – Q2 2019

# Comcast NBCUniversal LIFT Labs is the front door for connecting startups with business leaders for product innovation



We offer a collaborative environment where Comcast NBCUniversal teams work side-by-side with startups serious about developing the next generation of connectivity, media, and entertainment innovations.

Our programs give talented entrepreneurs access to Comcast NBCUniversal's renowned network of partners, brands, and mentors to foster product innovation.

## 2018–2019 GOALS

- Drive product innovation
- Create employee engagement opportunities
- Positively impact Comcast NBCUniversal brand

# 2018 – 2019\* Business-Focused Results

20

**Pilots & POCs** provide fast insights to business units

8

**Paid Deals** contribute product innovation or cost savings

\$4.8M

Raised by the 10 accelerator companies (\$19.7M market cap) since the 2018 class ended, including one Comcast Ventures investment. Comcast now has a stake in 21 companies.

+88 NPS SCORE

from 2018 LIFT Labs accelerator founders (well above average)

93%

**Satisfaction** in LIFT Labs PHL programming

+

**Positive brand sentiment** for Comcast NBCUniversal

513

Internal **Demos**

90

Meaningful business **connections** for startups and business leaders

Recruited high-potential startups at **50+ events** globally including highly visible event sponsorships

PTW19 PHILLY TECH WEEK COMCAST  
startupgrind GLOBAL CONFERENCE

SXSW

80%

2018 companies developed a **pilot or partnership** with Comcast NBCUniversal

25%

Increase in **accelerator applicants** in 2019 (More than any Techstars corporate partner in that period)

50+

**Accelerator mentors** or advisors from Comcast NBCUniversal took away **new insights and techniques** from their time with startups. They also built a stronger network with 75+ mentors from the Techstars network, and new peers inside, with new partnerships formed.

COMCAST  
NBCUNIVERSAL | LIFT Labs

3,500

Event **Attendees**

83

**Programs, meetups, workshops** featuring startup and Comcast NBCUniversal subject matter experts

15

**High-Profile speakers** and subject matter experts at LIFT Labs Philadelphia

+34 NPS SCORE

From network of entrepreneurs + support orgs

305M

Earned Media Impressions

31M

Social Media Impressions

120

**Original Content**

Distributed on multi-platforms providing exposure for Comcast NBCUniversal thought leaders, rising startups, and partners

# LIFT Labs Has Three Core Programs



## LIFT Labs PHL

Located in the Comcast Technology Center, this inclusive place encourages founders and employees to explore trends and technologies with business leaders, innovators and authors. Our event series features world-class experts and speakers. Startups and employees can access these events on the 4th floor of the CTC or virtually at ComcastNBCULIFT.com.



## Comcast NBCUniversal LIFT Labs Accelerator, powered by Techstars

A select group of connectivity, media and entertainment startups from around the world apply to join this 13-week, immersive program that elevates their companies and positions them for partnerships with our extensive network of brands. The accelerator is run in partnership with Techstars and takes place at LIFT Labs PHL.



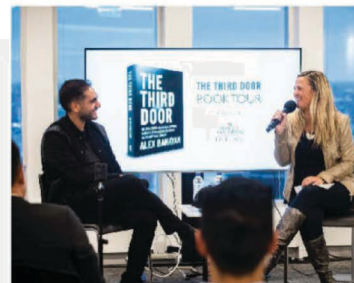
## LIFTOff: Pilot Program

LIFTOff connects relevant startups with business leaders to facilitate product innovation across Comcast NBCUniversal. When business leaders are ready to elevate their startup partnerships, our team provides project management and financial support to reach pilot or proof of concept goals faster.

A **multi-platform marketing strategy** supports our core programs and amplifies startup and educational content:



## STARTUP STORIES



## ENTREPRENEURIAL EDUCATION RESOURCES



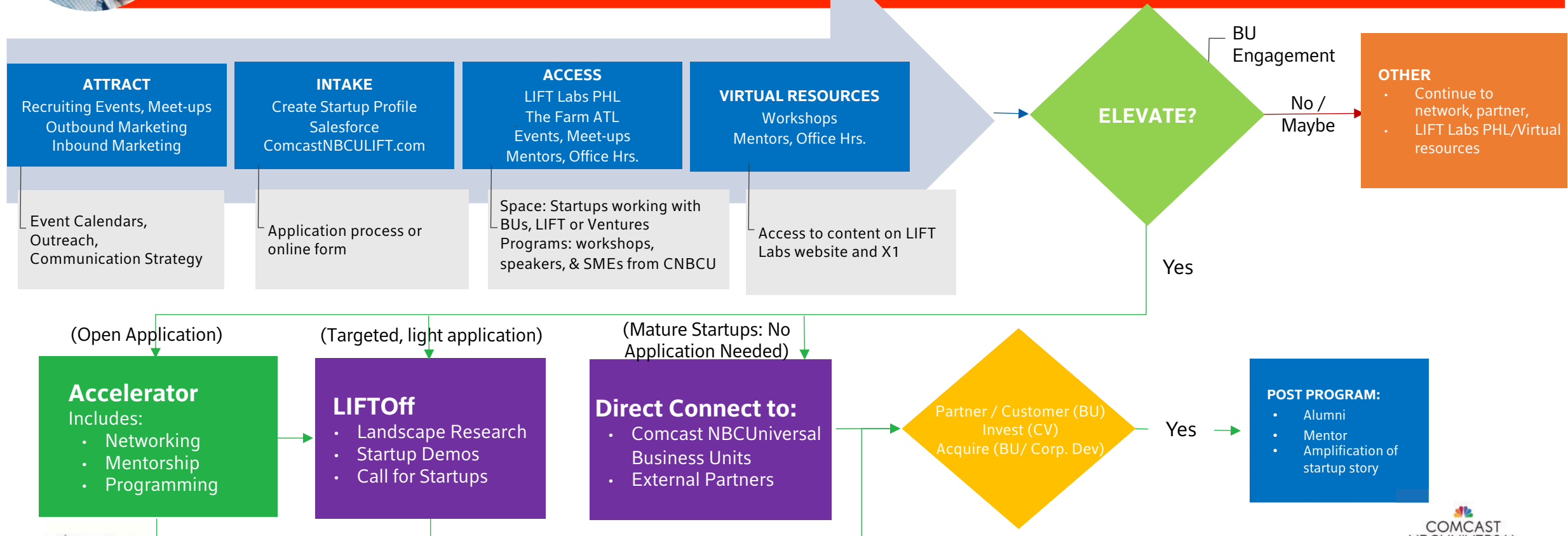
## DIGITAL STORYTELLING

# Startup Journey Through LIFT Labs



## Meet Sarah

Sarah met the LIFT Labs team at the Startup Grind Global Conference, where she came in third at the "Startup of the Year" competition. She built a company of 4 and recently raised \$500k for an ad tech solution that may be a new solution for Comcast NBCUniversal.





# LIFT Labs PHL

2018 – 2019



**LIVE@LIFT**

Speaker series featuring thought-provoking experts on topics of interest to founders

**LEARN@LIFT**

Interactive workshops on storytelling, emerging tech and building a business

**Female Founders and Funders**

Monthly meetup for female entrepreneurs and investors

**PHL Startup Community**

Meetups and pitch events with partners in the Philadelphia startup community

“

The LIFT Labs event was one of the most practical and useful talks on how to storytell effectively, authentically, and in a compelling way to an investor audience.”

**Erin Houston**

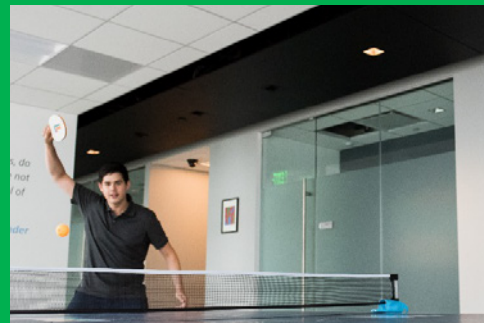
Founder and CEO, Wearwell



# Comcast NBCUniversal LIFT Labs Accelerator

powered by Techstars

High Impact 13-Week Intensive Program  
10 – 12 Global Companies



**\$4.8 Million** raised (\$19.7 Million Market Cap)

**8 of 10** companies with pilots/POCs

**50+** mentors from Comcast NBCUniversal

**25%** increase in 2019 applicants

“

Comcast has plugged us in with the people that run major divisions of their business. We know they can benefit from our product, and we can benefit from their knowledge. As a small company, there's no way we could break in and get meetings with those people without being connected with the accelerator.”

**Tyler Bushnell**

Founder and CEO, Polycade



# LIFTOff



## Internal Consulting

Looking to work with startups in a meaningful way? Our team works with business leads across Comcast NBCUniversal to streamline the process of working with startups by leveraging the LIFT Labs learnings.



## Startup Landscape Research

Interested in a specific subject matter or technology and want to learn more about what startups are doing in that space? Our team puts together a research document on the top startups in that area.



## Startup Curation Event

Interested in seeing product pitches from startups in a tech area of interest? Our team pulls together a mini “demo day” so you and your partners can hear from top startups in that area.



## Call for Startups

Open to working with startups to solve a challenge? LIFT Labs helps you launch an open innovation program (targeted, light application) that encourages strategic startups to apply for the opportunity to solve your problem.

**POC / PILOT  
SUPPORT**

**CO-FINANCE**

**PROJECT MANAGEMENT**

**LEGAL/PAPERWORK**

**MARKETING  
VIDEO**








# Startup Partnerships Lead to Product Innovation and Cost Savings

## KEY

MSA – Master Service Agreement

POC – Proof of Concept

CV – Comcast Ventures

 Pittsburgh, PA	Bansen Labs' Xogo is an accessibility product that allows you to control any device using their software.	<b>PRODUCT INNOVATION</b> Met Bansen Labs through our Tomorrow Tour. Ran a POC with the Comcast Accessibility team for customers to access the X1 entertainment system through a multitude of accessibility input devices. It had a positive customer response and is under further review by the BU
 New York, NY	Offers Bidder-as-a-Service solution that is scalable, customizable, cloud-based programmatic bidding platform	<b>COST SAVINGS</b> Introduced through one of our partners, AWS. Will reduce Videology fees by >50% and will save the company approx. \$7.5M - \$10M over 5 years.
 New York, NY	Global tech company revolutionizing ways to collect, organize and share survey research data to transform how decisions are made	<b>INSIGHTS</b> Met at Aspen Ideas Festival. Helped secure deal to measure brand insights with Xfinity branding and advertising teams.
 Philadelphia, PA	AI-powered, public speaking feedback application	<b>EMPLOYEE LEARNING &amp; DEVELOPMENT</b> LIFT Labs Accelerator 2018. They have an MSA with Comcast University in order to help our employees with presentation and public speaking skills. Saved company \$100k and 2 full days of employee time
 New York/ Philadelphia	AI targeting optimization and marketing automation platform for social network ad campaigns	<b>COST SAVINGS</b> LIFT Labs Accelerator 2018. Secured MSA with Comcast NBCUniversal. Saved LIFT Labs \$42k* on social spends to still reach engagement goals <small>*Savings to Universal TBC</small>

# Connection to Worldwide Startup Communities Expand our Network

Attended and  
hosted **50+ events**  
**across the globe**

Organizations we support reach 4 million founders worldwide



Network: 22,000



Network: 10,000+



Network: 1.5 Million



Network: 39,000



Network: 4,000



Network: 2 Million



Network: 8,000



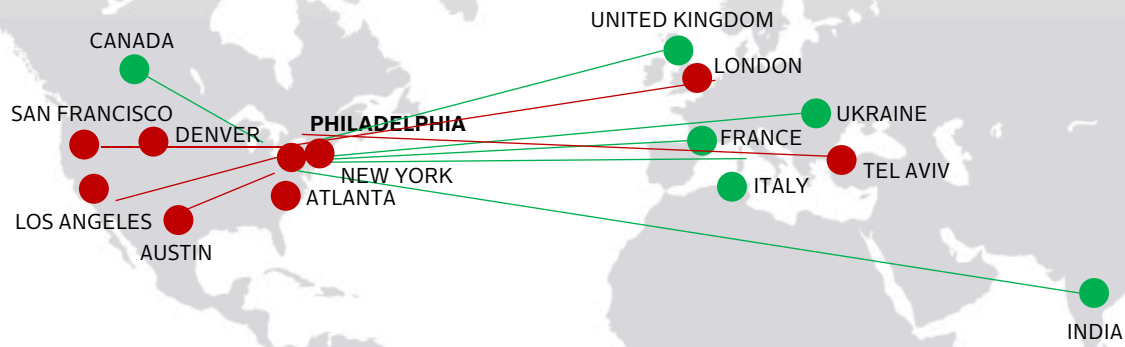
Network:  
20,000+ attendees



Network: 300,000

# LIFT Labs Growth

Aspires to leverage internal resources and the global startup community for business value.



● LIFT Labs or Comcast NBCUniversal Startup Programs

● Top Application Countries

## ACCELERATOR GOALS

### SHORT TERM GOALS:

**70%** Startups Raise Funding

**70%** Completes Pilots/POCs

### LONG TERM GOALS:

**10%** Acquired/ integrated into Comcast NBCUniversal

**10%** Exit rate through external acquisitions or IPO

Based on averages from benchmarking study

## PROGRAM GOALS

### EXPAND OFFERINGS GLOBALLY

- Accelerators
- LIFT Labs PHL The Farm
- LIFTOff POCs/Pilots
- Programming
- ComcastNBCULIFT.com Virtual Resources
- Content Studio (Blog, Video, Podcast, Streaming)
- LIFT Labs on X1

# Marketing Communications Strategy

LIFT Labs takes a multi-channel marketing approach centered on **branded content**. This includes articles, videos, podcasts, and live elements that bring value to our audiences.

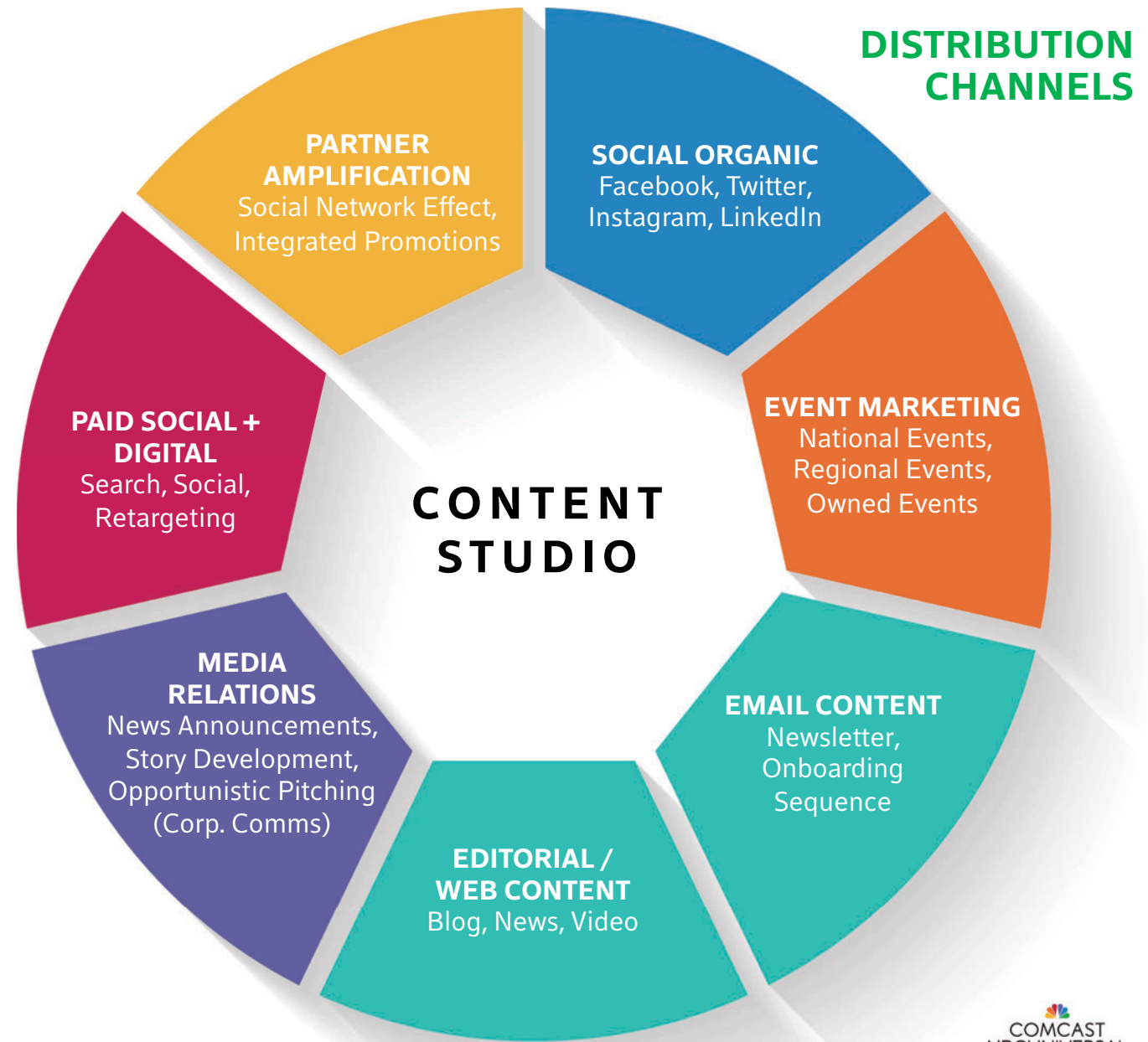
Through a combination of **paid, earned, and owned distribution tactics**, we deepen our relationships with startups and entrepreneurs.

Our ultimate **marketing goals** are to:

**Drive deal flow** and qualified applications for our signature programs

**Generate awareness and positive brand sentiment** for LIFT Labs and Comcast NBCUniversal across the entrepreneurial community

**Showcase** Comcast NBCUniversal tech and subject matter expertise





# Content Makes Positive Impact on the Company's Brand Sentiment

**31 Million**

Social media impressions  
(paid + organic)



**305 Million**

Earned media impressions  
(100% positive sentiment)



**120 NEW PIECES OF ENGAGING CONTENT**

including a docuseries  
and podcast



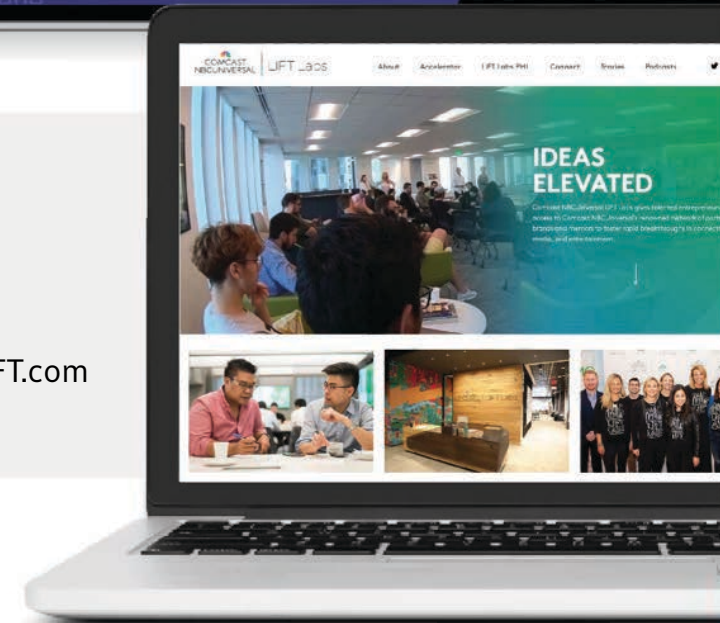
**DEDICATED X1  
DESTINATION**

**22,000+**

Video views of our  
content on X1  
(Just say "LIFT Labs" into  
your voice remote!)

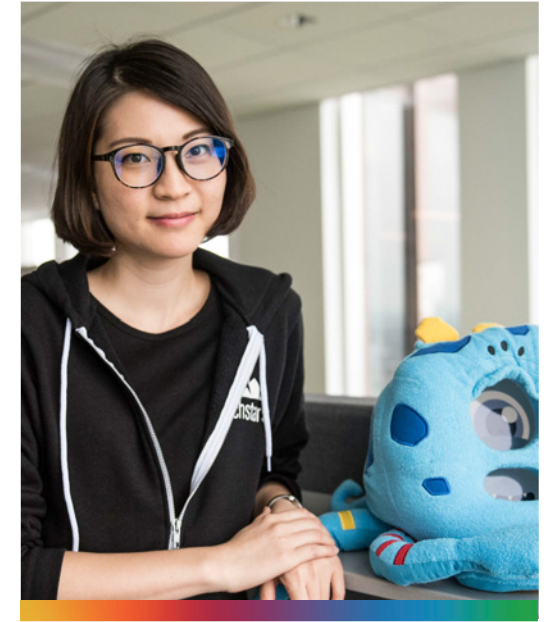
**146,000+**

Pageviews on  
ComcastNBCULIFT.com





# Commitment to Diversity and Inclusion



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I speak at a lot of tech and startup events around the country and the audience I saw in front of me at LIFT Labs was more diverse than most in which I've seen or participated in my travels."

**Michael Nutter**

Former Philadelphia Mayor



## Diverse Founders

**70%** of 2018 accelerator founders are female or founders of color. Half are internationally-based.

## Comcast Teams

**700 employees** have participated in or attended a LIFT Labs program, including teams from Universal Brand Development, Accessibility, Sky, NBC News, Talent Acquisition, and Comcast TPx.

## Tech + Startup Leaders

**24 organizations** have held events at LIFT Labs PHL, including: Women in Tech, Black Engineers, University of Pennsylvania Masters Program, PHL Accessibility Meet Up, Tie PACT, and Female Founders and Funders Meetup.

# LIFT Labs provides valuable employee engagement opportunities

100+

Employees directly support startups as **mentors, advisors and exports** across at LIFT Labs programs

700

Employees have held or attended meetings or events at **LIFT Labs PHL**

90+

Employees on **Tomorrow Team** serving as LIFT Labs ambassadors

30

Employees serve on the **Startup Council**, a cross-company meetup (Comcast NBCUniversal, Sky) that reviews startups, shares best practices, and helps select accelerator class participants

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It was personally refreshing to see the speed and daring that these startups applied to solving problems. A useful radar for Comcast to determine where opportunities might appear for companies of our size down the line."

**Marc Siry**

Vice President, Strategic Development, Comcast & Mentor to wiARframe



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My mentors challenged me to think bigger. Now I'm developing the tool that millions of creators are going to use to design the augmented reality products of the future."

**Jeremiah Alexander**

Founder, wiARframe  
(Being tested by Comcast's UX team)



## 2018-19 MENTORS & EXECUTIVE CHAMPIONS

Michael Aaronson  
Jason Angelides  
Alex Apollonsky  
Amy Banse\*\*  
David Barone  
Scott Berger  
Ruchi Bhargava  
Kai Bond\*  
Michael Chen  
David L. Cohen\*\*  
Sherri Davis  
Wayne Davis\*  
Ruth Dawson  
Greg de Gunzberg  
Michael DelCiello  
Neil Epstein  
Mark Francisco  
Manny Francisco  
Jon Friedman  
Chris Glover  
Neala Gollomp  
Madhav Gopal  
Kevin Greenwald  
Patricia Hadden  
Denice Hasty\*  
Jeanine Heck

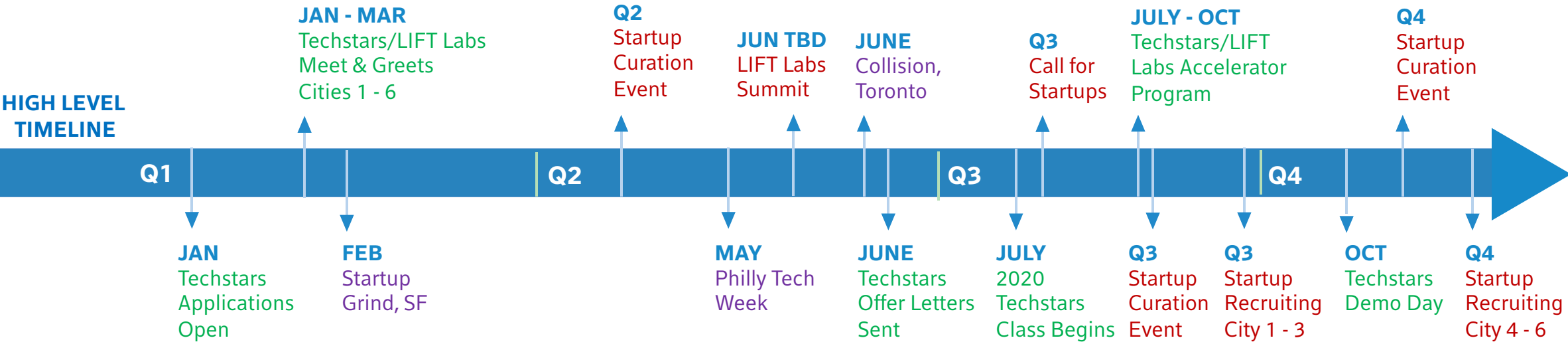
Heather Hollis  
Randall Hounsell  
Domique Izbicki  
Marcien Jenckes\*  
Ajinkya Joglekar  
Justin Kaufenberg  
Kathy Kelly-Brown\*  
Joe Lawandus  
Jerry Lewis  
Joe Marsh  
Brian Maslow  
Don Mathis\*  
Scott McAllister  
James McClurg  
David Monnerat  
Toni Murphy  
Douglas Muth  
Ranga  
Muvavarirwa  
Pank Patel\*  
Bret Perkins  
Andrew Pinzler  
Greg Reed  
Gregory Rigdon\*  
Rick Rioboli  
Brian Roberts\*\*

Matt Romano  
Nithya Ruff  
Sam Schwartz\*\*  
Michael Scogin  
Alexandra Shapiro  
Marc Siry  
Michael Slovin  
Preston Smalley  
Fraser Stirling\*  
Matthew Strauss\*  
Maggie  
Suniewick\*\*  
David Vallin  
Zane Vella  
Steve Veres  
Wendy Warren  
David Watson\*\*  
David Wechsler  
Karena Wells  
Tony Werner\*  
Thomas  
Wlodkowski\*  
Ayme Yaiser  
Laurent Yoon  
Matthew Zelesko\*  
Jonathan Zweifler

\* Advisory Council  
\*\*Executive Champions

# 2020 Key Dates

	Techstars Accelerator
	LIFT Labs Programs/Events
	Events LIFT Labs Attends/Sponsors



LIFT Labs PHL Programming: Live @LIFT, Learn @LIFT

Accelerator Class

LL PHL Continues

The Farm Accelerator (8/26 – 11/15)

# Meet the LIFT Labs Team



**Danielle Cohn**  
Executive Director,  
Entrepreneurial Engagement  
and Head of LIFT Labs



**Luke Butler**  
Senior Director,  
LIFT Labs PHL



**Fielding Kidd**  
Director, Business  
Partnerships



**Jeanette Pierce**  
Director, Marketing  
Communications



**Lorraine Dziepak**  
Program Manager



**Melissa Le**  
Community Manager,  
LIFT Labs PHL



**Monique Moffo**  
Program Manager, Business  
Partnerships



**Aize Asowata**  
Marketing Coordinator



# How Business Leaders and Employees Can Get Involved

There are several ways to be part of LIFT Labs programs:

- Introduce a startup to LIFT Labs
- Pilot a product with LIFTOff
- Bring your team or corporate partners on a tour of LIFT Labs PHL
- Host or attend an event at LIFT Labs
- Suggest an expert panelist or serve as one yourself
- Join the Tomorrow Team

**Send programming ideas or questions to**  
[LIFT@Comcast.com](mailto:LIFT@Comcast.com)

**Stay up to date – sign up for our newsletter!**  
[ComcastNBCULIFT.com/connect](https://ComcastNBCULIFT.com/connect)