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**

<table>
<thead>
<tr>
<th>20</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pilots &amp; POCs provide fast insights to business units</td>
<td>Paid Deals contribute product innovation or cost savings</td>
</tr>
</tbody>
</table>

$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

9+ Positive brand sentiment for Comcast NBCUniversal

20 Paid Deals contribute product innovation or cost savings

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

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.

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

*Q1-Q2
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**
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.

Startup Journey Through LIFT Labs

**ATTRACT**
Recruiting Events, Meet-ups
Outbound Marketing
Inbound Marketing

Event Calendars, Outreach, Communication Strategy

**INTAKE**
Create Startup Profile
Salesforce
ComcastNBCULIFT.com

Application process or online form

**ACCESS**
LIFT Labs PHL
The Farm ATL
Events, Meet-ups
Mentors, Office Hrs.

Space: Startups working with BUs, LIFT or Ventures
Programs: workshops, speakers, & SMEs from CNBCU

**VIRTUAL RESOURCES**
Workshops
Mentors, Office Hrs.

Access to content on LIFT Labs website and X1

---

BU Engagement

ELEVATE?

No / Maybe

Yes

OTHER
- Continue to network, partner,
- LIFT Labs PHL/Virtual resources

---

**Accelerator**
Includes:
- Networking
- Mentorship
- Programming

Open Application

**LIFTOff**
- Landscape Research
- Startup Demos
- Call for Startups

Targeted, light application

**Direct Connect to:**
- Comcast NBCUniversal
  - Business Units
  - External Partners

Mature Startups: No Application Needed

---

**POST PROGRAM:**
- Alumni
- Mentor
- Amplification of startup story

---

(Open Application)

(Targeted, light application)

(Mature Startups: No Application Needed)

---

Yes

Partner / Customer (BU)
Invest (CV)
Acquire (BU/ Corp. Dev)

---

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.
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
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
## Startup Partnerships Lead to Product Innovation and Cost Savings

<table>
<thead>
<tr>
<th>Company</th>
<th>City</th>
<th>Description</th>
<th>Key</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Xogo</strong></td>
<td>Pittsburgh, PA</td>
<td>Bansen Labs’ Xogo is an accessibility product that allows you to control any device using their software.</td>
<td><strong>PRODUCT INNOVATION</strong>&lt;br&gt;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.</td>
</tr>
<tr>
<td><strong>Beeswax</strong></td>
<td>New York, NY</td>
<td>Offers Bidder-as-a-Service solution that is scalable, customizable, cloud-based programmatic bidding platform</td>
<td><strong>COST SAVINGS</strong>&lt;br&gt;Introduced through one of our partners, AWS. Will reduce Videology fees by &gt;50% and will save the company approx. $7.5M - $10M over 5 years.</td>
</tr>
<tr>
<td><strong>Morning Consult</strong></td>
<td>New York, NY</td>
<td>Global tech company revolutionizing ways to collect, organize and share survey research data to transform how decisions are made</td>
<td><strong>INSIGHTS</strong>&lt;br&gt;Met at Aspen Ideas Festival. Helped secure deal to measure brand insights with Xfinity branding and advertising teams.</td>
</tr>
<tr>
<td><strong>Orai</strong></td>
<td>Philadelphia, PA</td>
<td>AI-powered, public speaking feedback application</td>
<td><strong>EMPLOYEE LEARNING &amp; DEVELOPMENT</strong>&lt;br&gt;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.</td>
</tr>
<tr>
<td><strong>Trapica</strong></td>
<td>New York/Philadelphia</td>
<td>AI targeting optimization and marketing automation platform for social network ad campaigns</td>
<td><strong>COST SAVINGS</strong>&lt;br&gt;LIFT Labs Accelerator 2018. Secured MSA with Comcast NBCUniversal. Saved LIFT Labs $42k* on social spends to still reach engagement goals&lt;br&gt;*Savings to Universal TBC</td>
</tr>
</tbody>
</table>

### Key
- MSA – Master Service Agreement
- POC – Proof of Concept
- CV – Comcast Ventures
Connection to Worldwide Startup Communities
Expand our Network

Attended and hosted 50+ events across the globe

LIFT Labs PHL helps grow the ecosystem in Philadelphia, including three accelerator companies now with a presence in the city.

Organizations we support reach 4 million founders worldwide

<table>
<thead>
<tr>
<th>Organization</th>
<th>Network:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BlackTech</td>
<td>22,000</td>
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<tr>
<td>GAN</td>
<td>10,000+</td>
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<tr>
<td>Techstars</td>
<td>1.5 Million</td>
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<tr>
<td>Bunker Labs</td>
<td>39,000</td>
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<tr>
<td>PSL</td>
<td>4,000</td>
</tr>
<tr>
<td>Startup Grind</td>
<td>2 Million</td>
</tr>
<tr>
<td>Dreamers/Doers</td>
<td>8,000</td>
</tr>
<tr>
<td>PTW19</td>
<td>20,000+ attendees</td>
</tr>
<tr>
<td>women2.0</td>
<td>300,000</td>
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</tbody>
</table>
LIFT Labs Growth

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

### 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

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LIFT Labs or Comcast NBCUniversal Startup Programs

Top Application Countries: SAN FRANCISCO, AUSTIN, ATLANTA, LONDON, UNITED KINGDOM, FRANCE, ITALY, TEL AVIV, INDIA, CANADA, DENVER, NEW YORK, LONDON, UNITED KINGDOM, FRANCE, ITALY, TEL AVIV, INDIA, LIFT Labs or Comcast NBCUniversal Startup Programs
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

**DISTRIBUTION CHANNELS**

**EVENT MARKETING**
- National Events
- Regional Events
- Owned Events

**SOCIAL ORGANIC**
- Facebook, Twitter, Instagram, LinkedIn

**PARTNER AMPLIFICATION**
- Social Network Effect
- Integrated Promotions

**PAID SOCIAL + DIGITAL**
- Search
- Social
- Retargeting

**MEDIA RELATIONS**
- News Announcements
- Story Development
- Opportunistic Pitching (Corp. Comms)

**EDITORIAL / WEB CONTENT**
- Blog
- News
- Video

**EMAIL CONTENT**
- Newsletter
- Onboarding Sequence

**CONTENT STUDIO**
- Editorial / Web Content
- Editorial / Web Content
- Editorial / Web Content
Content Makes Positive Impact on the Company’s Brand Sentiment

305 Million
Earned media impressions (100% positive sentiment)

31 Million
Social media impressions (paid + organic)

146,000+
Pageviews on ComcastNBCULIFT.com

120 NEW PIECES OF ENGAGING CONTENT
including a docuseries and podcast

22,000+
Video views of our content on X1 (Just say “LIFT Labs” into your voice remote!)
Commitment to Diversity and Inclusion

“...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

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

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

Employees on Tomorrow Team serving as LIFT Labs ambassadors

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

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

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
Denise Hasty*
Jeanine Heck
Heather Hollis
Randall Hounsell
Domigue Izibicki
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
Muavariwa
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
Prem Smalley
Fraser Stirling*
Matthew Strauss*
Maggie
Suniewick**
David Vallin
Zane Veila
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

HIGH LEVEL TIMELINE

Q1

JAN
Techstars Applications Open

FEB
Startup Grind, SF

Q2

JAN - MAR
Techstars/LIFT Labs Meet & Greets
Cities 1 - 6

JUN TBD
Startup Curation Event

JUNE
LIFT Labs Summit

JUNE
Collision, Toronto

Q3

JULY
Techstars Offer Letters Sent

JULY
2020 Techstars Class Begins

JULY - OCT
Techstars/LIFT Labs Accelerator Program

Q4

OCT
Techstars Demo Day

Q4
Startup Recruiting City 4 - 6

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
Stay up to date – sign up for our newsletter! ComcastNBCULIFT.com/connect