

EcoHelmet



ISIS SHIFFER

Overview

Isis Shiffer was a grad student from Pratt University who designed the EcoHelmet for her Master's thesis. Wanting to make it into a business, Isis joined 2020 and was one of the most successful participants in her program. Isis restructured her brand, utilized her mentorships and received major press and investment opportunities.

Goals

Develop brand, website, company and launch

Receive press and investment to manufacture

Key Results

Developed a new business model

Restructured her brand, incorporated, filed patents and redesigned her website

Received major press including Digital.NYC, WIRED, and CNN

Mentored in crowdfunding, marketing and public relations

Numerous meetings with investors and potential corporate partners

Approach

Introduce to multiple mentors in crowdfunding, marketing, and PR

Restructure business model

ecohelmet.com
isisshiffer.com

eNeighbor



BRIAN O'CONNELL

Goals

Fundraising

Consumer marketing strategy

Partnerships

Approach

Introduced to high-level partners and influencers

Solidify core offering, consumer marketing strategy and get investment ready

Overview

Prior to 2020 Startups, Brian was struggling with fundraising and consumer marketing. During the 90-Day program, Brian restructured his marketing approach, made high-level contacts with VCs, mentored in marketing, developed strategic partnerships including one with IBM, opened a round, and was one of the most successful participants in his program.

Key Results

Met with multiple recognized and respected VCs who were interested in investing

Opened up first round in investments

Spoke with over 500 startups in NYC and mentored in marketing, PR and investing

Created a consumer marketing initiative using direct partnerships with stores

Connected and collaborated with Manhattan Chamber of Commerce to expand network and sign up partners

Partnered with IBM's GEN and received an estimated \$7k of free cloud services.

eNeighbor.com
facebook.com/eneighbr

Bregman Success



SHLOMO ZALMAN BREGMAN

Goals

- Streamline all revenue under one brand
- Finalize and launch 2nd book
- Expand to reach a more diverse audience
- Increase speaking engagements

Approach

- Expand publicity and partnerships
- Clarify core offering
- Brand as a thought- leader and introduce to industry contacts

Overview

Before joining 2020, Shlomo Zalman Bregman had a vision that was seemingly unattainable. During his participation in 2020's Q3 program, he launched his 2nd book, was offered a Ted Talks speaking engagement at Long Island University, and was featured in The Huffington Post.

Key Results

- Restructured brand website with highlights and core offerings
- Featured article in The Huffington Post
- Acquired speaking engagement for Ted Talks (TedX) in NYC
- Published 2nd book
- Increased FB fan base by 7K+

BregmanSuccess.com
Facebook.com/RabbiBregman

YogaMath



JOSEPH MATA

Goals

Recreate his brand messaging

Promote health, teach his curriculum and partner with leading educational institutions

Connect with industry leaders, build a personal brand & develop a strong sales offering

Approach

Expand publicity and partnerships

Reach out to many schools in the New York City Area to land teaching contracts

Network with as many industry leaders in these 3 months

Overview

Before joining 2020, Joseph only had his curriculum put together. During his participation in 2020's Q3 program, he restructured his brand, signed contracts with 2 charter schools, and TV-hosted the 7th annual Healthy Lifestyles fair in NYC.

Key Results

Restructured brand messaging, public approach and core offering

Launched a new website

Signed contracts with 2 Charter schools for the 2016-2017 year

Featured as a TV Host at the 7th annual Healthy Lifestyle Fair in NYC

YogaMath.co
Instagram.com/mtheory101

Picksanity



JAKOB FINKEL

Goals

1. Redesign website to a simpler easy to use way
2. Plan a go-to-market strategy
3. Connect with leaders in the sports and PR industries

Approach

Network with professionals from the sports industry

Collaborate with publicists to develop PR Strategy

Clarify business plan and go-to-market strategy

Overview

Jakob Finkel, a university student and avid sports fan, didn't know in which direction to take his Startup. During his participation in 2020's Q3 program Jakob developed his website, PR strategy, and now has a clear idea of how to penetrate the market.

Key Results

Developed website

Expanded social media presence on Facebook, Twitter, and Instagram

Created a launch date

Developed campus ambassador program

Mentored by a seasoned PR executive

Picksanity.com
facebook.com/Picksanity

Desserts After Dark



DINA STEIN

Goals

1. Meet potential buyers and investors
2. Restructure social media approach
3. Publicity & Brand Partnerships
4. Develop Delivery Service

Approach

Meet potential buyers and investors
 Restructure social media approach
 Publicity & Brand Partnerships
 Develop Delivery Service

Overview

Before joining 2020, Dina only knew how to bake amazing desserts. During her participation in 2020's Q3 program Dina was featured on TV for a Healthy Living Segment, headlined a healthy event at Microsoft and received multiple investment offers for Desserts After Dark.

Key Results

Made high-level contacts through networking at Columbia University and L.A Health Expo

Developed multiple professional videos promoting her brand

Gained social media following through Instagram and Snapchat

Featured on Healthy Living TV Show, organized and conducted a Health Event at Microsoft

Received multiple investment offers from angel investors totaling \$260k

Developed her "Home Delivery" service scheduled to launch in September of 2016

DessertsAfterDark.com
Instagram.com/healthbydina

Energex Inc.



LAUREN NADATA

Goals

Restructure into a lean startup
Hire sales team for new vertical

Approach

Restructure according to proven lean operations
Mentoring with focus on executive education in marketing, sales and Biz-Dev

Overview

Before joining 2020, Lauren's challenge was restructuring her company into a lean startup and launching a new office in NY. During the 90-Day program Lauren successfully restructured her company, signed multiple contracts accumulating in over \$100k, and was featured in a trade publication.

Key Results

Restructured into a lean startup operation

Mentored in legal and marketing strategies

signed multiple contracts estimated over \$100k

Launched new vertical and received hiring assistance for her sales team

energexinc.com
ca.linkedin.com/company/energex-inc

Q3 SUMMARY

90-Day Collective Overview

The following are the collective findings of 2020 Startups' Q3 Accelerator Program. Prior to joining 2020 Startups, the Q3 Participants were in various early-stages. The approach was to use 2020's "3 E's" (Environment, Education and Expertise) method to holistically support each startup, while custom tailoring efforts towards each participant's priority.

Each startup selected a 90-Day goal for the program. The following results which were reported from each participant proves that not only did each startup achieve their goal, but each participant reported that they "significantly increased business capabilities, business net worth, and would recommend 2020 Startups to their peers".

Approach

Environment, Education & Expertise

Workspace - Workshops - Marketing Lab - Mentorships

Key Results for 90 Days

1. Attended 6 major industry conferences including **TechCrunch Disrupt**, **VIP Kick-Off at 2020 Startups**, **Facebook Boost at Columbia University**, **Marketing Week NYC**, **Demo Day at Microsoft**, and a **Networking Event at Yankee Stadium**.
2. Participants attended **12 private executive education workshops** with senior industry leaders & executives.
3. Participants received multiple **investment offers and sales contracts totaling an estimated \$320,000**.
4. Participants **saved an estimated \$70,645 in marketing and PR services**
5. Participants were featured in **Huffington Post, WIRED, Digital.NYC, CNN, Microsoft** and the **Examiner**.
6. Participants were personally introduced and mentored by senior managers from **Skype, IBM, HSN, Bloomberg, Shark Tank, Examiner, Digital.NYC, Gust, New York Angels, CrowdsUnite, Microsoft, Qbix** & more.
7. **Five new websites** were launched.
8. Two participants were featured on TV programs such as **"Healthy Living"** and **"Healthy Lifestyle Fair in NYC"**.
9. All participants received **on camera training and video profiles**