



BROOKLYN
CHAMBER OF COMMERCE

A hand holding a glowing lightbulb is the central visual element. The background features a network of nodes and lines, suggesting a digital or interconnected environment. The overall color palette is teal and yellow.

PROOF OF
CONCEPT
PROGRAM

INTRODUCTION TO BROOKLYN

The Heart of Innovation

Brooklyn, the most populous borough of New York City, is a hub for innovation.

With its diverse population and vibrant arts scene, Brooklyn has become a hotbed of creativity and entrepreneurship.

Brooklyn is an ideal location for **Proof of Concept (PoC) testing of startup products.**

Brooklyn's distinctiveness attracts startups seeking real-world opportunities by testing US and global product marketability. The area's lively streets and diverse neighbourhoods provide valuable insights and feedback from consumers.

BROOKLYN BY THE NUMBERS

Population

2,736,074

NYC's Most Populous Borough

37.2%

Born outside U.S.



35.6yr

Median Age



44.5%

Speak Another Language

Highlights

186sq. km

Land Area

67sq. km

Waterfront

20



Colleges, Universities
and Trade Schools



62,000

Businesses in Brooklyn

**Contribution to NYC's
Overall Economic Growth**



47.5%



BROOKLYN

CHAMBER OF COMMERCE

Driving Innovation

Founded in 1918, the Brooklyn Chamber of Commerce is the largest and most influential business advocacy organization in New York State.

It serves as a hub for businesses, startups, and entrepreneurs in Brooklyn, dedicated to promoting economic development and supporting the local business community.

We provide a wide range of resources, networking opportunities, and advocacy efforts to drive growth and success in Brooklyn's business landscape.

PROMOTION

SUPPORT

SINCE
1918

ADVOCACY

CONVENING

PROOF^{OF} CONCEPT PROGRAM

The Heart of Innovation

The Proof of Concept (PoC) program by the Brooklyn Chamber of Commerce **fosters innovation and drives economic growth** by connecting startups and businesses with resources, support, and collaboration opportunities in Brooklyn.

It aims to **address the long term challenges in energy, public safety, sanitation, and urban infrastructure** by bringing cutting-edge and innovative products from startups to Brooklyn.

This program will serve as **a platform for governmental agencies, organizations, startups, and businesses**, promoting collaboration and economic growth between countries.

NEW YORK CITY CHALLENGES

Call of Open Innovation for Tackling & Addressing Urban Issues



Public Safety

#Public Safety #Anti-Hate Crime
#Industrial Safety #Surveillance

- Danger-detecting AI surveillance technologies
- Individual privacy securing technologies
- Property crime-preventing technologies
- Hazard prevention



Sanitation

#Waste Management #Food Sanitation
#Urban Pest Control #COVID-19

- Smart garbage disposal & waste management
- Temperature monitoring & management system
- Anti-Rats/Pest/Bacteria products



Energy

#Environmental Sustainability #Carbon Zero
#Coastal Resilience #Green Energy

- Energy efficient appliances and smart apps
- Renewable/Eco-friendly products
- Carbon reduction/Replacement Products
- Environment restoration
- Buildings Retrofit

BENEFITS OF THE POC PROGRAM

Unlocking Unique Opportunities

Brooklyn Chamber of Commerce's PoC program **helps startups refine their products and enhance marketability.**

It provides access to industry experts, showcasing opportunities, and valuable feedback from the end users.

Through this program, startups will gain insights into business & consumer behavior, refine their products, and develop a competitive edge in the United States and global marketplace.

ACCESS

to the Brooklyn
startup ecosystem

COLLABORATION

and knowledge sharing
opportunities with
Brooklyn businesses

MENTORSHIP

and guidance
from
industry experts

VALIDATION

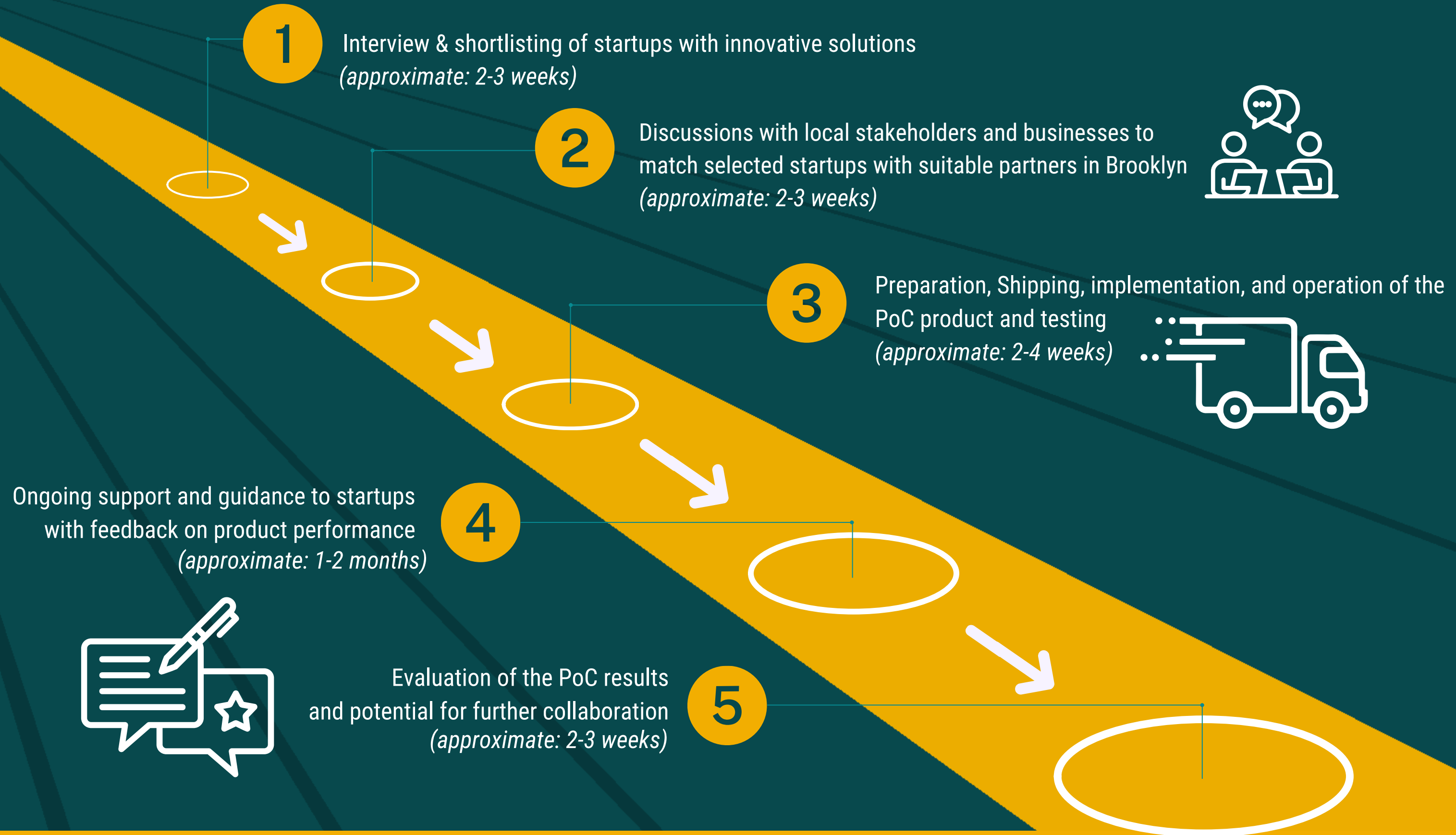
and refinement of
startup ideas in a
diverse market

EXPOSURE

to potential investors
and partners

TESTING PROCESS

5 Phases for PoC Program





TESTBED AREA

Connected with the Perfect Match

Through Brooklyn Chamber of Commerce's strong network of businesses across all areas of Brooklyn and its strategic positioning within Industry City enables the PoC Program to **match startups with the most suitable Brooklyn businesses.**

This tailored approach **facilitates impactful collaborations, addressing specific challenges faced by Brooklyn businesses while fostering valuable opportunities for startups and businesses** from all over the US and the world to test proof of concept of their products for global and US marketability.



BROOKLYN

INDUSTRY CITY

About Industry City

A 6 million square foot transformed intermodal complex historically used for shipping, warehousing, and manufacturing, comprised of 16 buildings. Hosting over 900 businesses and startups with 10,000 people who work at the campus.

Innovation Alley + Country Yard + The Landing Hub of entrepreneurship, high technology start-up firms, postmodern art, and design.



PROOF OF CONCEPT CASE STUDY A

Sanitation (2022)



A.virtual

Product Tested: A Virtual **Plasma Air Sterilizer**

Business Match: Reggae Town Cafe | Grab-and-go spot with a revolving menu each day featuring jerk chicken, curried goat, oxtail, and more Jamaican deliciousness.

Results: Positive feedback and successful test in basement kitchen setting leading to development of new product for cafeterias.

A.virtual

LAB CERTIFICATED

ECO Air Cleaner,

Semi-permanent use without filter replacement.
Care for invisible viruses and bacteria.
Make your kitchen safer and more pleasant.

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IC
INDUSTRY CITY

PROOF OF CONCEPT CASE STUDY B

Energy (2022)



Product Tested: ENERCAMP **Portable EV Charger**

Business Match: LAZ Parking | Safe and convenient parking garages across the U.S.

Results: Collaboration extended to test the product on Porsche EV, partnership with LAZ Parking, leading to major investment.



PROOF OF CONCEPT CASE STUDY C

Safety (2022)

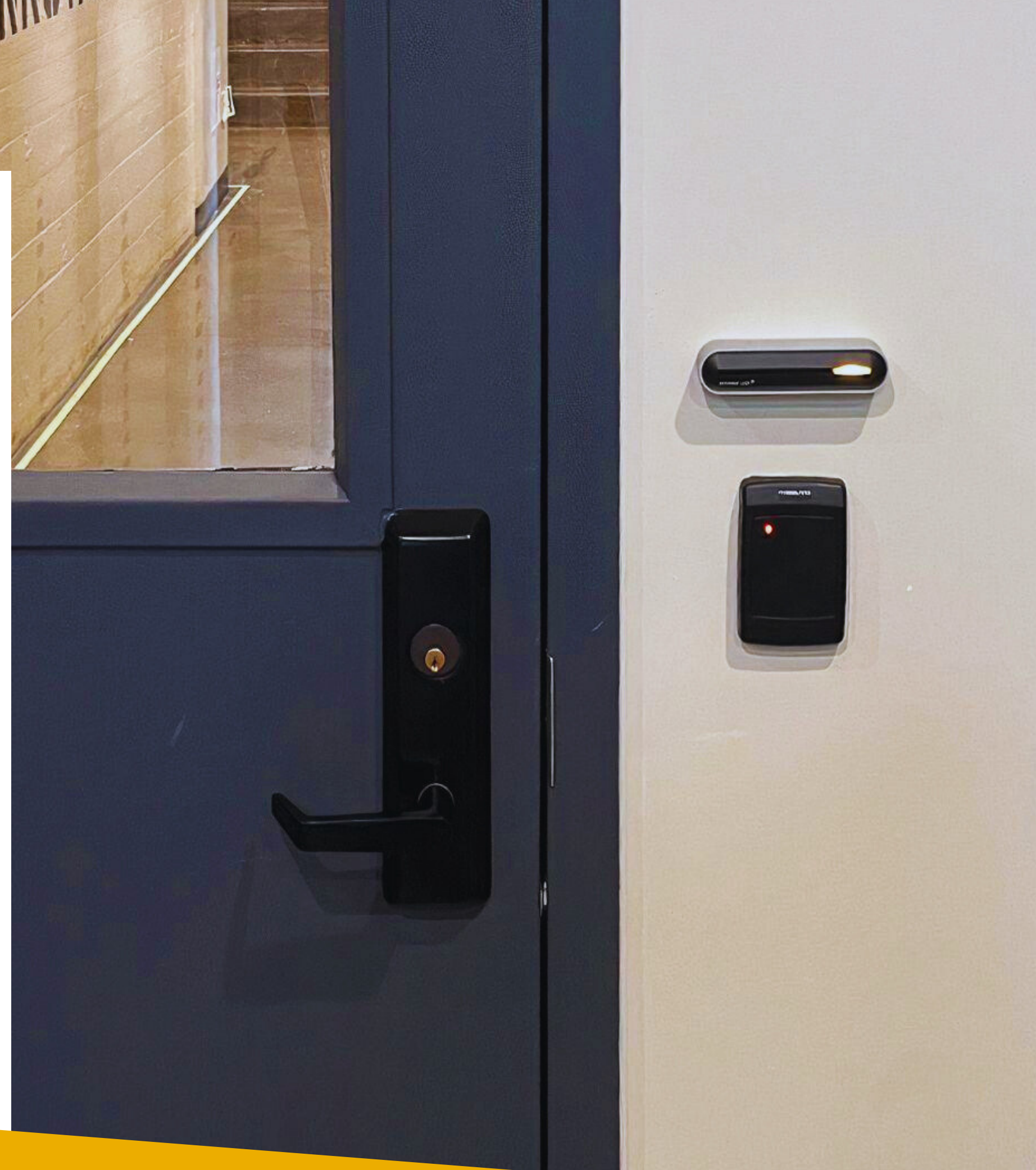


SESAME LAB

Product Tested: Sesame Lab **Blockchain Based Digital Key**

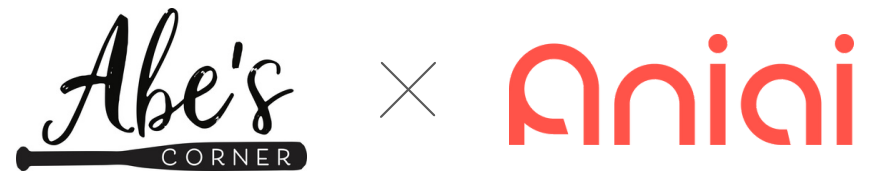
Business Match: Industry City | Industry City is a creative campus and a one-stop destination of experiences, eateries, events and everything in between. An historic intermodal city, IC is comprised of 16 buildings, built on 35 acres of repurposed industrial space.

Results: Continuation of product & service usage and test case leading to company acquisition.



PROOF OF CONCEPT CASE STUDY D

Food Tech (2022)



Product Tested: Aniai **Automated Hamburger Machine**

Business Match: Abe's Corner | Restaurant & bar in Little Caribbean, Brooklyn

Results: In 2023, Aniai entered the U.S. market and is now distributing their product across the country.



PROOF OF CONCEPT CASE STUDY E

Sanitation - Food Waste Reduction (2022)



Reencle

Product Tested: Reencle **Food Composter/Recycle**

Business Match: Sahadi's | Sahadi's is a family-owned specialty food store located in Brooklyn, New York. It was established in 1895 by Lebanese immigrants and has become a beloved institution in the community.

Results: Positive feedback and successful test at Sahadi's.

Began to sell to U.S. consumers in 2023



AN INVITATION TO BROOKLYN

Letter from The President

The PoC program by the Brooklyn Chamber of Commerce presents a strategic platform for collaboration and growth to businesses and supporting startups and startups themselves.

Our program offers the opportunity to leverage the vibrant ecosystem of Brooklyn and drive innovation in your respective domains.

We invite you to explore the possibilities of partnering with us, as we work together to advance technology, entrepreneurship, and economic development.

Connect with our team to discuss how we can jointly contribute to the growth and success of your startup in Brooklyn's dynamic business landscape.



Randy Peers,

President & CEO of Brooklyn Chamber of Commerce



KEEP UP WITH THE CHAMBER



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CONTACT US

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