



BROOKLYN
CHAMBER OF COMMERCE

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

35.9%

Born outside U.S.



37yr

Median Age



45.1%

Speak Another Language

Highlights

179sq. km

Land Area

77sq. 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 #Food Sanitation
Management #COVID-19
#Urban Pest Control

- 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

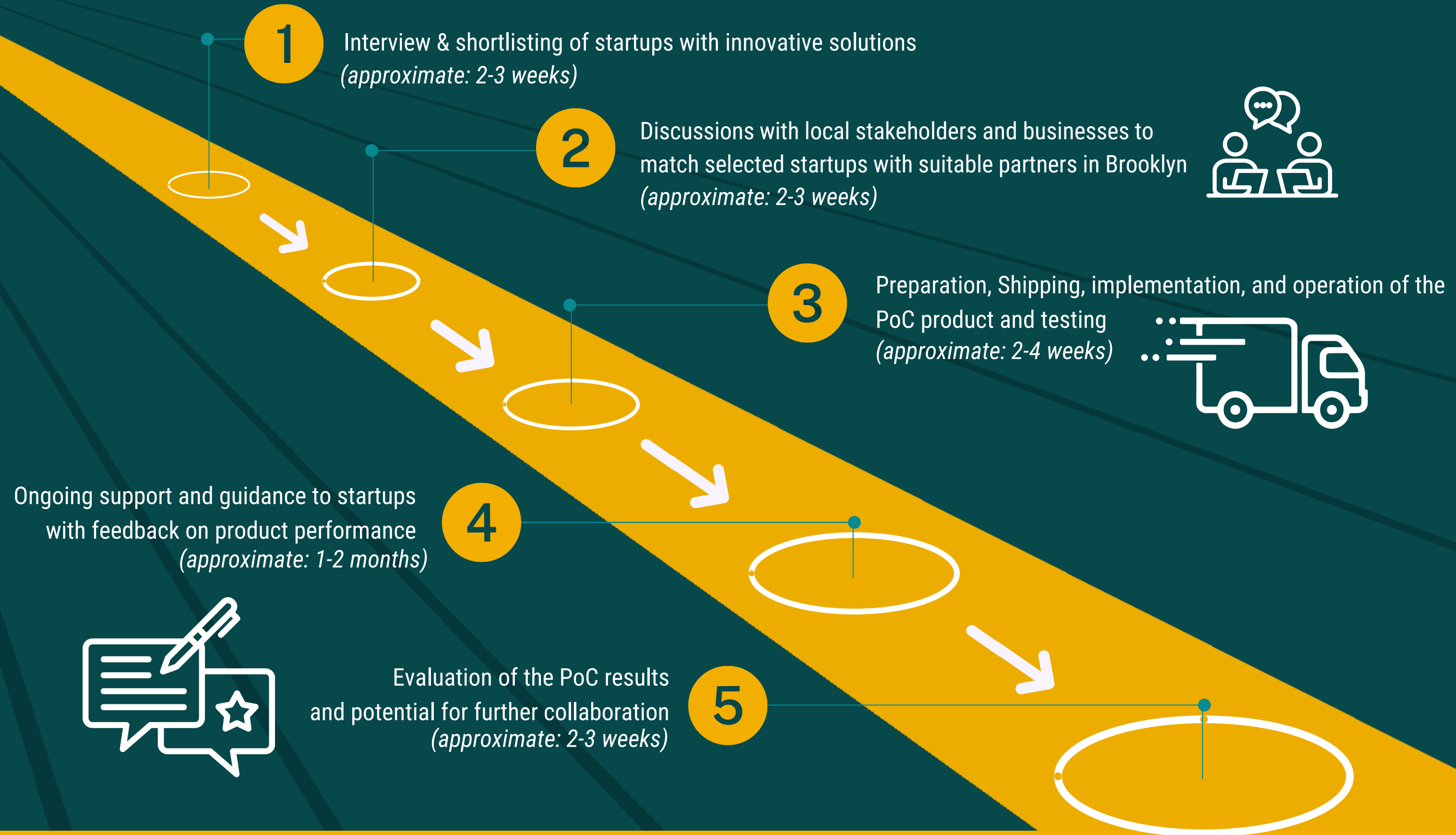
AND REFINEMENT OF
STARTUP IDEAS IN A
DIVERSE MARKET

EXPOSURE

TO POTENTIAL
INVESTORS
AND PARTNERS

TESTING PROCESS

5 Phases for PoC Program



POC PROGRAM SERVICES

Access Special Benefits & Support

 Visibility & Business Growth	 Access, Advocacy & Influence	 Resources, Operations & Savings
• Marketing and Promotion • Symposium, Seminars, and Conferences • Virtual Networking • Ribbon Cuttings • Referral Services	• Advocacy • Committee participation • Introductions to members, organizations, and elected officials • Free admission to BCC networking events • Economic and Special Reports	• Affiliate Discounts • Import and Export Documentation • Workforce Placement • 1-2 staffers using the Brooklyn Chamber Space
6000 USD		

Add-On  Professional Services		
• Legal Services • Translation Services	• Travel Concierge Services • Concierge for Professional Services	• Mailbox Services • Co-Working Space

POST POC PROGRAM SERVICES

PROMOTION



Promote your businesses within the Brooklyn and NYC area

SUPPORT



Connect with businesses of similar industries to foster cross-border collaboration.

ADVOCACY



Foster **increased trade relations** between Brooklyn-based businesses and the international community

CONVENING



Networking opportunities, relevant programming and events

SPACE



Find your perfect space within Brooklyn, such as Industry City Coworking

BECOME AN AFFILIATE MEMBER

BRONZE

- Advocacy
- Affiliate Discounts
- Symposiums, Seminars and Conferences
- Marketing and Promotion
- Import/Export Documentation (Certificate of Origin and Free Sale)
- Referral Service
- Economic and Special Reports
- Quarterly Newsletter
- Workforce Placement
- 1 Staffer Using the Brooklyn Chamber Desk Space
- 1 User Access to the Brooklyn Chamber Membership-App
- Virtual Networking/Ethernet Platform
- Chamber President's bi-monthly call/report

SILVER

Bronze Benefits PLUS:

- 2 Staffers Using the Brooklyn Chamber Desk Space
- 2 Users Access to the Brooklyn Chamber Membership-App
- Influence and Providing Insight (i.e. elected officials and industry leaders)
- Access to Affiliate Help Desk
- Use of the Brooklyn Chamber Conference Room
- Participate in Testbed Program
- 1 Representative on a Committee

GOLD

Bronze and Silver Benefits PLUS:

- 3 Staffers Using the Brooklyn Chamber Desk Space
- 3 Users Access to the Brooklyn Chamber Membership-App
- Access to Talent Pipeline (Job Fairs)
- Exclusive Briefings and Networking Opportunities
- Featuring Media Highlights
- 2 complimentary tickets to one of the Chamber's signature events.

PROFESSIONAL SERVICES FOR ADDITIONAL FEE

- Legal Services
- Translation Services
- Travel Concierge Services
- Concierge for Professional Services (i.e. bookkeeping, website design etc.)
- Mailbox Service
- Co-Working Space (Camp David)

- Each existing affiliate member that refers a new affiliate member will receive a 10% discount towards the following year's international affiliate membership fee.



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.



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.



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)

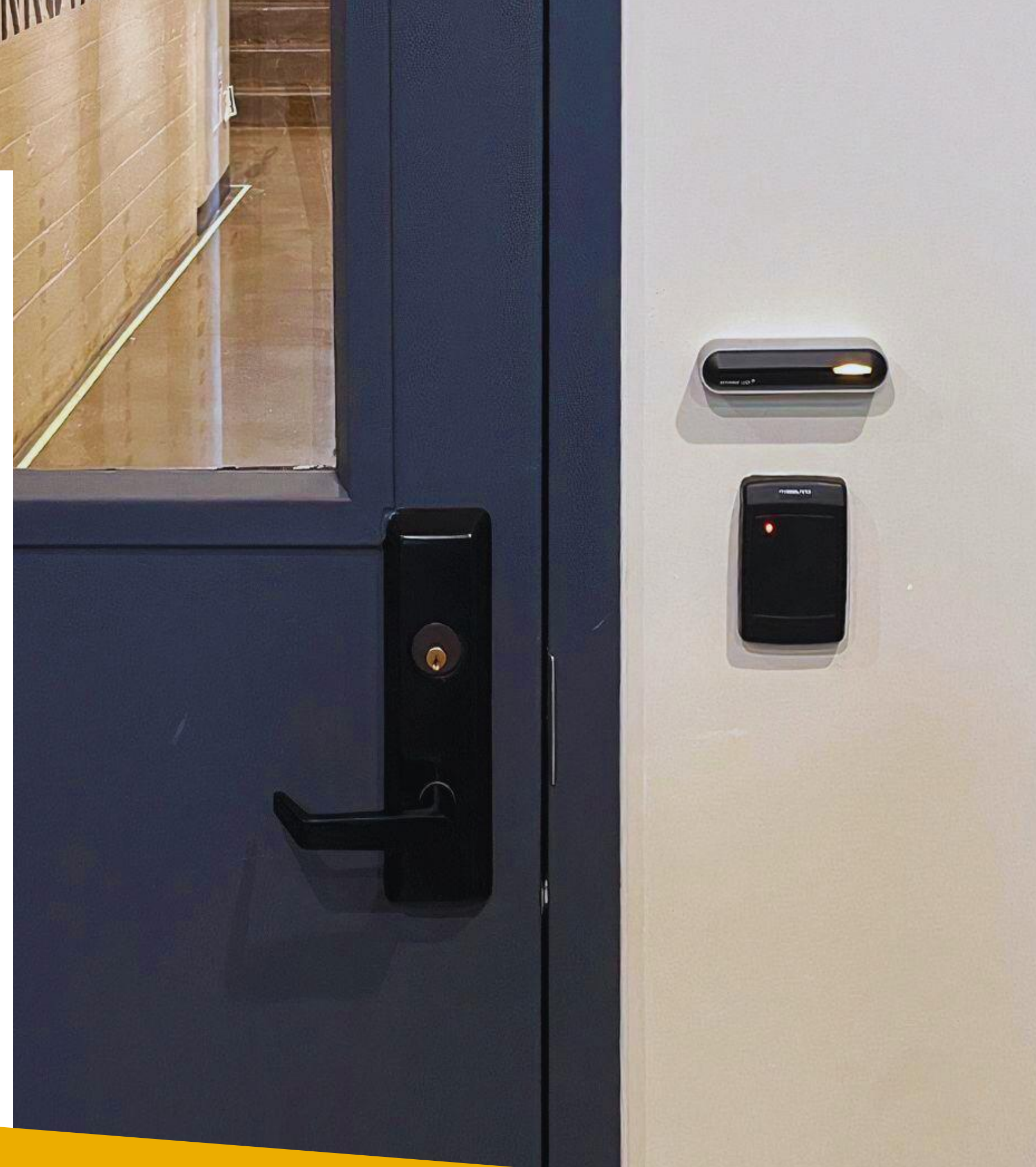


SESAME LAB

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

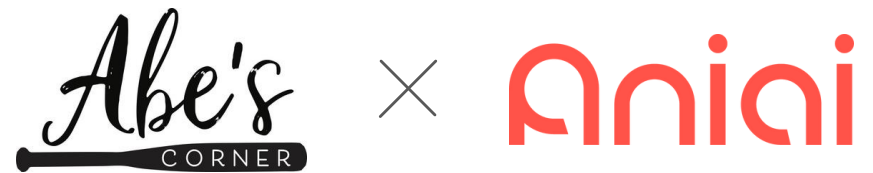
Business Match: Industry City | Industry City is a creative campus and a one-stop destination of experiences, eateries, events and everything in between. An historic intermodal city, IC is comprised of 16 buildings, built on 35 acres of repurposed industrial space.

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



PHASE 2

GO-TO-MARKET

*Fundraising, Investor Matchmaking
& Corporate Partnerships*



Following the successful Proof of Concept deployment, Phase 2:

- Prepares cohort companies for investment readiness
- Matches them with investors and corporate partners
- Supports them through the fundraising journey

FUNDRAISING & PARTNERSHIP PREPARATION

Building Investment Readiness from Day One

01 1x1 Fundraising Meetings

Meet individually with the BCC Fundraising Team to **discuss needs** across fundraising, corporate partnerships, governance, and professional services.



02 Pitch Refinement

Intensive pitch training and **1x1 practice sessions** with the BCC Team to sharpen investor and sales pitches for maximum impact.



03 Fundability Assessment

BCC Fundraising Team evaluates each company's investment readiness and determines fundability.



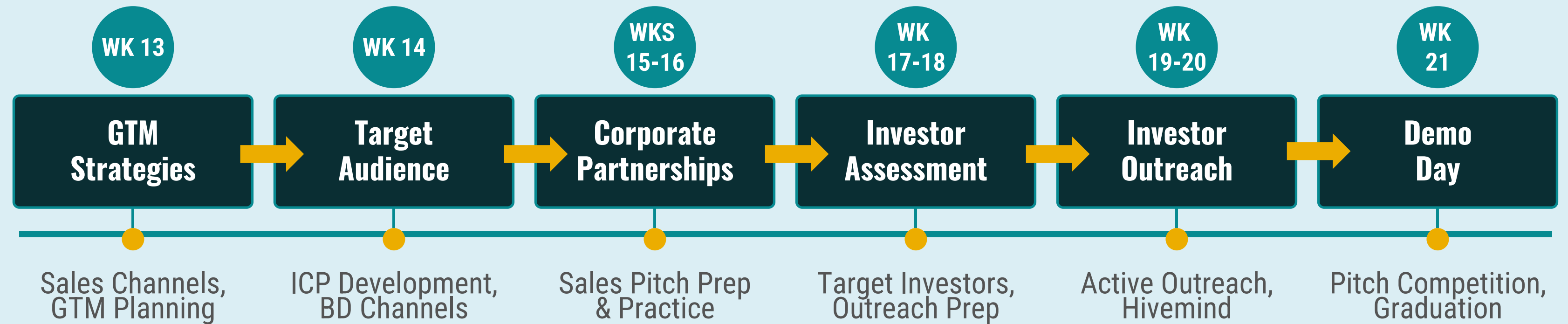
04 Target Investor & Partner Matchmaking

1x1 sessions to review and **select target investors and corporate partners** from BCC's curated network of 3,800+ contacts.



THE GO TO MARKET JOURNEY

9-Week Structured Program / Weeks 13 - 21



INVESTOR & CORPORATE PARTNER NETWORK

Matchmaking Cohort Companies with the Right Capital & Partners

6,800+

Investors

Angel Investors | Venture Capital | Family Offices |
Accelerators

90+

Service Providers

Corporate Attorneys | IP Attorneys | Accounting Firms |
Immigration

1,200+

Corporate Partners

BD Channel Support | Strategic Partnerships | Sales
Introductions

BCC leverages structured and systematic outreach to connect each cohort company with investors and partners aligned to their stage, sector, and goals.

Demo Day & Beyond

01 Virtual Demo Day

An exhibition-style event inviting all investors from BCC's network. Cohort companies showcase their progress, traction, and investment opportunity to a curated audience.

02 Corporate Partner Showcase

Cohort companies present partnership opportunities to corporate decision-makers, demonstrating product-market fit validated through the PoC phase and go-to-market readiness.

03 Program Graduation & Ongoing Support

Formal program completion with continued BCC support post-graduation, including follow-up investor introductions, partnership facilitation, and access to the BCC network.



Our Partner – MRGN Company

The MRGN Company is a **full-service advisory firm** aiding small-to-medium businesses in eliminating the potential for technical debt by tackling operational and strategic obstacles before they arise. They have been operational experts for many years; consulting and mentoring numerous organizations on the efficiency and streamlining of their processes, and are proud members of the SAP.io, Sana and Sarona Ventures mentor teams.

MRGN has assisted:

- Sarona Ventures 365x
- SAP.io
- Affective Markets
- Cloer
- Cerebra
- Booth Guru
- InCyber
- Elly Analytics
- Ourate
- Glicq
- Elefense
- Gabriel Protects



Yoni Rubin
MRGN Company

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

For more information about the PoC program and partnership opportunities, please contact:



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brooklynchamber.com/poc-testbed-program