



FAQs

Q. What is the LIFToff program?

A. LIFToff is a program developed by Comcast NBCUniversal's Startup Engagement team. Based on industry best practices and team learnings, we developed an open innovation process flow that identifies opportunities for partnerships and commercial agreements between Comcast NBCUniversal and startups on the eve of large-scale commercialization. We partner with enterprise-ready startups to test new products, technologies and processes that solve business challenges and meet customer needs.

Q. What are the benefits of the LIFToff program?

A. This is an opportunity for an accelerated proof of concept and the potential to secure a paid pilot and/or commercial agreement with Comcast NBCUniversal. Selected program participants may be eligible for the following awards and benefits:

- Partnership and/or commercial agreement from Comcast NBCUniversal LIFT Labs
- Exclusive access to the Comcast NBCUniversal network
- Access to Comcast NBCUniversal's expertise, testing environments, and data sets to further develop your offering

Q. What is Comcast NBCUniversal LIFT Labs and how does this organization support startups?

A. Comcast NBCUniversal LIFT Labs, part of Startup Engagement at Comcast NBCUniversal, gives talented entrepreneurs access to Comcast NBCUniversal's renowned network of partners, brands and mentors to foster rapid breakthroughs in connectivity, media and entertainment. Startup Engagement at Comcast NBCUniversal has entrepreneurial programs across the country, including accelerators in Philadelphia and Atlanta, and offers educational resources and programming for companies at all stages of the startup journey. Our teams canvas the world for revolutionary startup founders and early-stage companies in connectivity, media, entertainment, and sports that can help enhance the products and services we provide.

Q. What role does the Startup Engagement team play in the LIFToff program?

A. The team will be involved in every aspect of the program, and will collaborate with internal and external partners where applicable, including:

- Startup scouting
- Application review and vetting
- Business validation and due diligence
- Storytelling/marketing
- Facilitation of demos
- Proof of concept/pilot facilitation
- Hand off/pilot completion



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Q. How was the challenge selected as a focus for the LIFToff program?

A. In addition to overall strategic alignment with Comcast NBCUniversal growth goals, we brought together a diverse team of internal and external experts in the accessibility ecosystem to frame the opportunity space. Then, we collaborated with colleagues across the organization to synthesize inputs into a single problem statement.

Q. Who should apply for the LIFToff program?

A. Enterprise-ready startups from around the world with demonstrated product-market fit and a desire to make technology more inclusive.

Q. What criteria are you looking for in a strong applicant to the LIFToff program?

- A. We will evaluate the strength of the applicants based on the following criteria:
- Leadership Team: Has unique expertise on the business challenge presented
 - Technology Differentiators: Tech should meet requirements for privacy and security/data segregation; tech is ready for production scale implementation
 - Enterprise Experience: Company has executed projects or POCs with Global 2000 companies; implemented on production data; has ability to support an enterprise customer, ideally at scale
 - Product Maturity: Company's product is beyond prototype mode and is production-ready
 - Investment and Funding: Funded by reputable VCs and/or VCs with sufficient funding and a series indicating sufficient market validation

Q. What are the key dates / program milestone timelines?

A. Applications open June 21 and close July 22.

Q. How do I apply?

A. Complete the online application here.

Apply Today at: www.lift.comcast.com/liftoff