NYC Recovery Challenge 2021
Helping To Rebuild a Stronger and More Resilient New York City

How might we use technology to better enable small and medium sized businesses and job seekers to succeed in New York City's economic recovery?

1.0   Introduction

With great challenges come great opportunities, and perhaps there was no more challenging year in recent history than 2020 due to COVID. As New York begins its long recovery from the economic impacts of the pandemic there is a rare opportunity to address underlying issues that were exposed during the last 18 months and help support more equitable and sustainable job growth in the city.

1.1   The Challenge

In April of 2020 NYC's unemployment rate jumped from 3.8% to 15.6% and climbed up to 20% the following month, leaving an additional 570,000 New Yorkers without work. While the unemployment rate has consistently dropped since its peak in May of 2020, as of June 2021 the unemployment rate of 10.5% is still nearly 3 times the pre-covid rate and nearly twice the national average. Further, employment cuts and new hiring have not been evenly felt across industries, in particular, face-to-face jobs in industries including hospitality, entertainment, retail, construction, healthcare and transportation lost hundreds of thousands of jobs.

To help address this challenge, Google for Startups has joined with Tech:NYC and Cornell Tech to sponsor the NYC Recovery Challenge. The goal of this challenge is to identify founders and companies who are specifically committed to supporting job creation, retention and placement in NYC neighborhoods. We are looking to support new ideas, products, services and solutions that use technology to better equip small and medium sized businesses and job seekers for New York City's economic recovery.

1.2 Focus Areas & Objectives

Some examples of areas where solutions might focus include:
- COVID
- Economic recovery
- Equitable access to resources
- Economic opportunity
- Health are
- Education
- Social equality
- Infrastructure

- Climate action

Objectives
- Help ignite and develop ideas that get New York City back on its feet
- Spur diverse and resilient job growth and retention
- Support New York City Founders, builders and businesses through funding, purchasing, credits - along with ongoing support of mentors from the Project Sponsors - while lending credibility and validation

2.0   Challenge Requirements

2.1   Eligibility
This challenge is open to companies, teams and individuals who are New York City-based and committed to supporting workforce development and economic recovery efforts in the city.

- New York City-based and committed: Your business must be in **Manhattan, Queens, Brooklyn, The Bronx, or Staten Island**
- All businesses must have ideas or business models in the start-up phase (pre-seed, seed)
- You should demonstrate your company's potential in impacting NYC's economic recovery and/or job creation, retention or placement.
- Previously raised less than $5M
- Readiness to show impact and scale (e.g. product maturity, go to market strategy, potential funding plans)
- Openness to work with Google to develop case studies, etc.
- Not currently enrolled in any Accelerator (Google or others)
- Not a government entity, nonprofit, personal blog, dev shop, consultancy, agency, bitcoin, or crypto mining company
- Not have been acquired or IPO'd (or in the process of)
- Special consideration will be given for the commitment of proposers to diversity and inclusiveness of founders and their teams reflecting the diversity of NYC

In all cases, any decisions and acceptance into this program is at the sole discretion of Google for Startups, Cornell Tech and Tech:NYC.

3.0   Submission Requirements

All proposals must be submitted through the Application Form on the website. Additional materials may be included in the appendix section of the form but may not be reviewed by the selection committee.

Proposal sections include:

Product & Company
- How does the problem you are solving relate to New York City's recovery, economic development and job creation / retention / placement?
- What is the product you have created or will create that addresses this problem?
- What is the timeline for the launch of your idea / product / service?
- Why is this idea / product / service important? Do you foresee any challenges in its development?
- Please give an estimate of the size of the market for the product you plan to develop.
- Are you aware of companies working on the same or similar problem?
- What would you hope to get from working with mentors from Google, Cornell Tech, NYCEDC and other partners? Please list specific areas / problems you will need assistance with.

Jobs and Economic Impact
- What would be the estimated economic and job creation / retention / placement impact? Estimate the direct and indirect number of full and part-time jobs anticipated to be created / retained / placed by your company or product. Explain the multiplier effects of your proposal.
- What types of workers will be most directly affected by your idea / product / service?
- How would this solution accelerate NYC's recovery from COVID and / or address issues related to equity and climate resilience?

4.0   Selection

4.1   Selection Criteria

A selection committee will be established by the Project Sponsors. The criteria that the committee will consider may include, but is not limited to, the below. The committee welcomes submissions from a diverse group of applicants.

1. Number of jobs anticipated to be created, retained, placed or recovered
2. Diversity of jobs created, with a preference for nontechnical, not just "tech" jobs
3. Impact to small and medium size business reactivation and recovery
4. Impact to underrepresented, vulnerable or communities disproportionately impacted by COVID and equity of jobs created
5. Overall quality of proposal

The Project Sponsors anticipate an iterative selection process for project finalists and awardees. Respondents may be asked for additional information on their proposal and/or a virtual interview to answer specific questions raised by the selection committee.

4.2   Non-Dilutive Cash Awards
Ten finalists will be selected by the Committee. Awards include:
- 1 $100,000 non-dilutive cash award
- 1 $25,000 non-dilutive cash award
- 1 $25 non-dilutive cash award
- 10 total finalists (including 3 cash award recipients) will receive Google, Cornell Tech and Tech:NYC mentorship and guidance among other perks

5.0   Schedule

- Release: 9/23
- Close application: 10/29
- Winners announced by: 11/29
- Mentorship: Launching December, 2021

6.0   Considerations

By submitting their application, participants acknowledge that their information will be used in accordance with Google's Privacy Policy and understand that Google can contact them to better understand their submissions.

7.0   Project Sponsors

7.1   Google for Startups
Google for Startups is a startup program launched by Google in 2011. It consists of over 50 co-working spaces and accelerators in 125 countries, and provides hands-on lessons for aspiring entrepreneurs. It partners with local startup communities as well as a network of co-working spaces for tech startup entrepreneurs called Google for Startups Campus. It offers access to Google's devices as well as tools and workshops for the local tech community.

7.2   Tech:NYC
Tech:NYC is a nonprofit coalition of more than 800 technology companies in New York. Its membership includes the largest tech companies in the world as well as hundreds of small and growing startups. It is committed to the state's enduring economic resilience and to ensuring that all New Yorkers can benefit from innovation. Tech:NYC and its members work with government and community partners to foster a dynamic ecosystem so that New York remains the best place in the country to start and grow a technology company.

7.3   Cornell Tech
Cornell Tech is Cornell University's groundbreaking campus for technology research and education in New York City. The establishment of the Cornell Tech campus was a visionary move; one that was meant to galvanize and rethink technology research and education not just

for NYC, but also the nation, and the world. The City of New York had the incredible vision to attract a premier applied sciences institution that would accelerate the city's tech industry and diversify its economy. Cornell, in partnership with the Technion, won the competition and we didn't wait to start having an impact.

8.0   Google's Terms of Service and Privacy Policy

All applicants acknowledge that Google's Terms of Service (https://goo.gl/rm2t9Z) and Privacy Policy apply to this challenge.