



press release

Standard Chartered Bank Awards StreetLabs \$25,000 for Winning the Standard Chartered Women+Tech4NYC Prize

Winning Pitch Proposed More Efficient System for New York Department of Transportation to Expedite Road Repairs

Runner-up Which Proposed Application that Helps K-12 Teachers Better Plan and Organize School Trips in New York City Presented With \$5,000 Seed Money

13 May 2016, New York -- Standard Chartered Bank awarded seed funding to two women-led startups, Fripp and StreetLabs for winning the Zahn Innovation Center's entrepreneurship competition at the City College of New York. This marked the second year of its [Technology Incubator for Women Entrepreneurs program](#) at the Zahn Innovation Center, and the successful completion of its 2015-2016 Women+Tech4NYC competition.

A panel of judges which comprised of leaders from academia and the business world selected StreetLabs for the 2015-2016 Women+Tech4NYC prize. The winning idea seeks to shorten the amount of time needed for the New York Department of Transportation to repair potholes and address road deterioration, thus improving overall conditions for walkers and drivers across the city. StreetLabs will spend the summer in the Zahn Innovation Center's accelerator program, and use the investment to develop its prototype and test it in Upper Manhattan.

Julio Rojas, Regional CEO of the Americas, commented, "The partnership with the Zahn Center and City College creates opportunities to turn dreams into reality. It offers women-led teams a platform to step forward with their business ideas and enhance New York's position as a technology hub. We are delighted to see the number of talented female students participating in the various competitions grow, while showcasing innovation and energy. Congratulations to all the participants for their dedication and the skills demonstrated. They are an inspiration, and exemplify what this talented and diverse student population can do in inspiring social change with technology."

Minerva Tantoco, the City of New York's Chief Technology Officer, said, "Women enterprises are a driving force of the NYC economy. [According to the Center for an Urban Future](#), women-owned businesses in NYC are over 40% of private companies. I am pleased to be part of the Women+Tech4NYC competition, a program that creates opportunities for New Yorkers to showcase entrepreneurship, and the importance of partnerships across the private, public and education sectors to teach the skills that are essential to New York's future in the innovation economy."

The Women+Tech4NYC competition kicked off last Fall with [Idea Jam 4NYC](#) where student teams, including StreetLabs, were challenged and coached in identifying and developing technological solutions to address issues facing New York City. [Five startups](#) entered Women+Tech4NYC with wide ranging ideas, including an online platform to connect therapists with mental health patients, facial recognition software to help people with Autism Spectrum Disorder, and games to help ESL learners prepare for the TOEFL exam.

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Note to Editors

Standard Chartered

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About the Zahn Innovation Center

The Zahn Innovation Center, a program of the City College Fund, is at the heart of entrepreneurship at the City College of New York. We inspire a diverse community of changemakers to develop transformative ventures. Check us out at <http://www.zahncenternyc.com/>

About the Technology Incubator for Women Entrepreneurs at the Zahn Innovation Center

Formed in October 2014, the Standard Chartered Technology Incubator for Women Entrepreneurs program is an initiative that aims to support greater diversity in gender representation within the technology sector.

The incubator program is a partnership with the Zahn Innovation Center at the City College of New York that provides support, guidance, and resources that early-stage women-led startups need to grow into successful businesses that bring economic growth to New York City and beyond.

This partnership has various levels of engagement and supports entrepreneurship among women across campus through:

- a mentorship network, including both Bank employees and local leaders in tech and government
- a Women in Entrepreneurship themed speaker series
- a newly renovated space housing the 'Standard Chartered Technology Incubator for Women Entrepreneurs' Resource Center
- a newly launched entrepreneurship course: Entrepreneurship: Women & Diversity