

# press release



## Standard Chartered Women+Tech4NYC Seed Prize Kicks Off with Idea Jam 4NYC

*Idea Jam 4NYC taps the City College student population to help solve New York City's major civic issues through technology*

**New York, 15 October 2015** – Standard Chartered Bank and the [Zahn Innovation Center](#) will kick off the [Standard Chartered Women+Tech4NYC Seed Prize](#) with [Idea Jam 4NYC](#), an all-day ideation session where students will develop technological solutions to New York City's biggest challenges. The launch marks the second year of the [Standard Chartered Technology Incubator for Women Entrepreneurs program](#), an initiative that supports greater diversity in gender representation within the technology sector.

Under the guidance of [The Design Gym](#), participants of Idea Jam 4NYC will have the opportunity to tap their skills and their passion for New York City to help solve major civic issues. The Issues were curated from New York City public officials and range from alleviating the lack of affordable housing, creating new methods of civic engagement, enabling zero waste to using data and intelligence to improve connectivity in the city.

In addition to the opportunity to win \$1000, the winning team will have the opportunity to "fast track" an application into the Zahn Innovation Center's new Venture Competition. If the majority of the winning team is made up of women, it will be offered fast track status into the Standard Chartered Women+Tech4NYC Seed Prize. The top three teams will have access to the Zahn Center's facilities and resources including a state-of-the-art co-working space at City College, mentorship and exclusive access to Zahn Center events.

"We are excited to build on our successes with the Zahn Innovation Center and continue celebrating the talent that women in New York City has to offer in the technology sector," said Julio Rojas, CEO, Standard Chartered Americas. "We are confident that this initiative will develop a larger talent pool that benefits businesses and New York City's economy, and look forward to witnessing the many talented students of City College apply their innovation and energy to address some of the City's most pressing issues."

"There are many times when we don't feel like we have a say in our city. Here at the Zahn Center, we believe everyone should feel empowered to create change. Idea Jam 4NYC offers students the opportunity to create change in their immediate community and see it carried out," said Lindsay Siegel, Executive Director, Zahn Innovation Center.

Idea Jam 4NYC is part of various activities to promote entrepreneurship among women at The City College of New York. In addition to a [speaker series featuring successful women entrepreneurs](#), Standard Chartered and the Zahn Innovation Center recently launched an "Entrepreneurship: Women & Diversity" elective course led by [Kim Wales](#), Founder of Wales Capital and CrowdBureau. The first year's program culminated in the launch of [Cubbies](#) (a sustainable, bamboo cloth diaper company based in New York), and the development of two teams through an accelerator program.

“The Zahn Center and Standard Chartered program exemplify how public-private partnerships can support Governor Cuomo’s call to create jobs, develop a diverse and talented workforce and make New York a hub for innovation,” said Rachel Haot, New York State’s Deputy Secretary for Technology and Chief Digital Officer. “I look forward to the creativity and innovation of the City College student community.”

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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. Learn more at <http://www.zahncenternyc.com/>