Comcast
NBCUniversal LIFT Labs

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Comcast NBCUniversal LIFT Labs

Connecting strategically relevant startups from around the world with Comcast to explore partnerships that impact the ways we work and the products and experiences we deliver to our customers and employees. By leveraging the startup ecosystem, LIFT Labs **identifies emerging technologies and key insights** through collaborations with founders and Comcast's businesses.

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About

Comcast NBCUniversal LIFT Labs

Strategic Development
Sam Schwartz

Startup Engagement
Allison Goldberg

Mosaic
Justin Forer

Comcast Ventures

Comcast NBCUniversal LIFT Labs

Comcast NBCUniversal Sports Tech
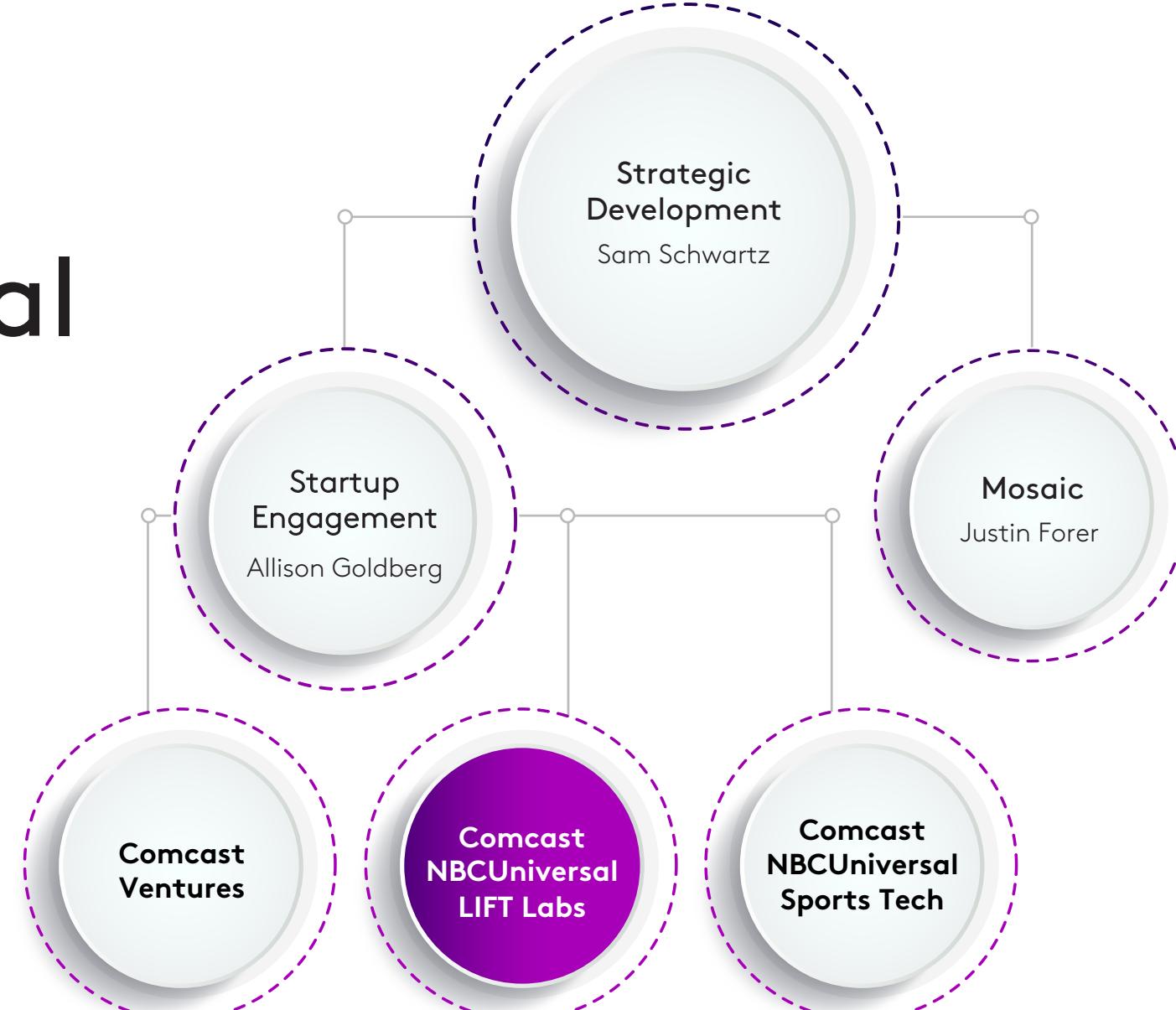
What We Do

Source and partner strategically relevant startups

Run World-Class Accelerator

Champion inclusive startup ecosystems

Something Storytellers

Identify & Deliver market insights

Commitment To Underrepresented Founders Continues

3000+ Startups Reviewed | 500+ Applications | Across 25 Countries

PIPELINE

**62%**

Applicants with founder of color[1]

33%
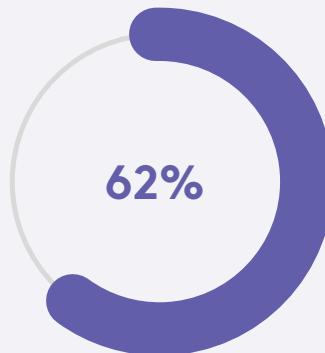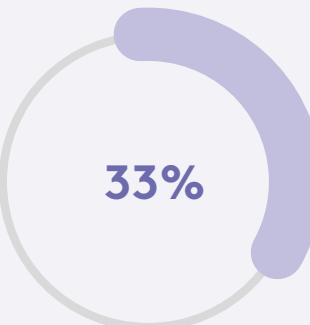
Applicants with a female founder[1]

COHORTS

44%

Applicants with founder of color[1]

27%
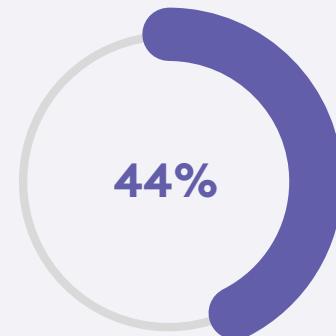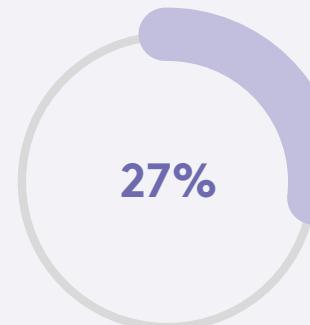
Applicants with a female founder[2]

LIFT Labs Accelerator

Comcast NBCUniversal LIFT Labs facilitates a semi-annual program that **fosters collaboration** between enterprise-ready startups and our leaders, **accelerating growth** through rapid pilot testing and proofs of concept.

- Theme-based
- Focused six-week program
- No equity required to participate
- Broader corporate connections across Comcast, NBCU and Sky
- Accelerating POCs to drive long-term relationships

LIFT Labs Collaboration Model

LIFT Labs **provides support** throughout
the collaboration and testing process

| Interactive Demo | Scope Project | Legal + Privacy | Activate POC | Report Results | Share Insights |

01 Identify Areas of Opportunities for Value Creation

02 Rapid Experimentation

03 Determine Implications & Share Insights

AI PORTFOLIO

ACCESSIBILITY
Sign-Speak

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covatic
Invested In by Comcast

Waymark

AI INFRASTRUCTURE
Cleanlab

deci.
Acquired by Nvidia

DynamoFL

FEATUREBYTE

Galileo

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narratize

NEON WILD

Rephrase.ai
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reSPEECHER

CUSTOMER LIFECYCLE
AnthologyAI

causaLens

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zenapse

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COACTIVE

imaginario.

Monterey AI

FRAUD DETECTION
Reality Defender

LEGAL/PROCUREMENT
Robin AI

HUMAN RESOURCES
aragorn

NETWORK
eino

InsightFinder

PROPTECH
Conservation Labs

SOFTWARE DEVELOPMENT
CodeComplete

grit

ProdMap

tR testRigor

AI PORTFOLIO: **SELECT TRACTION**

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AI PORTFOLIO: **EXITS**

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Archetype® **+** **COMCAST**

AI foundation model, Newton, interprets real-time sensor data from the physical world, transforming complex, multimodal signals into actionable insights so organizations can solve real-world problems, optimize operations, and unlock new value across industries at scale.

Home Presence

Identity Recognition

Context Sensing

The Newton Model could use household data to describe exact context of any home, giving us data to design truly unique experiences.

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zenapse™ + peacock

An AI-Powered platform that focuses on understanding how consumers make choices and enabling goal-based optimization to increase conversion rates and engagement.

STRONG CONVERSION LIFTS

18%
Average Conversion Lift

Positive conversion lift ranges between **13%-83%** per campaign

134K
Tracked Subscription Conversions

Six campaigns optimized for sub conversion, **earning ~14K** incremental subs within 30 days

SCALABLE TARGETING & OPTIMIZATION

20
Campaigns Run

Within **6 months**, tested across various Sports and Title pages, the Homepage & Plan Picker.

35
Psychographics Targeted

Visitors responding strongly to beliefs around **Gratification, Digital Life, and Belonging**.

WRITER + COMCAST

A full-stack, agentic AI platform for enterprises to reinvent end-to-end workflows as AI-first, scaling on-brand personalized marketing, complex customer care workflows, and other key operational processes

1-YEAR COMMERCIAL AGREEMENT

200
Employees Engaged

50+
Custom Agents to be built

COLLABORATION ACROSS CMCSA

8+
Teams

- Xfinity Creative/Brand
- Xfinity MDU Connectivity
- Comcast Business
- Spectacor
- XUMO
- Corporate Comms

Success Stories

Reality Defender

Proprietary deepfake and generative content fingerprinting technology detects video, audio, and image deepfakes.

Reality Defender + NBC NEWS

COMCAST LIFT LABS WEBSITE

NEWSLETTER

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Thank You

LIFT.COMCAST.COM

APPENDIX

POC Process Summary

Evaluation Agreement*
[Legal]

PIA + TPSA* — LIFT Labs

TPSA* — LIFT Labs

TPSA* — LIFT Labs

Scope POC → Submit AI Intake Tools [LIFT Labs] → Will Third Party Charge for POC[1] → **No** → Will This[1] Initiative Involve (PI), (SNPI), (CUI)?[1] → **No** → Will This Third Party Access Comcast Systems?[1] → **No** → Will This Third Party Install To Comcast Network/ Cloud?[1] → **No** → Activate POC[3]
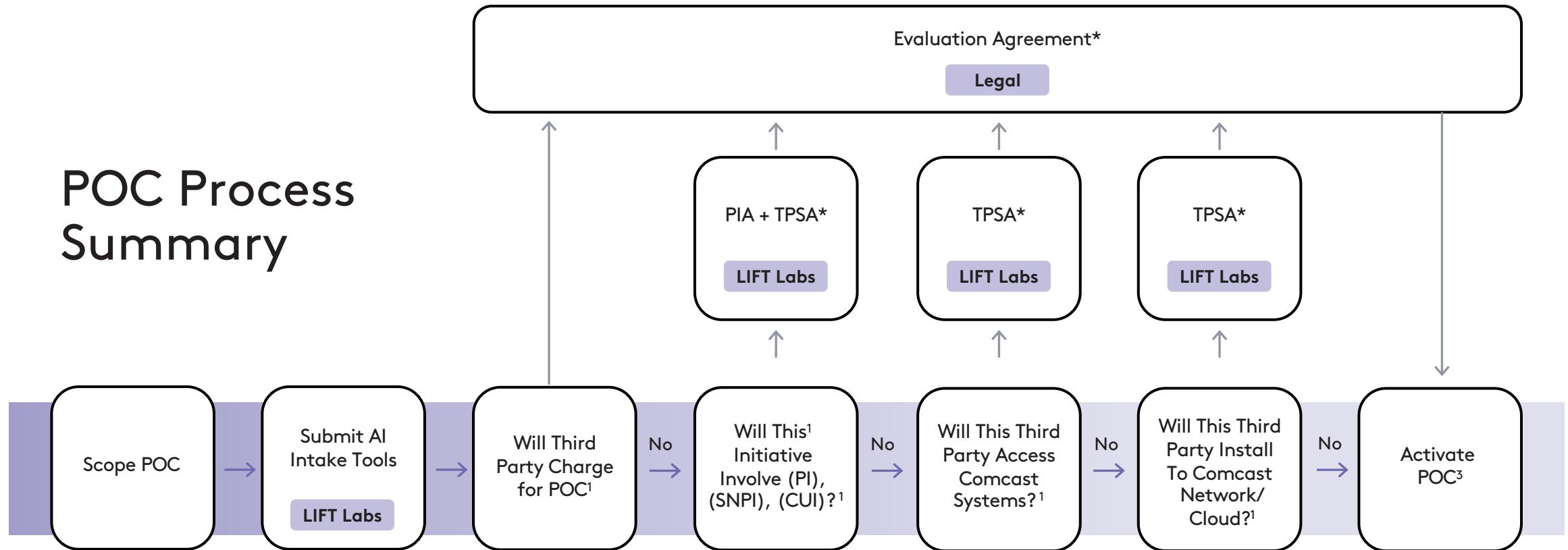
1. Expect timeline to extend by 4-6 weeks minimum if POC does not meet this criteria.
2. Continue to Evaluation Agreement
3. Work on POC can begin prior to finalization of TPSA, but not before execution of Eval Agreement and approval of PIA.

   *Required

GLOSSARY:

CUI	Controlled Unclassified Information
PI	Public Information
PIA	Privacy Impact Assessment
SNPI	Sensitive Nonpublic Personal Information
TPSA	Third-Party Security Assurance

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How We Measure Success

It's important to **align goals and strategies** with specific business KPIs to measure the success and impact of POC's and Pilots.

Goals	KPIs	Quantifiable Impact
Measures how well resources are used to achieve goals quickly and cost-effectively.	Project completion time, resource utilization, leads generated, data quality, error reduction.	Automate repetitive tasks, optimize workflows, and reduce manual intervention, leading to faster and more efficient operations.