

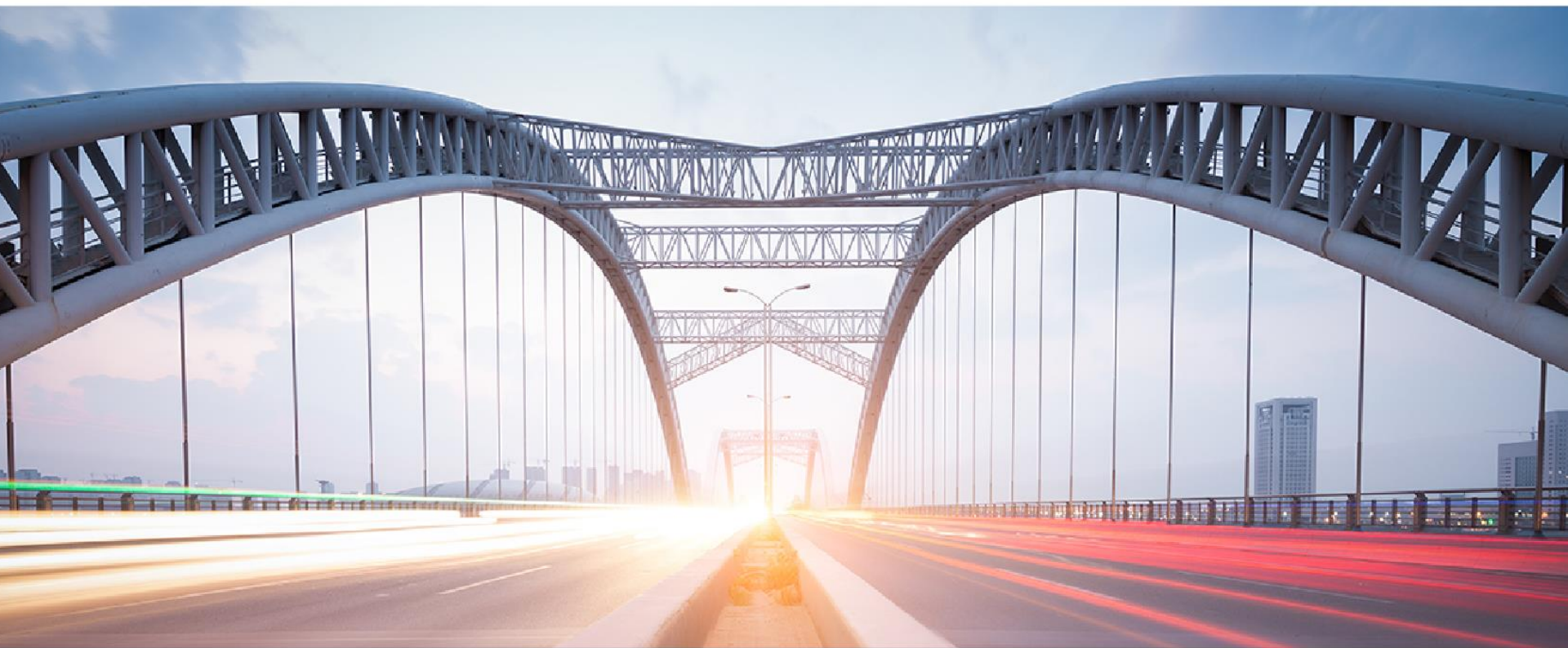


ENRICH in the **USA** SERVICES

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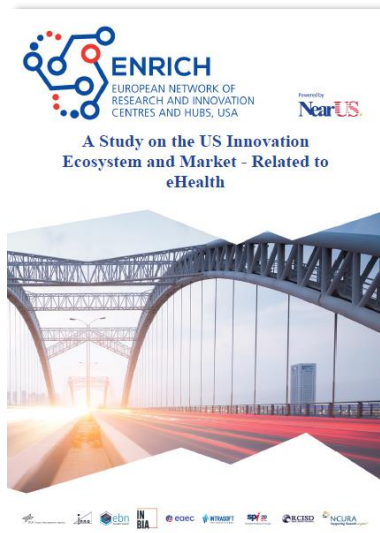


WHAT IS THE ADDED VALUE OF ENRICH TO MY ORGANISATION?

- Tailor-made services with an in-depth knowledge of the US research, innovation and business ecosystem
- Effective support to achieve a dynamic presence in the US
- Contacts and collaborative opportunities with key organisations in the US
- Improved understanding and more efficient use of existing infrastructure and technological resources in the US
- Active exploitation of funding and business opportunities in the US

ENRICH Service Portfolio

ENRICH in the USA Experience – Your Journey



GET INFORMED!

Learn about the US market and its research landscape from home!

1



GET GOING!

Receive in-depth mentoring and training customized to your needs!

3



2

GET CONNECTED!

Explore the US research and innovation landscape by travelling!



4

GET FUNDED!

Find the money for your research, commercialisation or business development!

**Welcoming
Center for
NEW PENNSYLVANIANS**



ENRICH Service Portfolio

Clustered by Service Categories



INFORMATION SERVICES

- Market & RDI Studies
- First Aid Information Kits



GUIDANCE, TRAINING & INFRASTRUCTURE

- Webinars
- Hot Desks
- Trainings on Internationalisation



MATCHMAKING & EVENTS

- Innovation Tours
- Matchmaking & Pitching Events
- Research Connection Symposia



ADVICE & COACHING

- Research Commercialisation Bootcamps
- Business to Business Bootcamps
- Business Acceleration Programme
- Media Training



1. Market and R&I Studies

- Identify key innovation hubs/facilitators and industry related centres, US market opportunities and barriers
- Possible ways of approaching the US market/research community
- Available sources, assessment of the US research community landscape
- Specific thematic studies are available here:

www.usa.enrichcentres.eu/innovation-market-studies

www.usa.enrichcentres.eu/thematic-research-studies

2. First Aid Information Kit

Booklet: www.usa.enrichcentres.eu/information-services



First-aid Information Kit
Research to Research



Guidance Training and Infrastructure I.



1. Webinars

- Information about thematic research actions
- Critical aspects of research and market areas that are potential opportunities for cooperation between the EU and the US
- Registration through the ENRICH in the USA website
- Past webinars:
 - [ENRICH in the USA Services](#)
 - [ENRICH in the USA Renewable energies](#)
 - [ENRICH in the USA Production Technologies](#)
 - [ENRICH in the USA and ENRICH in CHINA on Connected and Automated Driving](#)

2. Training on Internationalisation

- "How to internationalise to the USA" throughout Europe, how to successfully create relevant partnerships in the US
- Half-day training
- Launching throughout the year in different European countries





3. Hot Desks

- West Coast Centre Hot Desk in San Francisco
- East Coast Centre Hot Desk in Boston

- 10 accepted applications per year
- Supporting the exploration phases and set-up of promising EU researchers and deep-tech/deep-science entrepreneurs, startups and SMEs
- Offering access to a collaborative workspace founded on the principle that people work better together with other like-minded people
- Available for one person for up to a two-week period
- Budget: Total 700 EUR desk and support
- Application is ongoing



1. Innovation Tours

- Encouraging the commercialization of promising EU research and technologies
- Gaining an understanding of the local US ecosystems
- Receiving live feedbacks on your project(s)/prototype/business plan
- Meeting potential strategic partners, sharing good practices
- Exploring funding and investment opportunities
- Lasting 5 days
- The costs for the venue, materials, catering are covered



Example from June 2018 East Coast Innovation Tour Agenda I.



Monday, June 11th: Boston

- Welcome and Introduction of Participants
- Workshop on the North East and Business Culture
- Workshop on Pitches for innovators and clusters
- Presentation of local funding mechanisms, from Federal programs (SBIR/STTR) to equity based incubators, angel investors and VCs
- Meeting with the local SBA & Select USA team
- Welcome and Networking Party

Tuesday, June 12th: Greater Boston

- Tour of a research hospital, such as Mass General Hospital, Dana Farber Cancer Institute, and Brigham and Women's Hospital, and presentation of Harvard & MIT's R&I ecosystems
- Tour and pitching session at a local Equity based accelerator
- Individual Meetings

Example from June 2018 East Coast Innovation Tour Agenda II.



Wednesday, June 13th: New York City

- Introduction of the New York R&I ecosystem
- Tour of research labs at research organizations such as NYU, Columbia or MSKCC
- Meeting with a European Scale-up or Fortune 500 pharmaceutical company – Do's and Don'ts
- Tour and pitching session at a local Equity based accelerator
- Networking Event in New York City

Thursday, June 14th: Greater New York

- Pitch and individual meetings with Rutgers' researchers and local Life Science ecosystem
- Meeting with NJ State officials and presentation of their incentive programs
- Meeting with a local Fortune 500 company, such as J&J or BMS

Friday, June 15th: Greater New York

- Meeting with NY State officials and presentation of their incentive programs

Example from June 2018 East Coast Innovation Tour Feedback



Pierre-François Migeotte: “I enjoyed exploring all of the opportunities that the US has to offer such as research facilities, accelerators, and investors. I liked how extensive the tour was and the potential to establish partnerships with local American companies.”

Dimitra Papadopoulou: “I enjoyed and appreciated the opportunity to see different cities and ecosystems. I liked learning about how my company can connect with the different resources and contacts that we met on the tour.”

Marc Mathys: “I enjoyed seeing the different ecosystems, especially the size comparisons between the resources of cities and those of the suburbs.”

Olivier Loget: “I liked to see the different sizes and types of ecosystems, and these activities helped me to better understand where and how my company should establish itself in the United States.”



2. Matchmaking & Venture Capital Pitching Events

- For participants looking for partnering and investment opportunities
- Creating opportunities to introduce to early stage focused investors during a pitch session
- Co-organizing with EEN Matchmaking events with partners, buyers, investors, state and local governments, angel networks, reputed investors, Fortune 500 companies

Example from January 2018 Match&Pitch @CES, Las Vegas Application, Agenda



Application

- Oct. 5 – Nov 20, 2017: Online application
- Nov. 20, 2017: First Selection of 20 candidates
- Nov. 21-29, 2017: 30-minute interviews
- Nov. 30, 2017: Results

Registration, event agenda

- Nov. 30 - Jan 07, 2017: Registration on the matchmaking platform (i.e. publication of the participant's focus and your collaboration wishes)
- Nov. 30, 2017 - Jan 07, 2018: Send and accept meetings requests with platform participants
- Jan. 1-5, 2018: Preliminary meeting schedule by email
- Jan. 7, 2018: Pick up updated schedule at the NearUS orientation desk
- Jan. 7-11, 2018: NearUS Match @ CES
- Jan. 8, 2018 morning: NearUS Pitch @ CES

Match&Pitch @CES Las Vegas, 2018 Benefits



- Presenting prototypes to selected potential US partners
- Match with partners, buyers, channels and investors and introduced to early-stage focused investors during a pitch session
- Two of the ENRICH in the USA startups made it into the top 10 in the award ceremony and one of them was the winner of the first prize of the Euro Tech Award





3. Research Connection Symposia

- Bringing EU and US researchers together to engage in an effective dialogue to **establish and strengthen transatlantic research collaborations**
- Meeting potential research partners, connecting with potential funders in the US federal agencies
- Cultivating knowledge of how to work with US universities, learning the best practices and lessons learned in international research collaborations
- **1,000 EUR travel grants**



Example from EU-U.S. Research Connection Symposium 2018 Agenda



1:30 pm

Welcome and Introduction

1:45 pm

5 - Minute Pitch Sessions: Storytelling Format recommended

- *Use a simple story to tell us what your research is about and why is the international cooperation element crucial?*

3:30 pm

Facilitated Match-Making and Research "Speed Dating"

- *Each table will be labeled according to these 5 topics, find your table and start discussing collaboration steps! (Coffee will be provided during the "speed dating")*
 - *Health and Pharma*
 - *ICT*
 - *Energy and Green Economy*
 - *Social Sciences*
 - *Transportation*

4:30 pm

Proposal Writing Exercise

- *Our Pre-award experts will provide a brief overview and tips for proposal development.*

5:30 pm

Adjourn for Networking and Individual Consultation

6:00 pm

Networking Reception

Bring your business cards and fresh ideas!



1. Research Commercialisation and B2B Bootcamps

10 days for startups/researchers interested in commercializing technologies

10 days for SME's interested in connecting to business opportunities in the US

Pre-Departure Training: For 2 days preparing participants in the Annual Bootcamps, focusing on critical success factors for cracking the US market.

Bootcamp Phase 1: For 6 days working with entrepreneurs in similar industries, meeting industry relevant stakeholders, receiving business development training, etc.

Bootcamp Phase 2: 3 days of additional networking and training





2. Business Acceleration Programme

- Helping to prepare market entry/development plan, connect with the #1 Business / Corporate Development “all-tech” ecosystem, and to identify ideal investors, partners and customers to build US activity upon/with 3 months of tailored and interactive curriculum and program (services)
- Live feedbacks from mentors/advisors and potential investors
- Support to find seed funding opportunities in the USA
- Introduction to potential technological and financial partners
- Participation in a one-week trip in San Francisco to confirm introductions and interviews



Example from Business Acceleration Programme West Coast 2018 Program

1st Step - Assessment And Planning (month #1)

- Studying your business plan
- Conducting a 3-hour brainstorming session with a team of business advisors

2nd step - Weekly Curriculum (months #1, #2 and #3)

- Participating at weekly interactive online work sessions (2 to 4 hours per week)

3rd Step - US Advisory Committee (months #2 and #3)

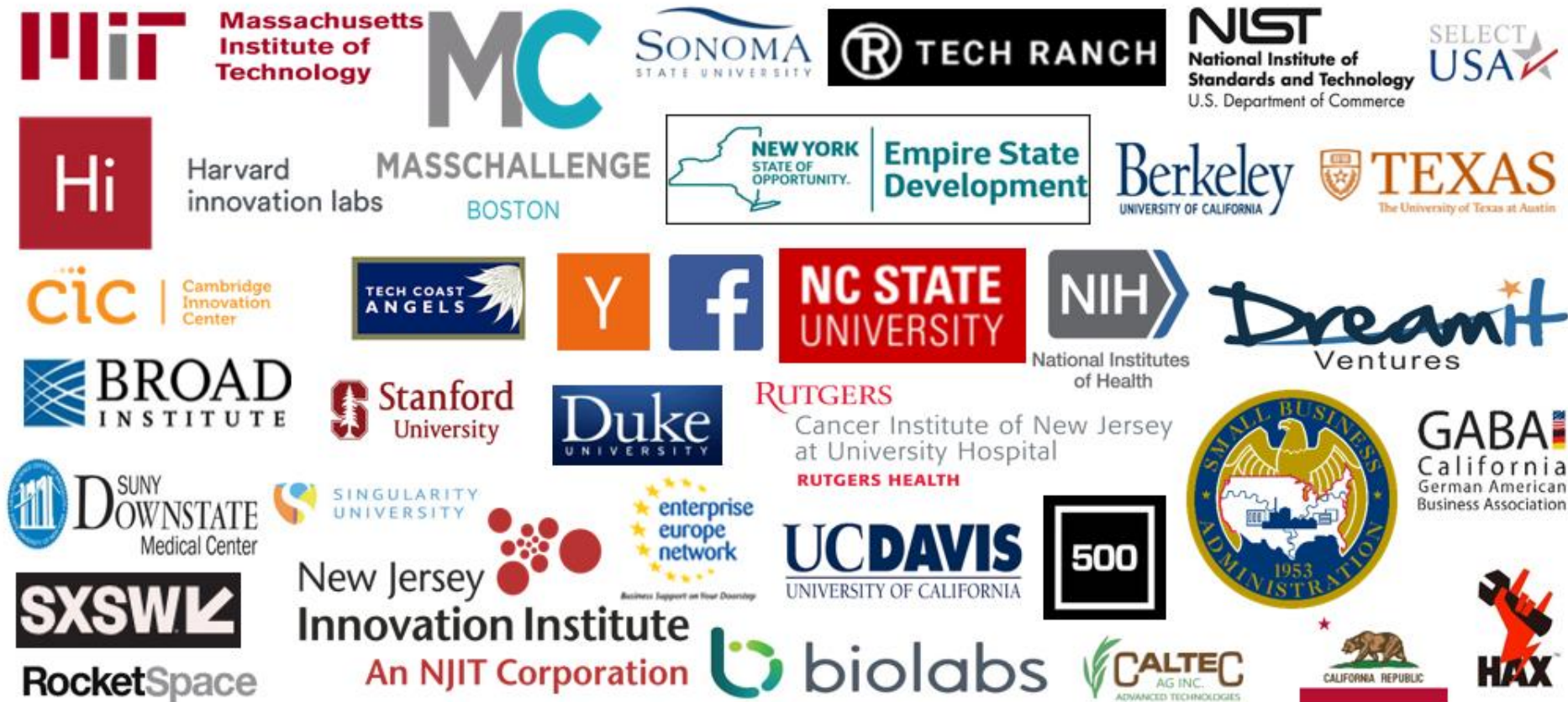
- Tailoring and selecting an advisory team of 3 US mentors
- 2 structured advisory sessions

4th step - Acceleration Week In The Silicon Valley (month #3)

- Meeting with your local advisory committee and ENRICH in the USA team,
- Pitching with potential seed investors and equity-based accelerators
- Meeting with the potential partners and end-users
- 14 hours of scheduled group sessions, meetings and interviews
- 20 hours of one-on-one meetings

ENRICH Centres and Hubs established as part of the local ecosystem

ENRICH in the USA involves many **local stakeholders** to provide the **best support** for Europeans. These include some of the best R&I stakeholders in the USA and the world:



Thank you!

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