



**Supporting Service Specialisation: the
role of incubators, accelerators, and S&T
Parks in delivering sector specific support**

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Belgrade, Serbia



ENRICH in the **USA**: Sectoral soft landing for ambitious European start ups



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EU4Tech



ENRICH in the USA

Overview

- Contact point for European R&I actors seeking to grow and reinforce collaboration across the Atlantic
- European = European Union and Horizon 2020 Associated Countries, **includes Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia**
- ENRICH = Network of European R&I Centres in the USA

2 physical ENRICH Centres:

1. San Francisco Centre: ENRICH West Coast Centre

2. Boston Centre: ENRICH East Coast Centre at the Cambridge Innovation Centre (CIC)

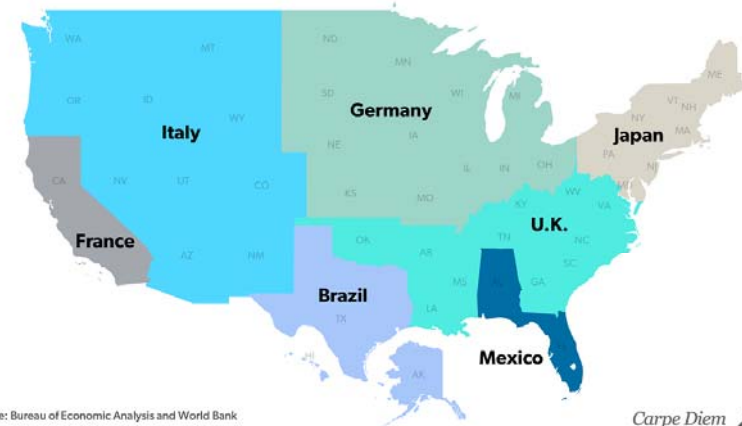
Landing Hubs across the US



Why ENRICH in the USA?

- 2 ½ times the size of Western Europe, 327 million people, GDP > \$19 trillion
- The US is a world leader in consumer products market research, product innovation, manufacturing, and branding and marketing.
- In 2015, the U.S. consumer goods market was the largest in the world, estimated at \$446 billion, based on U.S. Bureau of Labor Standards data.
- In 2018 venture funding in the EU was less than 18% that in the US (\$23 billion in the EU vs \$130 billion in the US)

US State Borders Redrawn and Renamed for Countries with Similar GDPs (2015)



Source: Bureau of Economic Analysis and World Bank

Why ENRICH in the USA was needed?

Barriers to EU R&I internationalisation for startups and SMEs :

- Lack of market knowledge and penetration within specific industry verticals;
 - Lack of awareness of internationalisation support measures once “on the ground”;
 - Lack of trusted, vetted support advisors in target sectors;
 - Lack of identifying and meeting potential partners or clients, marketing and promotion in target sectors
 - Many networks exists and provides great support for internationalisation (EEN, Startup Europe...), but not fully tailored to needs of specific industries
 - There are many locations across the US where EU organisations have untapped market potential to scale up and to grow rapidly, but where the support offer is limited
- Meaningful international businesses connections differentiated by the sector of focus for an individual company !**



**EU initiative ENRICH
(2017)**

ENRICH Service Portfolio

Clustered by Service Categories



INFORMATION SERVICES

- Innovation Market Studies
- Research Thematic Studies
- First Aid Information Kit B2B
- First Aid Information Kit R2R



GUIDANCE, TRAINING & INFRASTRUCTURE

- Webinars
- Trainings on Internationalisation
- Sectoral soft landing: San Francisco, Boston, and Landing Hubs



MATCHMAKING & EVENTS

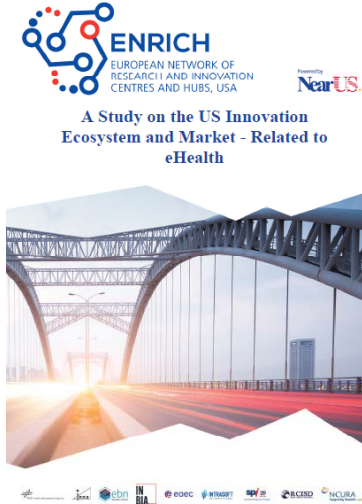
- Entrepreneurial Skills Development Program
- Innovation Tours
- Matchmaking & Pitching Events



ADVICE & COACHING

- Bootcamps
- Business Acceleration Programme
- Media Training

ENRICH Service Portfolio: Your Journey



GET INFORMED!

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



GET GOING!

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



GET CONNECTED!

Explore the US research and innovation landscape by travelling!



GET FUNDED!

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



Two Centers of ENRICH in the USA: San Francisco (West Coast) and Boston (East Coast)



Complete portfolio of services

San Francisco Center:

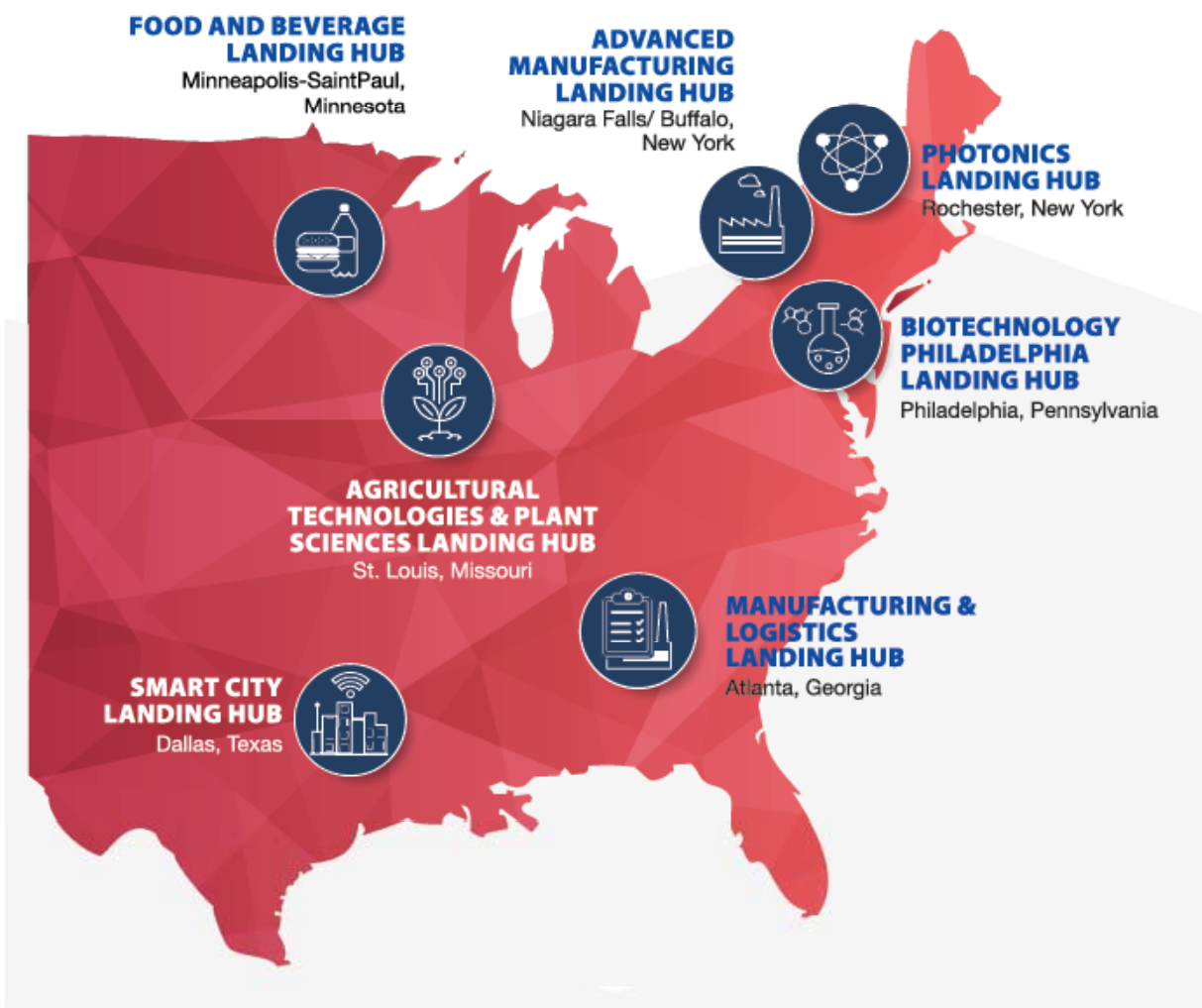
- Deep tech (including health/medical space) and digital with all converging industries: smart city, sports, big data, cyber, agriculture, food tech...)

Boston Center:

- Life science, robotics, cleantech/sustainability, ICT

ENRICH in the USA Landing Hubs: smart specialisation

<https://usa.enrichcentres.eu/landing-hubs>



1. Advanced Manufacturing
2. Agricultural Technologies & Plant Sciences
3. Biotechnology Philadelphia
4. Food and Beverage
5. Manufacturing & Logistics
6. Photonics
7. Smart City

Soft landing: what is offered?

- **(pre-soft landing)** Innovation Tour – Available to a variety of stakeholders (from entrepreneurs, research and innovation organizations, government officials, cluster coordinators and other experts from the EU
- **(pre-soft landing)** Bootcamp – These are exclusive to start ups/SME's and provide a deep-dive into the U.S. industry market entry and dynamics for the specific sector of that Landing Hub
- **Soft Landing** – Each Landing Hub provides opportunities for interested SME's to provide long term on-site internationalization soft landing services for those entrepreneurs wanting to enter the U.S. market

Example: SmartCity Tour in Dallas, Texas (November 11 - 15, 2019)

- Hosted by the ENRICH in the USA Smart City Landing Hub in Dallas
- Access to one of the USA few “living labs” for IoT and other smart tech
- Entry point for the European smart city innovations => US customer traction
- Tour/concept is not offered anywhere else in the US, nor is there a publicly accessible, organized tour of similar initiatives
- Tour leading to soft landing for those who are interested
- Cost per participant is 675€ (the Tour’s actual value is over 2200€ per participant) + you pay your own travel expenses (or you mobilise your funding)
- **Still open for applications until Oct 25th: refer to your clients or partners to apply if they are related to Smart City!**
- **SmartCity Tour is also on-demand for groups of 12 or more outside of the November timeframe**

Why to do such tour before soft landing? To investigate the ground!

- **Meet with potential customers** and secure real-world demonstration sites in a breadth of smart city applications
(Custom connections with renowned stakeholders: AT&T, Cisco, IBM, DFW International Airport ...)
- Gain a rare understanding to the **procurement processes** and cycles of a largely populated urban government customer acquiring smart city technologies within in the US
- **Make introductions** to and procure networking opportunities to strategic corporate stakeholders and government officials, **and investors integral to the US smart cities/IoT market**

Hot desk and mentorship



Hot Desks and mentorship (one-to-one industry advisor)

San Francisco	Boston Centre
San Francisco Bay / Silicon Valley	Boston
Min 10 accepted applications per year	Min 10 accepted applications per year
<p>Supporting the exploration phases and set-up of promising EU researchers and deep-tech / deep-science entrepreneurs, startups and SMEs in the #1 startup and innovation ecosystem in the world located in San Francisco Bay / Silicon Valley or Boston</p>	
<p>Offering access to a collaborative workspace founded on the principle that people work better together with other like-minded people, and connection with local ecosystem</p>	
<p>Available for one person ; example SF: up to 8 weeks per year Application is ongoing</p>	
<p>Soft landing support by ENRICH; also in partnership with Enterprise Europe Network, and in close collaboration with US institutions and funding sources for research and innovation such as NIH, NSF, DoE or DoD</p>	



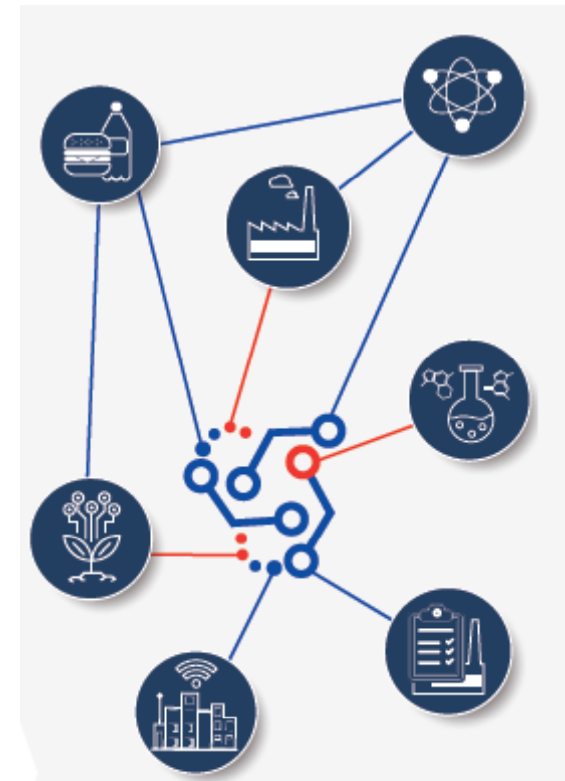
ENRICH Centres and Landing Hubs established as part of the local ecosystem

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:



Why soft landing concept emerged?

- Need from European start ups and other actors for sector specific support
 - Offer of Landing Hubs across the US that was available
 - Thinking about USP of the Network in the context of too many service providers
 - Thinking how to organize support using available infrastructure
- => Matching needs and offer**



How soft landing is organised? Approach

- **Partnership with existing networks and Landing Hubs**
- **Building on regional presence in the US (win-win)**
- **Choosing those who provides soft landing already to start ups**
- **Testing pilot services**
- **Quality control and experienced team**
- **Not looking for numbers, looking for quality of supported organisations**
- **Payment directly to the Landing Hub**

How soft landing is organised? Practicalities

- **Service agreement with Landing Hubs (already members of the same network with accreditation)**
- **Provision of premises and other support by the Landing Hub**
- **Recognition of Landing Hub name, logo and other information through media of ENRICH of the USA**
- **Service Participant Fee collected directly by the Landing Hub; some items might be taken in charge by the Network**

Criteria for soft landing support

- **An entity currently engaged in commercial and/or research activities within the given sector**
- **Participant is a decision maker in executing new customer, supplier and/or partnership relationships within their organization**
- **Participant has a sincere interest in US-based business, technology development, and/or other partnership collaboration opportunities and be a decision maker in potential location scouting activities.**

What is the result now? Examples

- Agreement with 7 soft landing locations (in addition to 2 Centers of the Network in San Francisco and Boston) (more in progress)
- Support to 129 organisations, mostly pre-soft landing

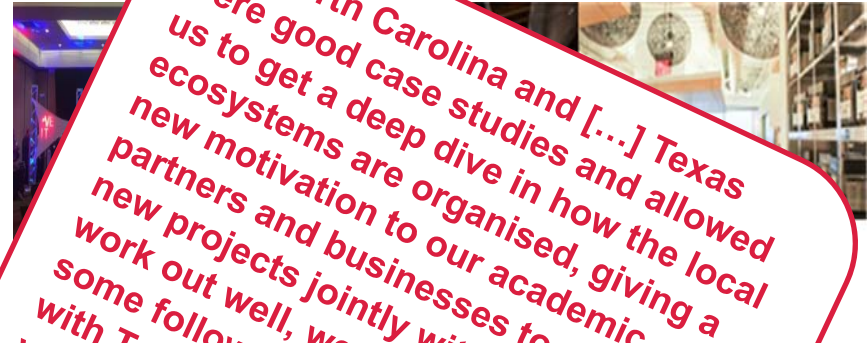


What is the result now beyond numbers? Impressions from the pilot services

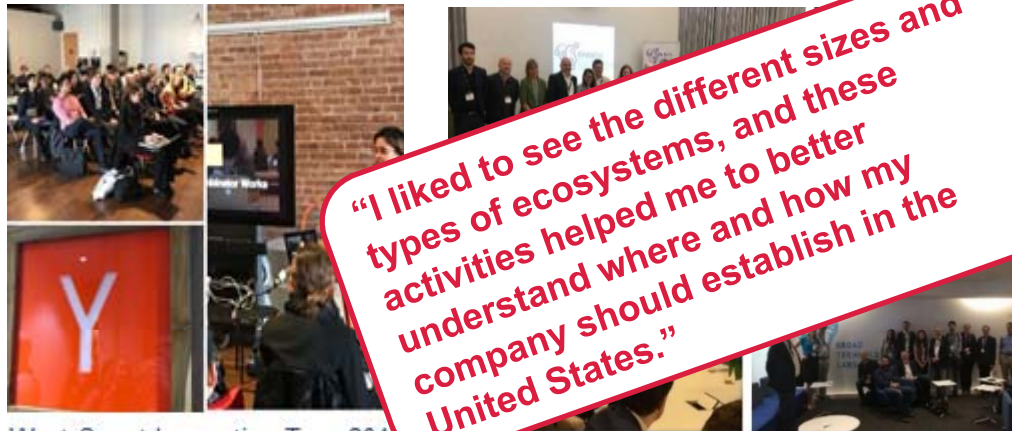


“The ENRICH Bootcamp in the USA is lifechanging. [...] During my stay in Boston, in 3 nights, I created and I launched www.techventures.ro – as a contribution to the Romanian Tech Startup Ecosystem.”

Training in Budapest



[...] North Carolina and [...] Texas were good case studies and allowed us to get a deep dive in how the local ecosystems are organised, giving a new motivation to our academic partners and businesses to work on new projects jointly with us. If things work out well, we may have also some follow up activities in Texas, with TechRanch before the end of this year.



“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 in the United States.”

West Coast Innovation Tour 2018

East Coast Innovation Tour 2018



3 lessons for wider community (there are more lessons!)

- Flow of applicants (start ups) is very limited for soft landing => **ensure wider offer; pre-soft landing is main service provided by Soft Landing Hub now**
- Use of existing network and its members is a must => **it is about working with multipliers**
- Travel cost coverage for start ups is problematic=> **Support from regional / national / ... authorities is key**

Bonus: 4th take away: on line support is really needed

Example: Business Acceleration Programme (San Francisco Center)

- 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 on-line (or physical) 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**



Thank you! ... and
Various ways to stay informed

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