



ENRICH in the USA

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www.rcisd.eu

I.

About ENRICH in the USA

IV.

ENRICH Service Portfolio

II.

Value Proposition

III.

Network Concept

I.

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IV.

ENRICH Service Portfolio

II.

Value Proposition

III.

Network Concept

I. About ENRICH in the USA

Aims

- Enhance the prestige & visibility of European research & innovation (R&I) actors in trans-Atlantic cooperations
- Create a network of hubs across the US for European R&I organisations to act as a central contact point to enable cooperation across the Atlantic



I. About ENRICH in the USA

Aims (2)

- Provide tailor-made services through physical hubs, so that European R&I actors can internationalize successfully
- Ensure that R&I actors from small or under-represented European Union Member States have the same opportunities as larger Member States



I. About ENRICH in the USA

Vision, Mission, Values



A **self-sustaining** network of centres connecting & supporting European R&I actors in the US market, and thereby strengthening the position of Europe as a world leader in science, technology and innovation



The delivery of standardised and tailor-made R&I internationalisation **support services to European R&I actors** to accelerate their access to the US ecosystem and maximise their chances of success there



- Excellence in R&I
- Synergies
- Open & Transparent
- Inclusive
- Sustainable
- Responsible R&I
- Added Value & Complementarity

I.

About ENRICH in the USA

IV.

ENRICH Service Portfolio

II.

Value Proposition

V.

Planning

III.

Network Concept

II. Value Proposition across R&I Actors

Research

- Overcoming Administrative Issues
- Funding Opportunities
- Scientific Collaborations
- Mentorship ...

Research Commercialization

- Matchmaking
- U.S. Market Knowledge
- Access to Capital/Funding Opportunities
- Founder Development
- Industrial Collaborations
- Mentorship ...

Innovative Business

- Matchmaking & Pitching
- U.S. Market Knowledge
- Business Development
- Funding Opportunities...

“Multipliers”

- Train the Trainer Opportunities
- Bilateral strengthen/expand their networks
- Leveraging existing partnerships
- U.S. and EU Market Knowledge
- Matchmaking, ...

I.

About ENRICH in the USA

IV.

ENRICH Service Portfolio

II.

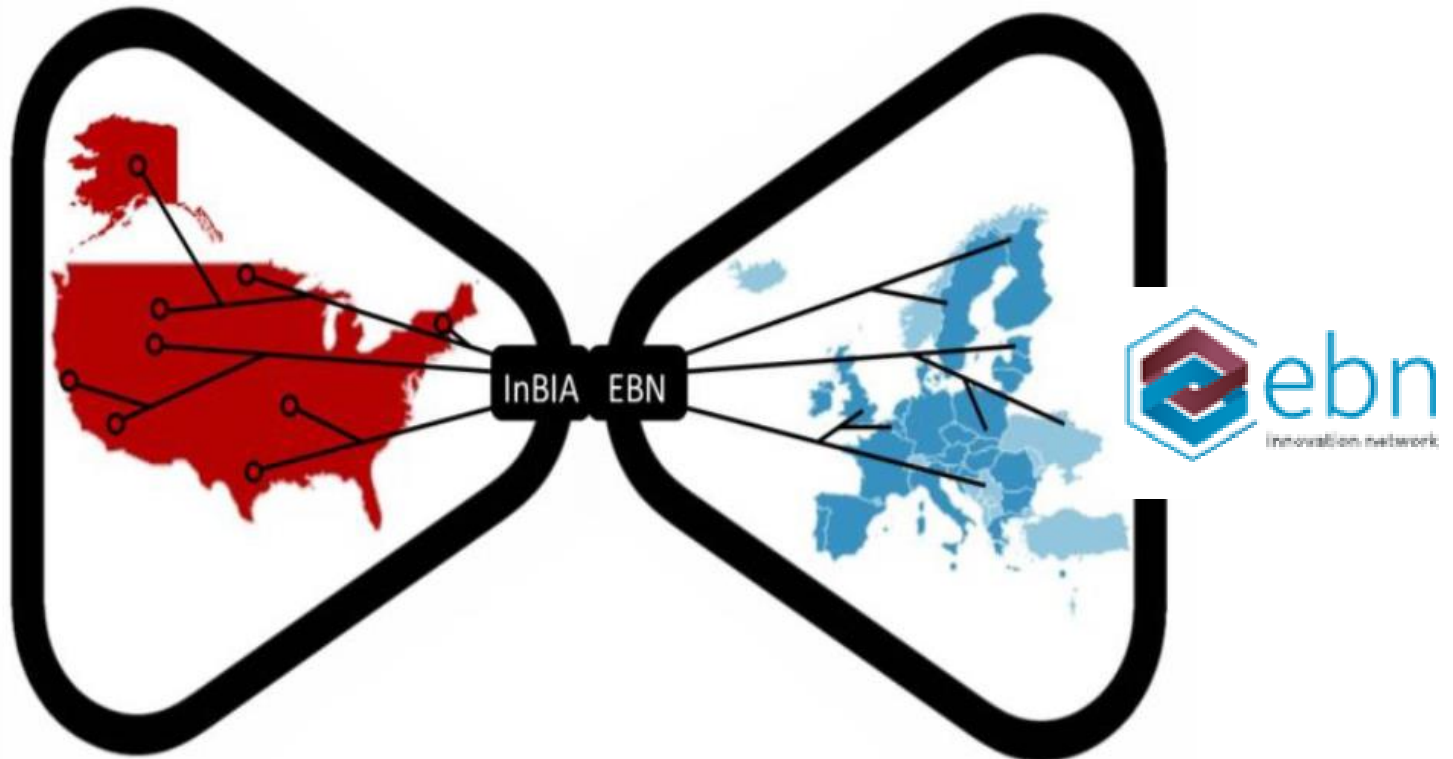
Value Proposition

III.

Network Concept

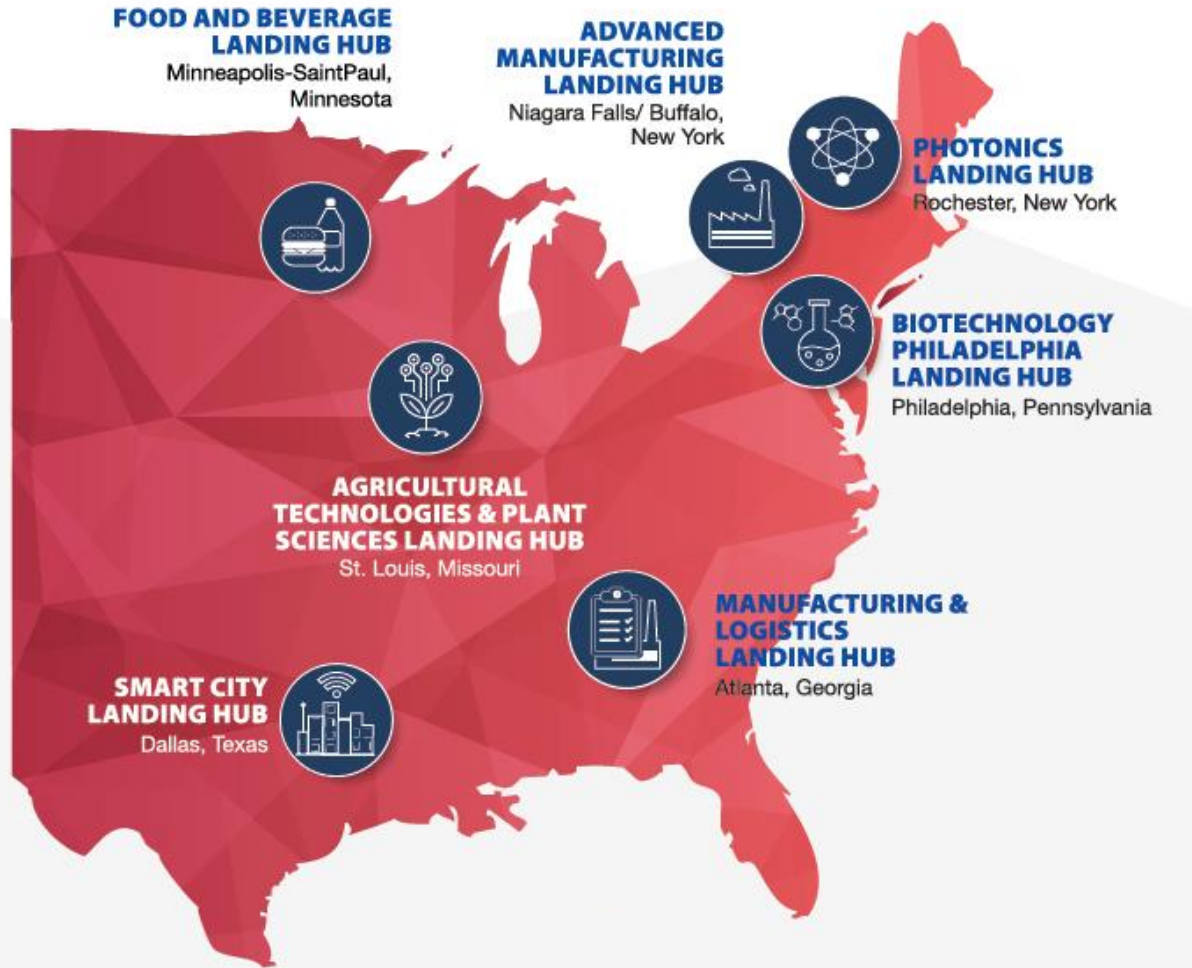
**IN
BIA**

**Soft Landing
certification
program**



III. Network Concept Landing Hubs Network





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

I.

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IV.

ENRICH Service Portfolio

II.

Value Proposition

III.

Network Concept

- **Market and R&I Studies**
- **First Aid Information Kit**
- **Webinars**
- **Training on Internationalisation**
- **Working Visits**
- **Innovation Tour**
- **Matchmaking & Venture Capital Pitching Events**
- **Research Connection Symposia**
- **Research Commercialisation and B2B Bootcamps**
- **Business Acceleration Programme**
- **Media Training**

- Match&Pitch@ CES, Las Vegas
- West Coast Innovation Tour, SF Bay Area
- East Coast Innovation Tour, Greater Boston and NY
- Research Connection Symposium, Washington D.C.
- Business Acceleration Programme, SF Bay Area
- Business to Business Bootcamp, individual landing hubs and Boston
- Research Commercialization Bootcamp, individual landing hubs and Boston
- Hot Desks (workspace)
 - **available** at ENRICH in the USA West Coast Centre
 - **available** at ENRICH in the USA East Coast Centre

IV. Images from the various events



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THANK YOU FOR YOUR ATTENTION

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