



UNIVERSITY CITY  
SCIENCE CENTER

# GLOBAL SOFT LANDING



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## WHY THE SCIENCE CENTER?

Considering an expansion to the U.S. market? Philadelphia is the place to be. The city boasts a vibrant startup community, with access to a diversely talented workforce and deep connections to many prestigious institutions of higher education.

At the epicenter of it all is the University City Science Center - a dynamic hub of innovation that leverages all Philadelphia has to offer. With programming designed to fit your needs, the Science Center can help international companies establish a foothold in the U.S. market.

The Science Center has a 55+ year legacy of building and delivering successful acceleration and incubation programs with a broad network of academic and research institutions. We have partnerships with leading corporations in a wide range of industries, and we are plugged into with corporations, industry partners and government initiatives including BARDA's DRIVe Accelerator Network. Further, the Science Center has built a network of 150+ experienced business advisors and mentors that help companies build funding paths and go-to-market strategies, giving them the best chance for success.

**55+ yrs**

of supporting  
innovation

**\$13B**

annual economic  
impact

**1 of 100 jobs**

in the region can be traced back  
to the Science Center



# PHILADELPHIA: A COMMUNITY FUELED BY CONNECTIVITY

Philadelphia has built a reputation on breakthroughs in science, education, technology, healthcare, and more. And today we're among the most popular, affordable, and accessible destinations to live, work, play, and learn.

**2nd**

largest downtown  
population in the  
country

**1-2**

hour train ride  
to NYC and DC

**130+**

nonstop destinations  
served from Philadelphia  
International Airport

# U.S. MARKET EXPLORATION BOOT CAMP

The Boot Camp creates a road map for your company's expansion to the U.S. We'll provide you with the tools, while leveraging the Science Center's partnerships with universities, healthcare institutions, government agencies, and other organizations in the emerging technology sectors.

Companies receive space at uCity Square, including a desk, access to meeting rooms and shared facilities for the duration of the Boot Camp. Companies also have access to the Science Center's resources, including Quorum, the entrepreneurs clubhouse. Housing is also included.

The Boot Camp will include deep-dive seminars and curated one-on-one meetings with experts on the following topics:

- Doing business in the U.S.
- Localization of your product and service
- Legal and visa issues (corporation vs. LLC, JV, visa options)
- IP exploration
- Funding sources, structures, introduction to local funding ecosystem
- Accounting/tax/valuation
- Regulatory and compliance
- Industry night
- Pitch to investors
- HR practices
- Leveraging conferences for maximum impact

The first four-day Boot Camp is designed for selected international companies that are coming to Philadelphia for the BIO Conference in June. The second Boot Camp in 2019 will be in the Fall, focused on smart city technologies.

*For pricing and dates, contact Karina Sotnik: [ksotnik@sciencecenter.org](mailto:ksotnik@sciencecenter.org)*



# U.S. MARKET EXPLORATION BOOT CAMP *sample schedule*

## DAY 1 - OVERVIEW

- Doing business in the U.S.
- Case studies on successful US expansion featuring roundtable with PA Department of Commerce and Economic Development
- Localization of your product and service
- Pitch practice (in groups) with business advisors/mentors

## DAY 2 - LEGAL

- Legal formation options (corporation vs. LLC)
- Visa status and visa issues (JV, visa options)
- IP exploration and protection - overview and individual consultation
- Pitch practice (in groups) with local advisors/mentors

## DAY 3 - MONEY

- Funding structures in US
- Round table with local funding ecosystem
- Lunch with investors
- Regulatory and compliance
- Creating ecosystem for business development and sales, leveraging conferences for maximum impact
- Attend Venture Café Philadelphia

## DAY 4 - LOCAL OPERATIONS

- Accounting/tax/HR-overview and individual consultation
- Dealing with payers
- Pitch to investors with feedback
- Networking with mentors/investors

# U.S. MARKET EXPANSION FELLOWSHIP

This six to 12-month program is designed to help international companies choose Philadelphia as their destination for entering the US market and to acquaint them with the resources and expertise found in the Greater Philadelphia region.

The Science Center's role is to help companies achieve successful US market entry by making introductions to our vast network of investors, service providers, executive leaders, strategic partners and potential board members, as well as to provide assistance securing office space in the region. Companies that already have market traction and revenue in their own regions will benefit from this program.

# U.S. MARKET EXPANSION FELLOWSHIP

We offer the following services to international companies interested in landing and growing their business in the Mid-Atlantic region.

## LOCAL OPERATIONS

- Assistance setting up a legal entity in the US
- Virtual office with access to conference rooms, printers, wi-fi and mailbox
- Introductions to service providers, such as corporate attorneys, immigration attorneys, accounting firms, localization services and market research firms
- Access to programming and events offered by the Science Center

## GROWTH SUPPORT

- Introduction to key opinion leaders in the field through the Science Center's network of 40+ research and academic institutions across Pennsylvania, New Jersey and Delaware
- Access to American College of Physicians and CEO Connection
- Support in building advisory boards and identifying key hires

# U.S. MARKET EXPANSION FELLOWSHIP

Additional services available from strategic partners (additional fees may apply):

## MARKET RESEARCH & CORPORATE STRATEGY

- Market size & opportunity / Competitive peer analysis
- Regulatory landscape
- Sales strategies and pricing analysis
- Manufacturing / Supply chain / Logistics overview
- Talent resources & labor law
- Financing options

## GO-TO-MARKET IMPLEMENTATION & PROJECT MANAGEMENT

- Identify, negotiate and secure partnership agreements including joint venture, licensing, distribution, and manufacturing
- Assistance identifying, negotiating and securing financing partners
- Localized office
- Logistics & import

## LOCAL OPERATIONS

- Government relations and community support
- KOL network and brand management
- Supply chain and manufacturing strategies for scaling