UNIVERSITY CITY SCIENCE CENTER

GLOBAL SOFT LANDING

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PHILADELPHIA: A COMMUNITY FUELED BY CONNECTIVITY

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.

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.

- 4th Highest Concentration of Colleges & Universities in the U.S.
- #6 in US with number of international students
- #4 US City in Best Venture Capital Returns
- $10.5 Billion Spent Annually in Research & Development

For more information, contact Karina Sotnik | ksotnik@sciencecenter.org | 215-966-6207

2nd largest downtown population in the country

1-2 hour train ride to NYC and DC

130+ nonstop destinations served from Philadelphia International Airport
WHY THE SCIENCE CENTER?

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:

- 31 shareholders representing top research & academic institutions,
- BARDA's DRIVe Accelerator Network,
- 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

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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, service providers and other organizations in the emerging technology sectors.

Companies have access to the Science Center's Quorum Drop-In Lounge, Quorum Signature Programming and Venture Cafe Philadelphia Thursday Gatherings.

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

"Very relevant program for early stage business trying to raise funding or start operating in the US. Many very good business contacts were made in investment, service providers (legal and accounting)."
- Guillaume Lachance Gotzmann, President of Dekko Technologies
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 - FUNDING

- 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

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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.

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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
- Assistance identifying funding sources
- 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
- Business development support

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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

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