



**ENRICH in the USA Ecosystem Showcase**



**ENRICH**  
EUROPEAN NETWORK OF  
RESEARCH AND INNOVATION  
CENTRES AND HUBS, USA

Powered by  
**NearUS**





## ENRICH in the USA Ecosystem Showcase

**Industry Focused: AgriFood & Tech - August 25<sup>th</sup>, 2020**

**[Farming, Food, Supply Chain, IoT]**

### **Showcase of North California - Philadelphia, PA - St. Louis, MO Ecosystems**

ENRICH in the USA is proud to present the third U.S. Ecosystem Showcase featuring AgriFood & Technologies and its Center and Hubs in North California, Philadelphia/Pennsylvania, and St. Louis/Missouri. This virtual event consists of an hour long discussion/reverse pitches followed by individual pitches and meetings (for selected entrepreneurs) with the ecosystems.

**Are you a EU deep tech entrepreneur  
wondering where and how to launch a tech venture in the U.S.?  
If your innovation is focused on AgriFood, join us on  
August 25<sup>th</sup>, 2020 at 10:30 a.m. EDT / 16h30 CET.**

Each U.S. ecosystem is represented by industry and university experts, seed investors, and city/state representatives to give an overview of the market potential in AgriFood, their infrastructure, and the investment funds available for European deep-tech high-growth Start-ups and Scale-ups. Selected entrepreneurs (by each U.S. ecosystem) will then have the opportunity for one-on-one meetings to pitch and receive feedback from the ecosystem experts and investors. Each ecosystem will award €500 to the venture that has the best overall chance of success in their region.

#### Guest speakers

**Michael Feith**, Policy Officer - Financing of infrastructure policies, **European Commission**

**Bill Burwell**, Director of Events, **SelectUSA**

#### Representing North California

**AgTech Innovation Network**, Roger Royse, Founder

**California Polytechnic State University** - Judy Mahan, Economic Development Director for the Center for Innovation & Entrepreneurship, and Director of the Small Business Development Center (SBDC)

**Tech Futures Group**, Gerry Barañano, Director

#### Representing Philadelphia, PA

**Ben Franklin Technology Partners of Southeastern Pennsylvania** - Mark Trabbold, Director, Business Development, **Technology Temple University** - Antony DiBruno, Business Development Coordinator & Maura Shenker, SBDC Director

**City of Philadelphia Dept. of Commerce**, Pierre-Olivier Lugez, Director, International Business & Global Strategy

#### Representing St. Louis, MO

TBC (coming soon)

**To attend the ENRICH in the USA Ecosystem Showcase and/or apply to pitch to one or more ecosystems, please [Click Here](#) to RSVP.**



## Agenda - Tuesday, August 25, 2020

### **10:30 am EDT / 16h30 CET - Welcome (10 min)**

Introduction and overview from ENRICH in the USA

### **10:40 am EDT / 16h40 CET - Welcome (5 min)**

Welcome by the European Commission and SelectUSA

### **10:45am EDT / 16h45 CET - Reverse Pitch (45 min)**

Discussion with our ecosystems

### **11:30 am EDT / 17h30 CET - Conclusion (10 min)**

Transition to breakout rooms (Selected Entrepreneurs Only)

### **11:40 am / 17h40 CET Individual Ecosystem Meetings (1h20)**

20-minute meetings (5 min pitch and 15 min Q&A) with ecosystem experts & investors for selected entrepreneurs

#### Presentation Session Content:

- Industry overview and opportunities
- Incentives and funding opportunities for EU companies
- Soft Landing and University collaboration opportunities

#### Meeting Sessions Include:

- Pitch and one-on-one audience with key ecosystem stakeholders, university experts, and seed investors (format provided below)
- Identification of which US region has more opportunities for your business
- €500 award and PR/Media Announcement and Support for the top 3 ventures

#### Slides Format

We expect 10-12 slides providing the following information (in this order as much as possible):

1. Introduction: What is your venture and what market/industry do you serve? (consumer/enterprise, banking/hospitality/etc.)
2. What is the challenge or problem do you presently solve and will you solve in the USA, and why now (EU and US market data is expected)? "Storytelling" is important when explaining your interest in the US market.
3. What is the opportunity (size of market TAM/TOM/SOM in \$)
4. Why should anyone trust you or invest in you? List Founders/Partners, Management and Advisors: serial entrepreneurs, resumes, schools, success and achievements (even personal).
5. What is your exact solution or technology  
You may show a 30 sec. video of product, service or app if appropriate.
6. How do/will you beat out competitors - You may introduce a Marketing Mix 4P diagram and/or a Sales & Marketing Radar Chart.
7. Who are actual customers or partners and what is their response or how they benefit of your product (present short business cases and show testimonials).
8. Show revenue graphs and metrics showing double digit growth.
9. How much did you raise and how much are you seeking?

Please contact [Jjhenkel@inbia.org](mailto:Jjhenkel@inbia.org) and [blandine@eaecouncil.com](mailto:blandine@eaecouncil.com) with any questions.