



US MARKET EXPLORATION BOOT CAMP

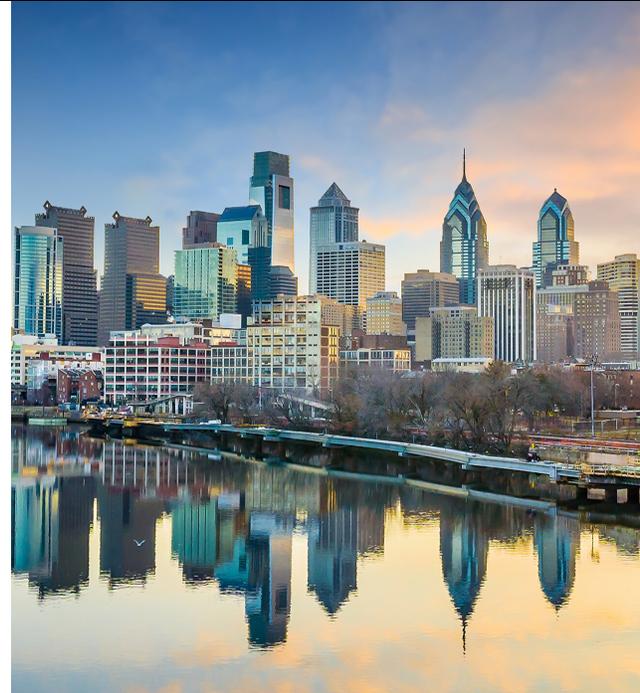
PHILADELPHIA, PA

10 Virtual Sessions + Pitch to Investors
Application Deadline: May 25

VIRTUAL BOOT CAMP

Successfully entering the US market can be a game-changer – but without the right strategy and roadmap, it can also be incredibly risky and very expensive.

The **University City Science Center** can show you how to do it the right way, who to talk to and the pitfalls to avoid. Our US Market Exploration Boot Camp gives companies a fundamental understanding of the legal, operational financial, regulatory and cultural considerations of an expansion to the US. Through expert advice, one-on-one mentorship and access to a network of industry leaders, participants will gain tactile insight and a deployable roadmap for US market expansion from the country's oldest and largest urban research park.



“There is a real need for international firms to have a grounding in establishing operations in the US. The Science Center's Boot Camp gives companies that grounding.”

Carlos Kearns,
NeedleSmart, UK

THE RIGHT PARTNER. THE RIGHT CITY.

The University City Science Center operates at the intersection of academia and startup acceleration. With ties to over 30 academic institutions, healthcare institutions, government agencies, and leaders in the emerging technology sectors, the Science Center is an anchor in Philadelphia's burgeoning innovation district, University City.

Philadelphia strategically situated between the regulatory and financial centers of the US in a region where the total GDP within a 200-mile radius would rank 4th in the world if considered a single national economy.

57

years of supporting businesses on their growth trajectory

30+

partner academic & research institutions

\$1.5B

in biotech R&D across University City annually

SIGN UP TODAY

Our Boot Camp consists of 10 online sessions, 60-90 minutes each, with industry leaders followed by small group meetings with content experts for individualized support. Companies work weekly with mentors ranging in expertise from medical devices, therapeutics, diagnostics and digital health.

MODULES

- Strategic and tactical considerations including virtual vs physical tax implications, contracts and liabilities, immigration law and IP
- Operations including facilities, banking, insurance, accounting, taxes, talent
- Marketing to the US healthcare industry stakeholders including payers, providers and patients
- Clinical research and regulatory affairs
- Distribution, manufacturing and supply chain
- Government funding opportunities

INVESTMENT PANEL

J.P.Morgan

 **Jefferson**
Strategic Ventures

 **DREAMIT**

 **NEW RHEIN**

 **ACCENTURE
VENTURES**

 **SRI**
CAPITAL

 **Ben Franklin**
Technology PARTners
Southeastern Pennsylvania

 **DELAWARE
CROSSING**
Investor Group

“Advice and mentoring from the biggest players in Pharma. If you’re serious about entering the US market you have to be on the program! I would never have dreamed of having access to companies like JP Morgan and Merck, but thanks to Bootcamp I did! We now know what we need to know.”

– William Purvis, CinchOrtho Ireland

FEE: \$1,500 USD
Up to two participants per company

\$1,000 USD - Optional pitch prep and pitch sessions with investors

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APPLICATION: <https://bit.ly/2KM4jwT>



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