



US-Poland Innovation Hub

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The US-Polish Trade Council (USPTC) was formed in 2002 to promote presence of Polish high technology and science institutions and corporations in California, and especially in the Silicon Valley, and so increase cooperation and trade between the United States and Poland. USPTC seeks to be science and innovation technology bridge for building business relationships between the U.S. and Poland. To that goal, the USPTC works in partnership with a network of Polish and American organizations, including: corporate, academic and government entities.



US-POLAND INNOVATION HUB PROGRAM

YOUR GATEWAY TO SILICON VALLEY

GO GLOBAL, POLAND!

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US-Poland Innovation Hub, „the Hub” in short, is an acceleration program aimed at supporting Polish innovative companies in their expansion on the global markets. During a series of training sessions, the program participants are prepared for business meetings and negotiations with partners and investors in Silicon Valley.

THE HUB – WHO SHOULD ATTEND?

The program is aimed at managers and leaders in companies, which plan to expand globally, that is companies, which:

- plan to enter the US market
- are looking for partners and/or investors on the US market
- plan to set up an office or business representation in Silicon Valley
- represent industries, which have high growth potential in Silicon Valley (IT, high-tech, clean-tech, bio-tech, etc.)

“If your product is implemented and you already have an idea how to make money off that product and how to develop, that is a good moment to ask yourself, whether it is a good moment to take it to the global market. The Hub will verify your strategy and will serve as your point of first contact in the Silicon Valley.”

Prof. Piotr Moncarz, Program Director



Prof. Piotr Moncarz

US-Poland Innovation Hub Program Director, Co-founder and Chairman of USPTC, Consulting Professor at Stanford University, a Principal Engineer at Exponent (CA, USA), Member of Polish Academy of Science, Fellow of American Society of Civil Engineers, at Stanford University he is the Academic Director of the Top500 Innovators Program.

“Our contact with the Hub expert was an invaluable help for us in the development of our product. I am fully aware that without the participation in this program we would have skipped many extremely important issues, which we would have to face in the future.”

Mariusz Prószyński, Partner at INTRATEL

US-POLAND INNOVATION HUB – THE PROGRAM

The **1st PART** of the program takes place in Poland and includes training sessions, workshops and individual mentoring hours with the Hub experts from the United States.

Topics of the training sessions include:

- **Go Global strategies** (funding opportunities, venture capital, partnering)
- Best practices in global business
- Strategy Execution Map & Business Model Canvas
- **Elevator Pitch**
- Protection of Intellectual Property Rights
- Marketing strategies on global markets
- Investor Mentoring, negotiations with investors
- Design Thinking
- Cooperation between academia and industry
- **Networking**
- Office Space/Office Address in Silicon Valley (business representation)

The **2nd PART** of the Hub program takes place in the United States and the companies participate in business visits to Silicon Valley, where they experience the vibrant networking environment of this region.

This part of the program includes:

- Individual cooperation with a strategic mentor
- Expanding your academic and industry contacts (networking)
- **Meetings with potential partners and/or investors**
- Reviewing your global strategy of entering the US market

PLAN YOUR GLOBAL FUTURE TODAY!

The program is organized by the US-Polish Trade Council in Palo Alto, California in cooperation with the US-Polish Trade Council in Poland.

The program is supported by the members of the Top500 Innovators Association.

USPTC is the leading partner of the GO_GLOBAL.PL program organized by the National Centre for Research and Development: ncbir.gov.pl/programy-krajowe/goglobal



More information on the Hub and the application documents are available at: usptc.org/innovationhub