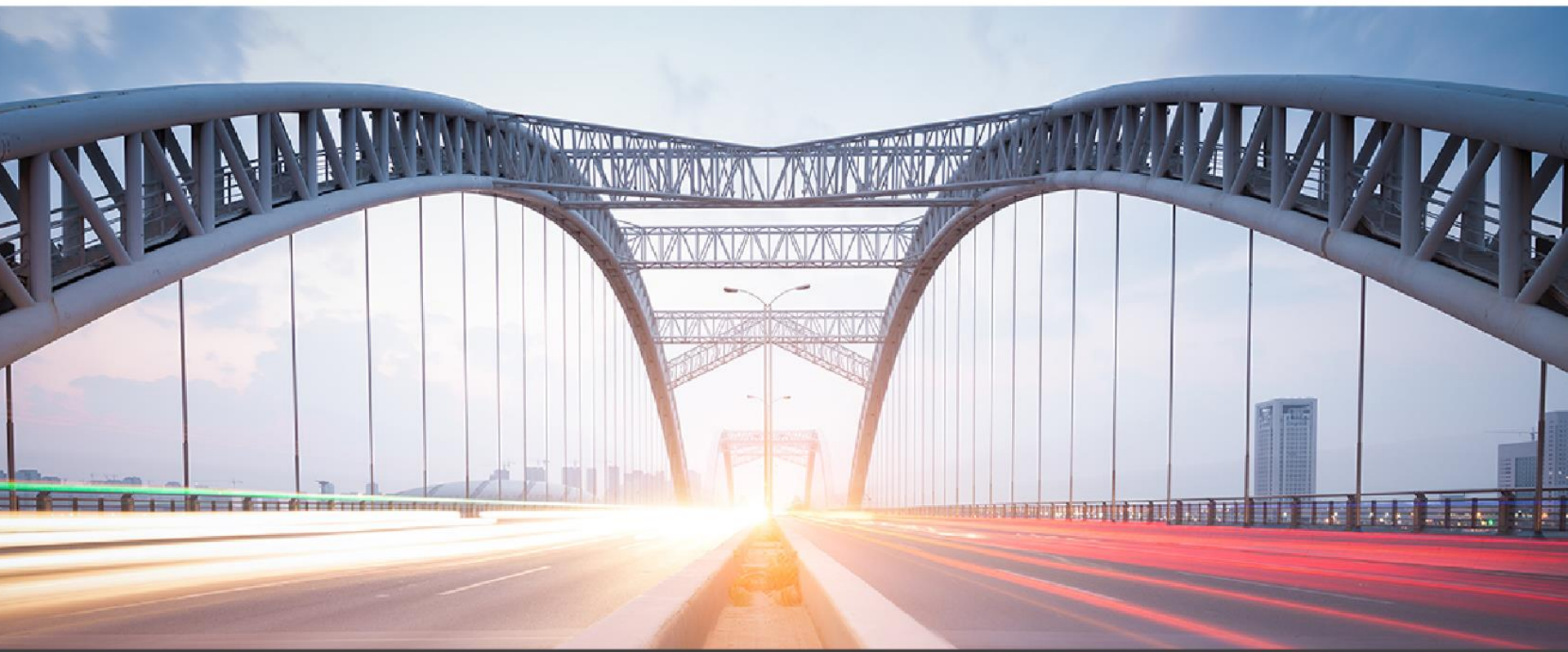




The STI landscape in the USA



Innovation landscape in the USA

- 26% of the world's total spending on R&D
- 2.8% of GDP on R&D
- Top universities (5 US universities among top 10 worldwide)
- Diverse and largely decentralised research and innovation landscape
- High density of venture capital firms, banks, private investors and business angels
- Risk-taking attitude



Trends, challenges and opportunities

- Rapid rise in startup companies worldwide, resulting largely from the growth of cloud-based applications
- Mobile-centric technologies and mobile apps are playing a greater role in digital transformation strategies
- The future is 'phygital' i.e. combining both physical and digital experiences to achieve a specific marketing goal (IoT, augmented reality)
- Innovative, nature-inspired approach to sustainability in preparation for a post-plastic future.



Trends, challenges and opportunities

- Health research (collaboration with NIH and mutual opening programmes)
- Transportation research (automated driving, air quality, low-emission freight transport, inter-urban transport, etc.)
- Clean energy research
- Marine and Arctic research
- Nanosafety research, etc.



Conclusions

- EU-USA S&T cooperation roadmap incl. H2020 topics encouraging cooperation with the US (Status 2018)
https://ec.europa.eu/research/iscp/pdf/policy/us_roadmap_2018.pdf
- US funding opportunities overview (Status 2016)
https://www.euussciencetechnology.eu/assets/content/funding_programme/USFundingOpportunitiesReport_2016.pdf
- Research jobs and fellowships
<https://euraxess.ec.europa.eu/worldwide/north-america>



ENRICH in the USA SERVICES

ENRICH in the USA:

- Central contact point for European R&I actors seeking to grow and reinforce collaboration across the Atlantic
- Target: establishing a Network of European R&I Centres throughout the USA

2 physical ENRICH Centres:

1. San Francisco Centre: ENRICH West Coast Centre
2. Boston Centre: ENRICH East Coast Centre at the Cambridge Innovation Centre (CIC)

5 Associated Hubs across the US



WHAT IS THE ADDED VALUE OF ENRICH TO EUROPEAN ORGANISATIONS?

Tailor-made services with
an in-depth knowledge of
the US R&I and
business ecosystem

Effective support to
achieve a dynamic
presence in the US

Improved
understanding
and more efficient
use of existing
infrastructure and
technological
resources in the
US

Contacts and
collaborative
opportunities with key
organisations in the US

Active exploitation of
funding, research and
business opportunities in
the US

ENRICH Service Portfolio

Clustered by Service Categories



INFORMATION SERVICES

- Market & RDI Studies
- First Aid Information Kits



GUIDANCE, TRAINING & INFRASTRUCTURE

- Webinars
- Hot Desks
- Trainings on Internationalisation



MATCHMAKING & EVENTS

- Working Visits
- Innovation Tours
- Matchmaking & Pitching Events
- Research Connection Symposia

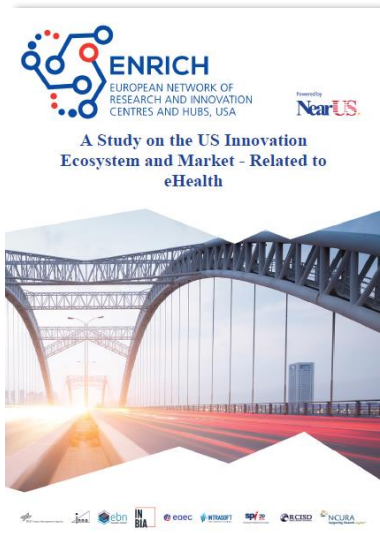


ADVICE & COACHING

- Research Commercialisation Bootcamps
- Business to Business Bootcamps
- Business Acceleration Programme
- Media Training

ENRICH Service Portfolio

ENRICH in the USA Experience – Your Journey



GET INFORMED!

Learn about the US market and its research landscape from home!

1



GET GOING!

Receive in-depth mentoring and training customized to your needs!

3



2

GET CONNECTED!

Explore the US research and innovation landscape by travelling!



4

GET FUNDED!

Find the money for your research, commercialisation or business development!

**Welcoming
Center for
NEW PENNSYLVANIANS**



Impressions

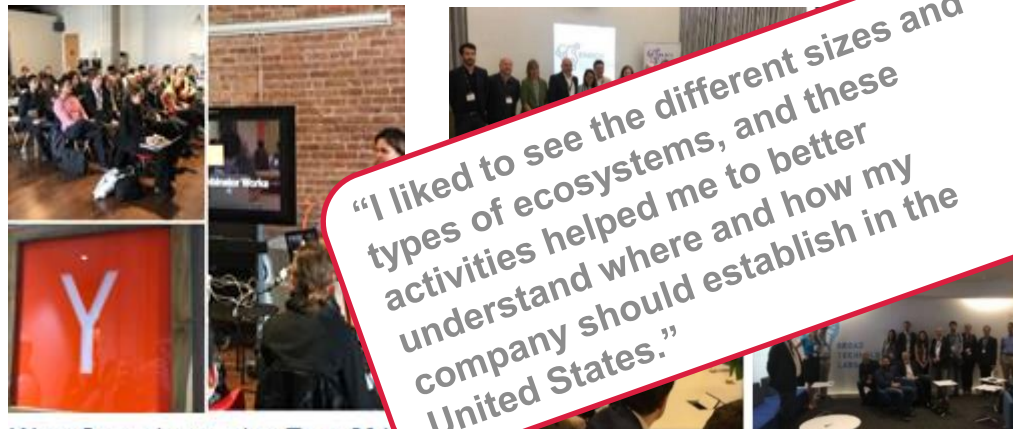


Research Conference

Training in Budapest

“The ENRICH Bootcamp in the USA is life changing. [...] During my stay in Boston, in 3 nights, I created and I launched www.techventures.ro – as a contribution to the Romanian Tech Startup Ecosystem.”

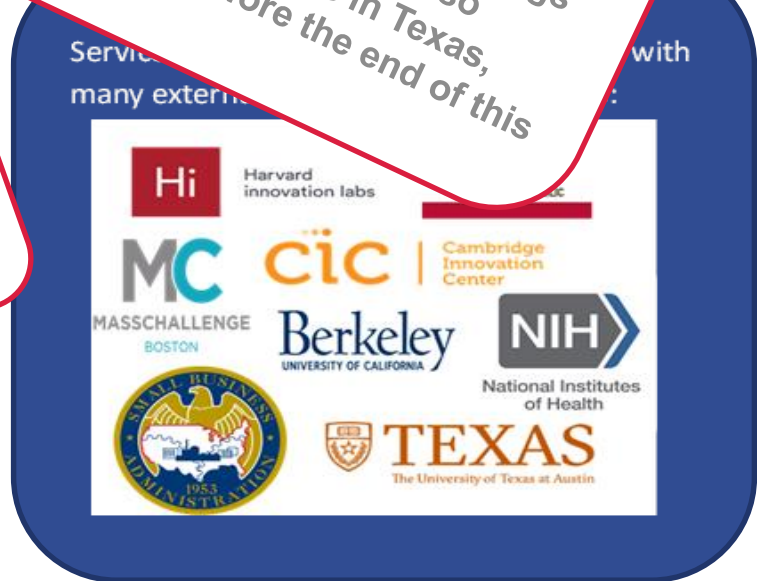
[...] North Carolina and [...] Texas were good case studies and allowed us to get a deep dive in how the local ecosystems are organised, giving a new motivation to our academic partners and businesses to work on new projects jointly with us. If things work out well, we may have also some follow up activities in Texas, with TechRanch before the end of this year.



West Coast Innovation Tour 2018

East Coast Innovation Tour 2018

“I liked to see the different sizes and types of ecosystems, and these activities helped me to better understand where and how my company should establish in the United States.”



Service... with
many external...

- Hi Harvard innovation labs
- MC MASSCHALLENGE BOSTON
- cic Cambridge Innovation Center
- Berkeley UNIVERSITY OF CALIFORNIA
- NIH National Institutes of Health
- SMALL BUSINESS ADMINISTRATION 1953
- TEXAS The University of Texas at Austin

Various ways to stay informed

General Enquiries:

usa@enrichcentres.eu | www.usa.enrichcentres.eu

Services of ENRICH in the USA

Ms Johanna Füllmann | Johanna.Fuellmann@dlr.de

Synergies with other initiatives

Ms Svetlana Klessova | s.klessova@inno-group.com



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