



# Soft-Landing Mission to New York | United States

14th – 18th October, 2019

**STARTUP**  
EUROPE





**Mission to New York  
For Ecosystem Builders**

# New York startup ecosystem in a nutshell



**9000** active startups



Sub-Sector Strength: **AI, Big Data, Analytics, Cybersecurity** and **Life Sciences**



World's **2nd largest** tech ecosystem



Early-stage funding per startup **\$641 K** (Global avg. 284 K)



Ecosystem Value **\$64 bn** (Global Median: \$5 bn)



Nearly 50% of NYC's tech workers are foreign-born

## Companies already here



# What our missions look like?



## 5-days to explore the ecosystem

- Full-day activities from Monday to Friday (full participation in the programme required).
- Get knowledge to be able to advise startups about setting up in New York.



## Practical support

- Support for travel and accommodation costs up to 950 Eur.
- Suggestions on exciting side events to attend.



## The best events and networking

- Exciting site visits and meetings.
- Social events and networking with other startups and scaleups in the hub.
- Plenty opportunities to get to know fellow mission participants.



## Why join the mission?

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- **RELEVANT CONTACTS** | Meet ecosystem representatives that work with European ventures
- **UNDERSTAND THE ECOSYSTEM** | What stage and industry startups should consider New York as their base for US expansion? How do you start and what resources are available?
- **LEARN PRACTICAL TIPS** | Hear from lawyers and startups on legal strategy, hiring, costs, and doing the “flip”
- **STARTUP STORIES** | Meet startups who scaled to US and drill them for details!



## Monday, October 14: Introduction to New York ecosystem\*

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Time	Topic	Company & Speaker
8:30	Breakfast and orientation	Program organizers
9:30	Intro to the New York ecosystem	TBC
10:00	Get to know your group: introductions game	Program organizers
12:30	Lunch	
14:30	Overview of support mechanisms available to European startups	TBC
15:30	Meet local startups	TBC
17:30	High level networking dinner	

\*Preliminary agenda. Subject to change.



## Tuesday, October 15: Sales & Marketing\*

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Time	Topic	Company & Speaker
9:00	Site visit   Corporate programs for startups	TBC
11:00	Marketing & Sales Seminar   What works for the US market	TBC
12:00	Lunch	
14:00	Workshop   Growth hacking	TBC
15:00	Seminar   Sales and business development strategy	TBC
16:00	Panel discussion with local startups	TBC
18:00	Networking Dinner	

\*Preliminary agenda. Subject to change.



## Wednesday, October 16: Pitching & Investor Sessions\*

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Time	Topic	Company & Speaker
9:00	Leadership meeting with founders of US Scaleups	TBC
11:00	Workshop   Pitching in US	TBC
12:30	Lunch	
14:30	Talking to investors in US: things you need to know	TBC
15:30	Networking event	TBC

\*Preliminary agenda. Subject to change.





## Thursday, October 17: Legal & Immigration\*

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Time	Topic	Company & Speaker
8:30	Breakfast	
9:00	USA Legal Strategy Session	TBC
10:00	Seminar: Immigration and intellectual property strategy	TBC
11:00	Hiring a team in US: tips & tricks from headhunters	
12:00	Lunch	
14:00	Meetings local accelerators	
15:30	Panel with startups	
17:30	Free time	

\*Preliminary agenda. Subject to change.



## Friday, October 18: Overview & Strategy\*

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Time	Topic	Company & Speaker
8:30	Breakfast	
9:00	Reflection Session	
10:00	Site visit to a local startup	
12:00	Lunch	
14:00	Support available to European startups	
17:00	Team dinner	

\*Preliminary agenda. Subject to change.



## Feedback on our previous mission to US

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“Soft Landing really put together an amazing line-up of top speakers for a **no-bullshit open conversation** about the US market and the Silicon Valley.”

[Josselin Guibert](#)

Founder at Wine Picker



“Mission to Silicon Valley was a real **mind-opening experience**. We had a chance to get **first-hand insights** from leaders and investors. Their **unique and honest opinions and feedback** helped us challenge our business and definitely allowed us to avoid many mistakes that EU startups make when entering US market. ”

[Evgenia Sopochkina](#)

CEO and Co-Founder at xLearn.fr



“The Silicon Valley mission has been an intense and insightful experience. It gave us a global understanding of the powerfulness of this famous ecosystem. It also brought **us a lot of energy and contacts** to prepare the next steps for a development of the Premedit in the USA.”

[Jérôme Galerne](#)

Cofounder & CEO at Premedit



## Organized by Startup Division (Lithuania) & Ryan Academy DCU (Ireland)

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Startup Division is a leading startup support organization in the Baltics connecting startup ecosystems globally. It runs world-wide entrepreneurship support projects, helping to access investors, accelerators & incubators, and providing soft-landing support.

- 1000+ startups assisted.
- 5M+ EUR raised for startup support programmes.
- 200+ mentor, investor and business professional network.



Dublin City University is Ireland's university of Transformation and Enterprise and the DCU Ryan Academy is a leader in entrepreneurial & innovation practice. DCU Ryan Academy is a collaboration between DCU and the family of Tony Ryan, one of the country's most successful entrepreneurs. Ryan Academy provides a unique home where entrepreneurs and startups are supported, helping them transform great ideas into successful businesses.



## Mission to New York is a joint initiative by two Startup Europe projects

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[Soft-Landing](#) and [Startup Lighthouse](#) are EC-funded projects that help startups scale abroad by connecting startup ecosystems in European and beyond. The 'missions' are mini acceleration programmes (3-5 days) that provide necessary support for startups to understand the market.

Similar programs are organized to:

- the Netherlands (Soft-Landing)
- Berlin (Soft-Landing & Startup Lighthouse)
- Lisbon (Startup Lighthouse)
- Dublin (Startup Lighthouse)
- Israel (Startup Lighthouse)
- the Baltics (Soft-Landing and Startup Lighthouse)





# SOFT LANDING

Questions? Get in touch!

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APPLICATIONS OPEN

[www.soft-landing.eu](http://www.soft-landing.eu)

[www.f6s.com/soft-landing](http://www.f6s.com/soft-landing)

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Startup Division

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IMT Starter



GTEC

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