

U.S. MARKET GATEWAY ACCELERATOR FOR BIOSCIENCES

8-week Hybrid Program with Experts, Investors,
and Mentoring from Industry Leaders



MEDTECH & LIFE SCIENCE FOCUS

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U.S. MARKET GATEWAY HYBRID ACCELERATOR

Entering the U.S. Market

Entering any new market comes with a variety of opportunities and challenges for growth companies. Statistically, **only one in five companies succeeds in expanding to the U.S. market.** Our success rate shows that we will double your odds.*

To gain fast traction and reliable growth in the U.S., entering companies need both exceptional strategy and execution.

// The accelerator delivered! It felt like we were flying; the tightly paced sessions followed by in-depth mentoring really prepared us for our U.S. expansion. The program delivered months of work in only a few weeks. An incredible value! //

- DAVID CONTOIR-WHITE, Co-Founder, Modulari-T Bio

If your company is considering or ready to expand to the U.S. market and has demonstrated market traction in your own country or other regions, and/or has sufficient funding for market expansion, this program is for you!

By the end of our eight-week online program with subject matter experts, weekly meetings with industry leader mentors, and in-person sessions, you will gain the strategy, connections and roadmap for a successful entry to the U.S.



MEDTECH & LIFE SCIENCES

Doubling the Odds of U.S. Market Entry

40% of Graduates Successfully Scaling in the U.S.

The program includes 4 modules: U.S. Healthcare and Operations, Legal, Fundraising, and Business Communication.

The accelerator program culminates with the in-person opportunity to pitch to a panel of Angel and VC investors, and visit major local medical centers.

LIMITED SPACE!

Apply today to be considered for this program:

www.worldupstart.com/apply 

PROGRAM OUTLINE

ONLINE: September 9 – October 30

Monday, September 9, 9:00 – 10:30 AM ET

INTRODUCTION TO THE ACCELERATOR

Introducing participating companies and mentors, review of structure, expectations and opportunities of the program, information about visit to Philadelphia March 18-19

Wednesday, September 11, 9:00 – 10:30 AM ET

STRATEGIC AND TACTICAL CONSIDERATIONS FOR ESTABLISHING A LEGAL PRESENCE IN THE U.S.

Establishing a U.S. office and legal entity, legal issues for the corporate structure given operational and fundraising needs, discussion of timelines and overview of steps

Mentoring Session 1

Thursday, September 12 9:00 - 10:00 AM ET

Monday, September 16, 9:00 – 10:30 AM ET

BEST IP PROTECTION STRATEGIES WHEN ENTERING THE U.S. MARKET

Protecting Intellectual Property (IP) through patents, trademarks, copyright, and FDA market exclusivity, monetizing a company's IP in the U.S. vs other countries to create value for the company and investors

September, February 18, 9:00 – 10:30 AM ET

VISA AND IMMIGRATION LAW CONSIDERATIONS

Pragmatic immigration solutions for foreign nationals/companies looking to establish their own enterprise or expand in the U.S., visa classifications for moving talent across borders, hands on session to tackle a company's specific issues and questions

Mentoring Session 2

Thursday, September 19, 9:00 - 10:00 AM ET

Monday, September 23, 9:00 – 10:30 AM ET

THE FDA AND REGULATORY AFFAIRS

Considering the steps, timelines, and resources required to prepare for FDA approval and understanding the regulatory roadmap across the U.S., as well as the different pathways for both drugs and devices

Wednesday, September 25, 9:00 – 10:30 AM ET

REIMBURSEMENT CONSIDERATIONS IN NAVIGATING THE NUANCES OF THE U.S. HEALTHCARE SYSTEM

Uncovering how to develop a reimbursement strategy, and conducting price negotiations for market entry into the U.S. healthcare system using the multi-payer perspective

Mentoring Session 3

Thursday, September 26, 9:00 - 10:00 AM ET

Monday, September 30, 9:00 – 10:30 AM ET

**MARKETING TO U.S. HEALTHCARE INDUSTRY PAYERS, PROVIDERS,
AND PATIENTS**

Developing a marketing and business development strategy for the U.S. market through the patient, provider, payer, and pharma journey

Wednesday, October 2, 9:00 – 10:30 AM ET

INTERNATIONAL TAXATION, BANKING, AND BEST ACCOUNTING PRACTICES

Solutions for establishing or relocating a company to the U.S., how to avoid tax pitfalls and minimize tax liabilities, opening a U.S. bank account, and GAAP accounting standards

Mentoring Session 4

Thursday, October 3, 9:00 – 10:00 AM ET

Monday, October 7, 9:00 – 10:30 AM ET

HIRING & HR

Understanding HR and talent acquisition issues such as where to find talent, creating the right incentive and benefit packages, how to navigate employment laws across the U.S.

Wednesday, October 9, 9:00 – 10:30 AM ET

CULTURAL DIFFERENCES IN MARKETING & BUSINESS COMMUNICATION

Recognizing how culture affects international business in many core areas like fundraising, communications, HR, organizational hierarchy, decision-making, etiquette, operations, etc.

Mentoring Session 5

Thursday, October 10, 9:00 – 10:00 AM ET



Monday, October 14, 9:00 – 10:30 AM ET

**DILUTIVE AND NON-DILUTIVE FUNDING, STRATEGIC PARTNERING,
AND LICENSING STRATEGIES**

Evaluating multiple venues for potential funding: from government grants and contracts to angel investors and VCs, what is available, how to apply, and pitch

Wednesday, October 16, 9:00 – 10:30 AM ET

ALUMNI PANEL

Hear from graduates of the program who will provide invaluable advice

Mentoring Session 6

Thursday, October 17, 9:00 - 10:00 AM ET

// WorldUpstart provided us with the most impactful strategy for U.S. entry and would have saved us lots of sleepless nights if we had begun our engagement sooner. //

- ALISON SUNSET, CEO, HoloCare



IN-PERSON PROGRAM

October 28 - 29

Philadelphia, PA

Monday, 9:00 AM – 5:00 PM ET

INTRODUCTION TO THE LOCAL LIFE SCIENCE AND MEDTECH ECOSYSTEM, INDUSTRY AND ACADEMIC STAKEHOLDERS

Tuesday, 9:00 AM - 5:00 PM ET

INVESTORS' ROUNDTABLE AND PITCH TO INVESTORS PANEL

U.S. MARKET GATEWAY

ACCELERATOR FOR BIOSCIENCES AND MEDTECH:

- 12 online sessions
- Six mentoring sessions
- Two in-person days in Philadelphia
- Pitch to investors
- Participation in the Philadelphia Alliance for Capital and Technology Conference, Philadelphia's largest investors event.

Price — \$5,000

Admission does not include travel and accommodations



LIFE SCIENCES



Pennsylvania is home to a thriving Life Sciences industry.



- Total annual economic impact of \$105.6 billion
- National leader in testing and medical labs, medical devices, and pharmaceuticals

Top 5 for:

- NIH funding (\$2.06 billion in 2021)
- R&D expenditures
- Drugs & pharmaceuticals employment
- Research, testing, and medical lab employment
- Bioscience-related patents (20,564 between 2016 – 2020)
- Venture capital investment
- Doctoral degrees

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