

Welcome to US MAC!

**A Launchpad for Global Startups
in Silicon Valley**

Alfredo Coppola

Co-CEO, US Market Access Center

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Think Big. Start Smart. Scale Fast.

Quick Introduction: **The USMAC in 60 Seconds**

- ✓ Founded in 1995 as the 1st accelerator to help non-US entrepreneurs succeed in Silicon Valley
- ✓ Since then, we have helped 1,800+ international companies
- ✓ Offices in San Francisco & Menlo Park
- ✓ Active programs with more than 20 countries
- ✓ 108 Mentors



Quick Introduction: **Our Team**



Alfredo Coppola
Co-CEO



Chris Burry
Co-CEO



Jeff Snider
Chief Content Officer



Gigi Wang
VP, Early Stage &
Innovation Programs



David Smith
Sr. Mgr. European
Programs



Natasha Kurtova
Sr. Mgr. Russian & North
Africa Programs



Michel Ktitareff
Mgr. French
Programs



Bob Christopher
Venture Funding
Programs



Stefano Caccia
Mgr. Italian Programs



Maria Escarti
Mgr. Spanish
Programs



Ken Singer
Global
Entrepreneur
Programs



Melissa Glass
Program Manager,
Marketing Director

USMAC: Recent Mentor Recruits



Howard Steinberg

IAC (Match.com, Ask.com, Tinder, Vimeo)



Kelli Richards

Former Director of Music & Entertainment, Apple Computer



Geoff Baum

Former Entrepreneur In Residence at Adobe Systems



Jeff Burton

Co-founder of Electronic Arts



Stefano Natoli

Director of Multichannel retail at Apple, formerly Nike, Toshiba



Ken Singer

Serial Entrepreneur, Center for Entrepreneurship at UC Berkeley



Bob Christopher

Serial entrepreneur, angel investor, Robotics expert



Marvin Liao

Partner, 500 Startups

USMAC: Our Global Footprint



USMAC: Some of Our Program Partners



January 2011: **The Birth of Our Flagship Program**



- ✓ US Market Entry Program launched in January 2011 – Singapore pilot
- ✓ Result following interviews with 36+ foreign entrepreneurs living in Silicon Valley
- ✓ Lots of office space, networking events, but nothing focused on customer development for foreign entrepreneurs

US MAC's Market Entry Process: How does it work?

1 Think Big.

The 3-day 'Go Global' Boot Camp is conducted in the home country.

Up to 24 startups participate in the boot camp.



Boot camp consists of morning workshops and one-to-one mentoring in the afternoons. Final day includes a pitch competition, where highest-ranking startups move on to the 'Start Smart' phase.

Companies that demonstrate a high likelihood of success in the US market are selected.

2 Start Smart.

The 8-week 'Market Validation' program is conducted partly in the home country and the remaining two weeks take place in Silicon Valley.

Entrepreneurs focus on customer interviews.



Founders are assigned 2-3 mentors that provide refinement of product-market fit, business model, pitch, prospect targets and arrangement of B2B meetings

Founders learn from customers about what needs to change in their product strategy and business model in order to succeed in the U.S.

3 Scale Fast.

12-week 'Sales Acceleration' program, conducted in Silicon Valley. Entrepreneurs reside at one of US MAC's office locations to focus on securing new customers and partners.

Focus on signing up early customers.



At this stage, founders are also finalizing their corporate/immigration details with lawyers.

Upon securing initial customers, founders attain a strong understanding about the funding necessary to scale rapidly in the U.S. This is also an ideal time to begin discussions with potential investors.

Results since January 2011

312 Number of startups participated in Think Big boot camp

153 Startups passed through Start Smart program

98 US MAC portfolio companies successfully doing business in Silicon Valley today.

\$250M+

Amount of capital raised by US MAC portfolio companies













37

Number of full programs conducted by US MAC

19

Number of countries that US MAC is currently running programs

US MAC Alumni: Recent Successes

COMPANY NAME	COUNTRY	SECTOR	CAPITAL RAISED	M&A
 Open ERP	Belgium	Enterprise software	\$10.0M	
 COSE COGNITIVE SECURITY	Czech Republic	IT Security		\$40.0M
 GRAVITY	Hungary	E-commerce	\$3.0M	
 Be-Bound	France	Mobile solutions	\$5.0M	
 TEDEMIS	France	Digital media	\$2.6M	\$29.0M
 myBlee my best lesson ever!	France	Education technology K-8	\$2.50M	
 GIROPTIC 360° experts	France	Computer hardware	\$1.5M	
 EXASOL	Germany	Enterprise software	\$1.0M	
 K!TMAN LABS	Ireland	Enterprise software	\$4.0M	
 ZEPTOR	Japan	Cleantech	\$13.0M	
 ATONARP	Japan	Advanced manufacturing	\$8.0M	
 skydoor [®]	Singapore	Digital media		\$8.0M



US MAC: The Entrepreneur's Journey

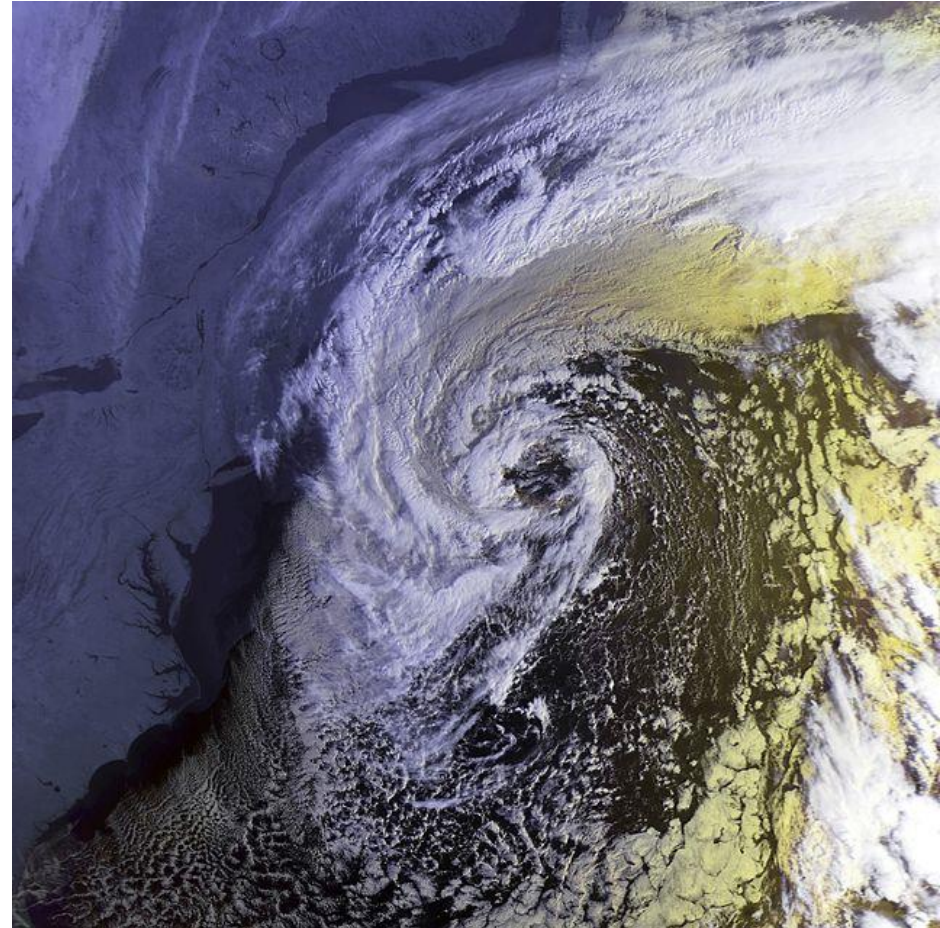
- ✓ We view entrepreneurship as a journey.
- ✓ While each entrepreneur's path is different, the path is roughly the same.



- ✓ The USMAC's mission is to accelerate progress while reducing risk on the journey

What We See Happening: A “Perfect Storm”

A "perfect storm" is an expression that describes an event where a rare combination of circumstances will aggravate a situation drastically.





What We See Happening: A “Perfect Storm”

What We See Happening: A Perfect Storm

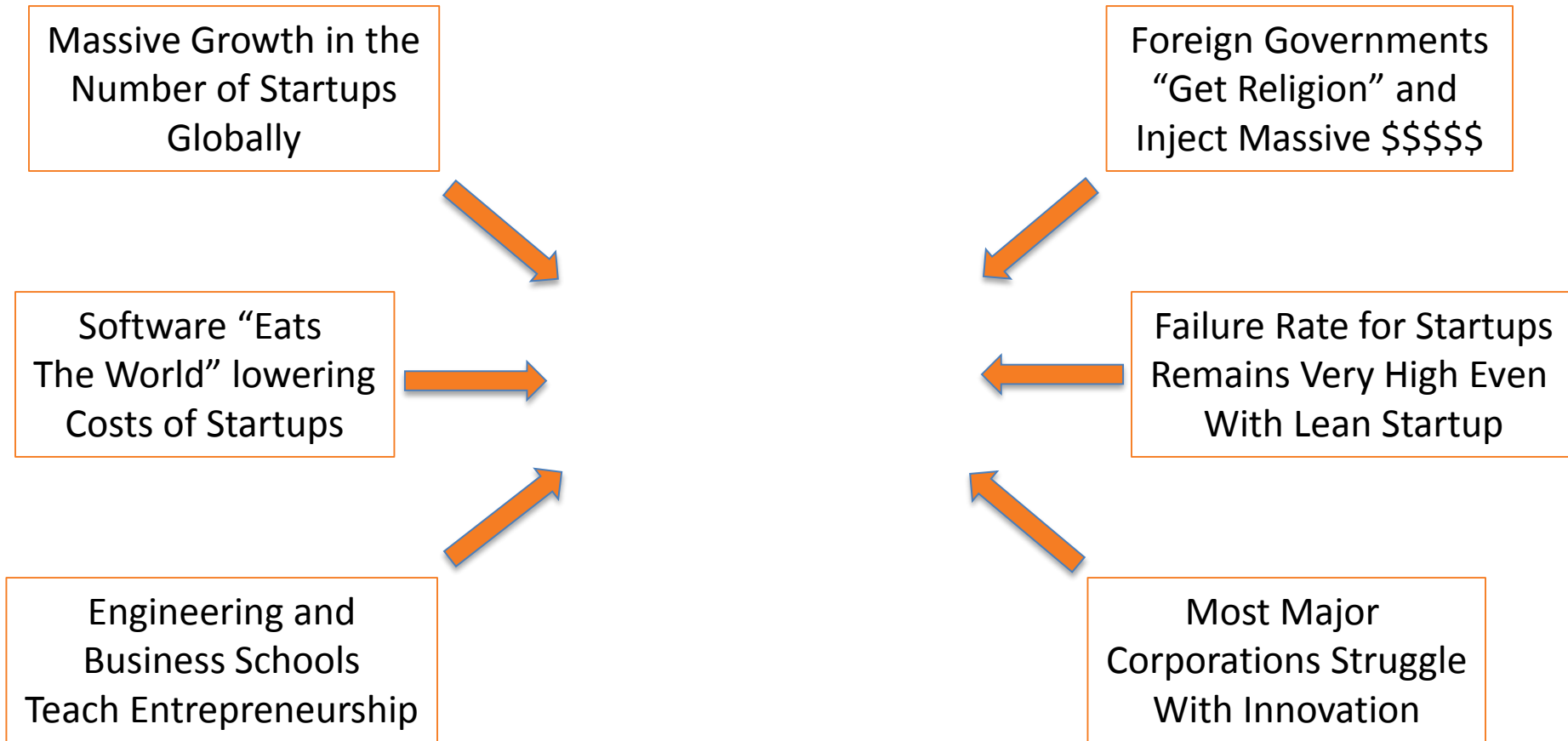
Massive Growth in the
Number of Startups
Globally

Software “Eats
The World” lowering
Costs of Startups

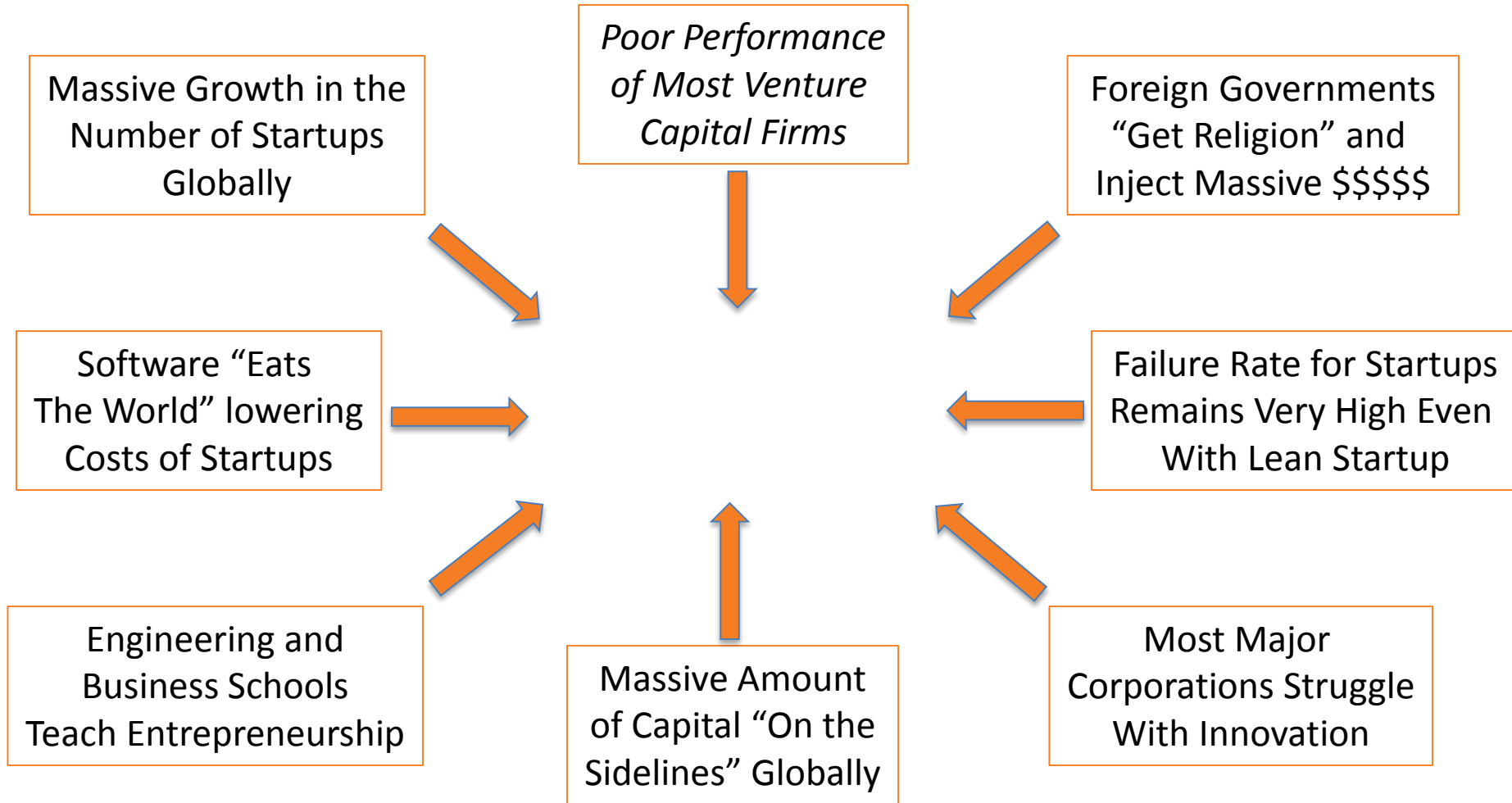
Engineering and
Business Schools
Teach Entrepreneurship



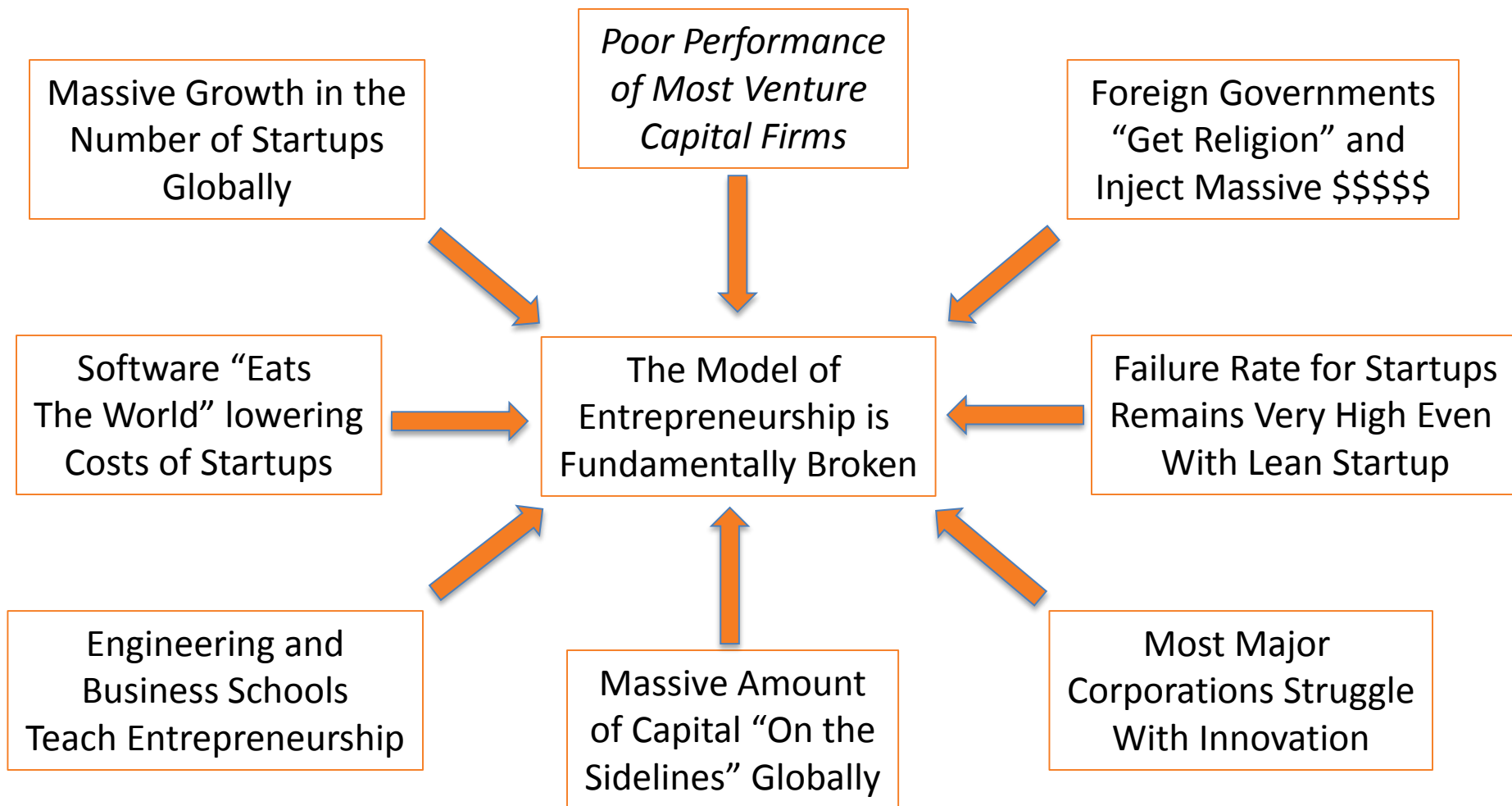
What We See Happening: A Perfect Storm



What We See Happening: A Perfect Storm



What We See Happening: A Perfect Storm



What We See: **An Unacceptable Failure Rate**

Even after the “Lean” revolution in entrepreneurship, 95% of startups fail

The very best accelerators such as Y Combinator and TechStars offer better “odds,” but the total class size of the best accelerators is VERY, VERY small.

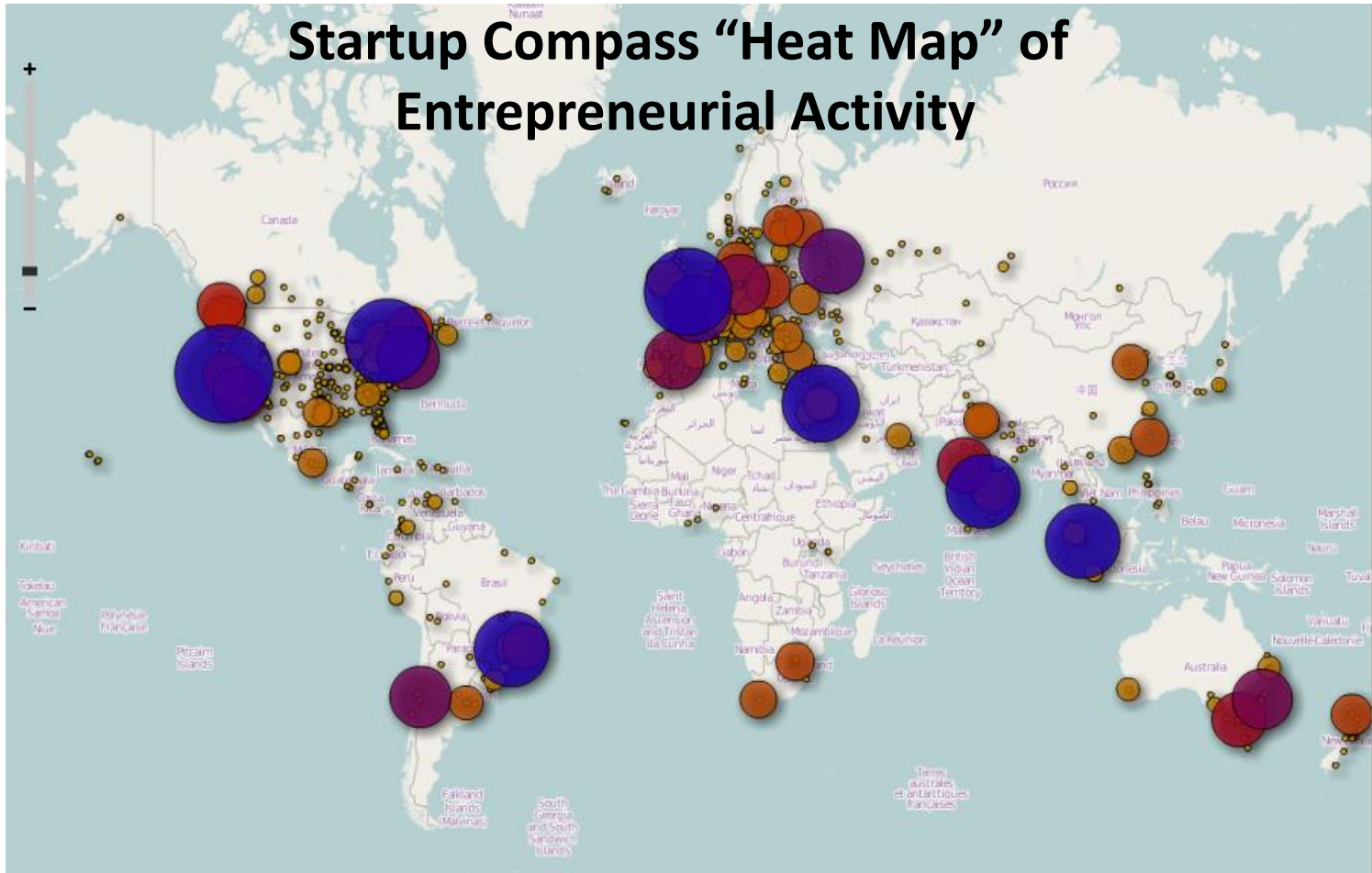
What We See: **The World's 'Got Religion'**

Governments around the world are desperately trying to replicate the success of Silicon Valley and are throwing massive \$\$\$ on this effort.

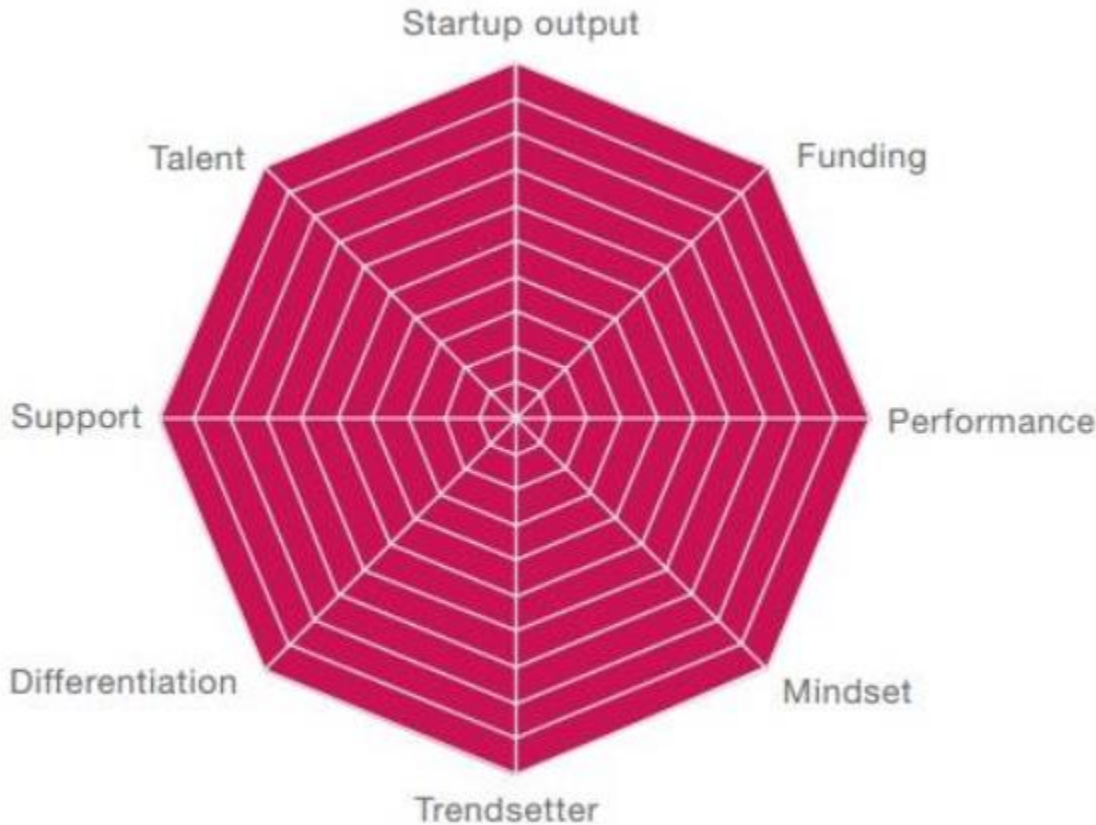
- ✓ Horizon 2020 in Europe - \$120B over 7 years
- ✓ Korea – new \$4B initiative
- ✓ Brazil / Chile / Argentina – just starting to figure it out

Look at the following heat map

What We See: **Silicon Valley is not alone**



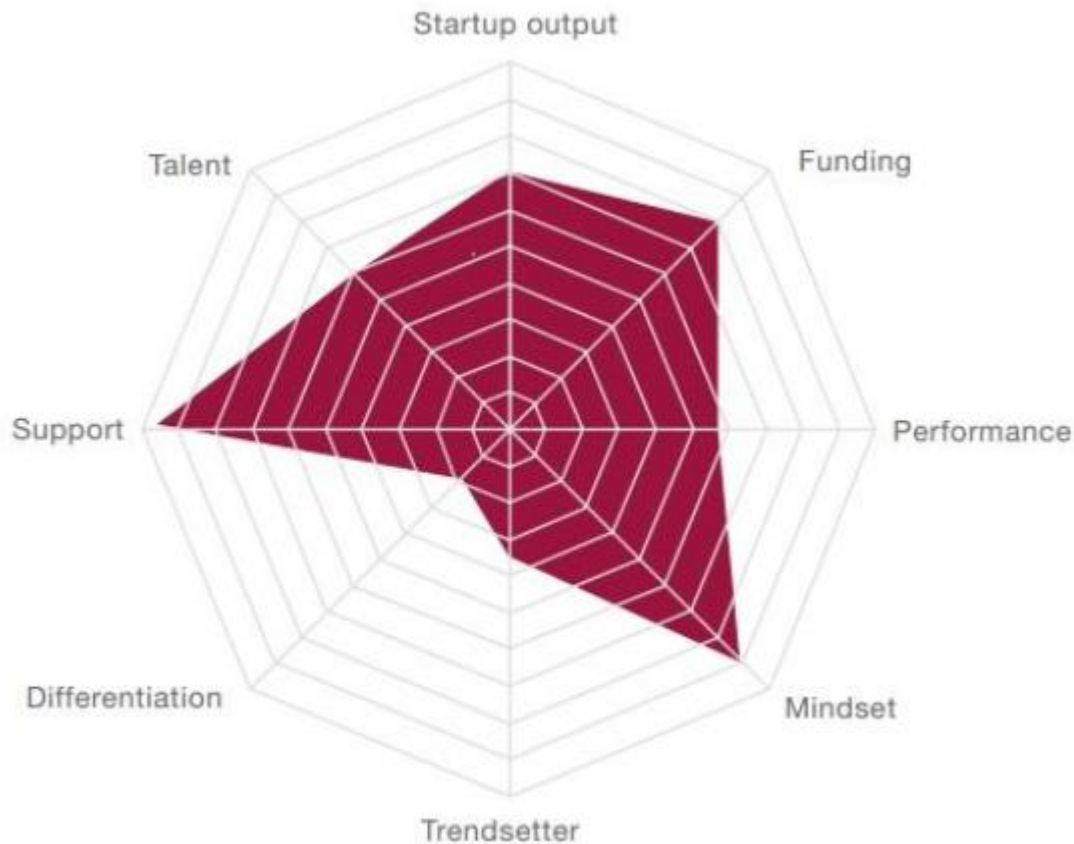
What We See: Silicon Valley is not alone...but



If Silicon Valley is the baseline...

¹ Startup Compass Report

What We See: **Silicon Valley is not alone...but**



If Silicon Valley
is the baseline...

Then here is
London

¹ Startup Compass Report

What We See: Path to Global Scale is Changing

✓ Today

- ❑ Build in local ecosystem
- ❑ Move to Silicon Valley / Scale from There

✓ Near Future

- ❑ Build in local ecosystem with a global team from the start
- ❑ Silicon Valley offers “triangulation” to find early adopters
- ❑ Look for opportunistic markets to scale into

An Example: Estonia

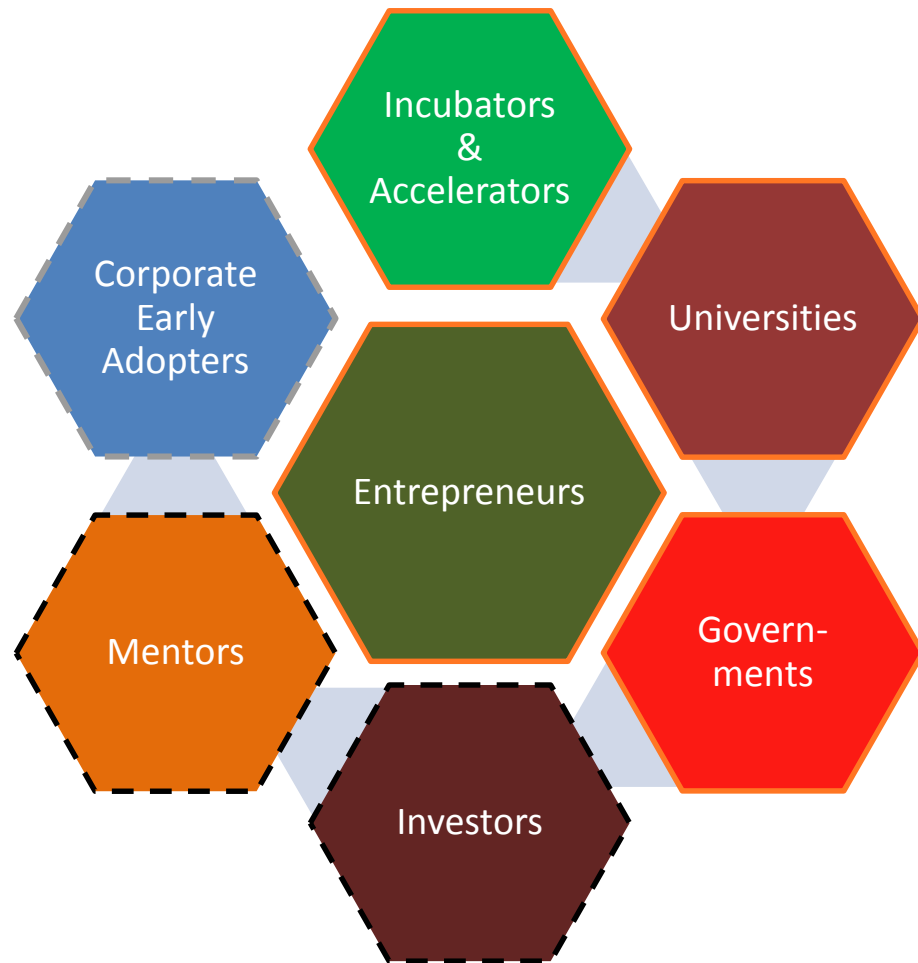
A Estonian startup's path to global markets

- ✓ Build in Tallinn with a Pan-European team
- ✓ Begin visiting Silicon Valley for validation and access to early adopters
- ✓ Begin building customer base in Sweden
- ✓ Move on to London
- ✓ Finally scale into the United States

What We See: **Where we think the world is going**

- ✓ We believe that the nature of entrepreneurship is changing to become far more global than in the past
- ✓ We see a world emerging that is a “mesh” topology with high degrees of interconnection that bypass Silicon Valley
- ✓ Collaboration tools, social media and the mobility of students and the vast diasporas of the BRIC nations is fueling this change

Silicon Valley: Model for the Perfect Ecosystem



Entrepreneurial ecosystems today are “islands” with very little interconnection.

At best, Silicon Valley acts as a “hub”

We intend to change that.

Our Vision: **To Support the Global Ecosystem**

- ✓ What if every entrepreneur in the world had access to the
 - Knowledge and training
 - Mentorship
 - Financial and Human Capital
 - Market knowledge and access to local networks

Anywhere in the world?

Let's Connect



facebook.com/usmarketaccess



@usmarketaccess



linkedin.com
Groups – US Market Access Center

www.usmarketaccess.com



Our Headquarters

US Market Access Center, Inc.
1370 Willow Rd.
Menlo Park, CA 94025

Contact

Alfredo Coppola, Co-CEO

Phone

+1-415-699-7564

Email

alfredo@usmarketaccess.com