

# U.S. MARKET GATEWAY ACCELERATOR FOR BIOSCIENCES

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



## MED TECH & LIFE SCIENCE FOCUS

WORLD  
UP   
START

 **QUARTERMASTER**  
Science +  
Technology Park

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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 session, you will gain the strategy, connections and roadmap for a successful entry to the U.S.



# MED-TECH & 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.

**Special BONUS:** graduates will also participate in Philadelphia's largest venture conference on November 8-9, 2023.

**LIMITED SPACE!**

Apply today to be considered to this program:

[www.worldupstart.com/apply](http://www.worldupstart.com/apply) 

## PROGRAM OUTLINE

**ONLINE: September 11 - October 19**

**Monday, September 11, 9:00 – 10:30 AM ET**

### **INTRODUCTION TO THE ACCELERATOR**

Introductions of companies and mentors, program structure, expectations, and opportunities.

**Wednesday, September 13, 9:00 – 10:30 AM ET**

### **THE FDA**

Learn about the steps, timelines, and resources required to prepare for FDA approval and

understand the regulatory roadmap across the U.S., and the different pathways for both drugs and devices.

***Mentoring Session -***

***Thursday, September 14, 9:00 - 10:00 AM ET***

**Monday, September 18, 9:00 – 10:30 AM ET**

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

This session covers the fundamentals of protecting IP – patents, trademarks, copyright, and FDA market exclusivity. It addresses patents vs. market exclusivity and monetizing IP in the U.S. to create value for the company and investors.

**Wednesday, September 20, 9:00 – 10:30 AM ET**

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

Developing a marketing strategy through the patient, provider, payer and pharma journey.

***Mentoring Session -***

***Thursday, September 21, 9:00 - 10:00 AM ET***

**Tuesday, September 26, 9:00 – 10:30 AM ET**

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

This session uncovers how to develop a reimbursement strategy and price negotiation for market entry into the U.S. healthcare system from the multi-payer perspective.

**Wednesday, September 27, 9:00 – 10:30 AM ET**

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

Considering multiple venues for potential funding: from government grants and contracts to angel investors, to VC. What is available, how to apply and pitch.

***Mentoring Session -***

***Thursday, September 28, 9:00 - 10:00 AM ET***

**Monday, October 2, 9:00 – 10:30 AM ET**

**CULTURAL DIFFERENCES IN MARKETING, BUSINESS COMMUNICATIONS/SOCIAL MEDIA & PR**

Recognizing and understanding how culture affects international business in many core areas: Fundraising, communications, etiquette, HR, organizational hierarchy, decision-making, operations, etc.

**Wednesday, October 4, 9:00 – 10:30 AM ET**

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

Virtual vs physical presence, establishing a U.S. office, legal considerations for incorporation and tax implications. Speakers include leading law firms with local investor moderating.

***Mentoring Session -***

***Thursday, October 5, 9:00 - 10:00 AM ET***

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

**INTERNATIONAL TAXATION, BANKING, AND BEST ACCOUNTING PRACTICES**

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

**Wednesday, October 11, 9:00 – 10:30 AM ET**

**HIRING & HR**

Learn from HR and talent acquisition experts on legal and practical considerations when looking for talent, assembling the best team, employee vs. contractors, and proven incentives for key hires.

***Mentoring Session -***

***Thursday, October 12, 9:00 - 10:00 AM ET***



**Monday, October 16, 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 United States. Visa classifications for moving talent across borders. Hands on session to tackle a company's specific issues and questions.

**Wednesday, October 18, 9:00 – 10:30 AM ET**

## **INTRODUCTION TO LOCAL LIFE SCIENCES ECO SYSTEM**

North America's Med Tech and Life Science ecosystem, how to scale in the U.S., with a specific focus on the Greater Philadelphia region as an emerging hub. Session led by government and industry leaders.

***Mentoring Session -***

***Thursday, October 19, 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

**November 6 – 9:**

**Quartermaster Science + Technology Park, Philadelphia, PA**

**Monday, November 6, 9:00 AM – 5:00 PM ET**

**INTRODUCTION TO QUARTEMASTER, HOSPITALS AND MEDICAL CENTERS IN PHILADELPHIA**

**Tuesday, November 7, 9:00 AM – 5:00 PM ET**

**INVESTORS' ROUNDTABLE AND INVESTOR'S PANEL PITCH**

**Wednesday, November 8, 9:00 AM – 5:00 PM ET**

**TOURS OF STAKEHOLDERS**

**PACT, CAPITAL CONFERENCE**

**Thursday, November 9, 9:00 AM – 5:00 PM ET**

**PACT, CAPITAL CONFERENCE**

## **U.S. MARKET GATEWAY**

### **ACCELERATOR FOR BIOSCIENCE ADMISSION:**

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

#### **Package 1 — \$2,000**

Admission with Quartermaster's shared workspace Membership

#### **Package 2 — \$3,000**

Admission does not include shared workspace commitment



## QUARTERMASTER SHARED WORKSPACE MEMBERSHIP

Position your office in a historic landmark redeveloped to science and technology park. Only 10 minutes from Philadelphia International Airport and 15 minutes from the business district and major universities and medical centers. Join a life science and healthcare community!

Enjoy a contemporary shared or private workspace, access to conference rooms, shared or private labs, and virtual office, concierge services, and other amenities. Info: [Quartermasterphl.com](http://Quartermasterphl.com)

Program discount is contingent upon companies establishing a local address and presence at the Quartermaster within 12 months of graduation. Membership provides complimentary three months rent for the first year, and a \$300 monthly rent thereafter.

**Application Deadline: July 15, 2023.**  
**Registration & Info: [worldupstart.com/apply](http://worldupstart.com/apply).**

***Limited Space!***

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