



# INNOVATION BRIDGE MEXICO - AUSTIN

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# BACKGROUND

Created to amplify Impact Innovation startups from Mexico by giving them the global access, resources, introductions, and entrepreneur education necessary to grow their ventures and solve pervasive global challenges.

With strong partner support, this program is supporting the Mexican entrepreneurs changing the world for the better.

10

**Impact  
companies**

10

**Weeks in  
Austin, TX**

10

**Innovative  
Solutions**

# PARTICIPANTS

A diverse cohort of the top Impact companies in Mexico will be selected for this project.

- 40 semi finalists will receive virtual training and mentorship leading up to the program.
- 10 finalist companies will come to Austin, TX for an immersive training and connection-building experience.

PARTNERS



TECH RANCH



**INC**

ACCELERATOR

**INC**mty



**Tecnológico  
de Monterrey**

# THE IMPACT

It's always a great time to change the world for the better.

Solving human needs can be done by business, and this project will build a strong bridge between Mexico and Austin, giving entrepreneurs access and resources to



Supporting  
world-changing  
solutions

Building global  
bridges and  
connections

Giving  
Access

## BRONZE

- Invitation to welcome event
- Invitation to Pitch Night
- Inclusion in entrepreneur resource packet
- Logo on program and select materials

**\$1,000**

## SILVER

- Invitation to welcome event
- Invitation to Pitch Night
- Inclusion in entrepreneur resource packet
- Logo on program and select materials
- Feature in 1 email
- 1 Social media feature across 3 platforms

**\$3,000**

# Gold

- Invitation to welcome event
- Invitation to Pitch Night
- Inclusion in entrepreneur resource packet
- Logo on program and select materials
- Feature in 1 email
- 1 Social media feature across all platforms
- Opportunity to speak during Pitch Night

**\$5,000**

# Platinum

- Invitation to welcome event
- Invitation to Pitch Night
- Inclusion in entrepreneur resource packet
- Large logo on program and select materials
- Feature in 2 emails
- 2 Social media feature across all platforms
- Opportunity to speak during Pitch Night
- Invitation to Impact Innovation Forum
- Logo on Impact Innovation Forum materials

**\$10,000**

# Premier

- Invitation to welcome event
- Invitation to Pitch Night
- Inclusion in entrepreneur resource packet
- Large logo on program and select materials
- Feature in 2 emails
- Dedicated email to newsletter list
- 2 Social media features across all platforms
- Opportunity to speak during Pitch Night
- Invitation to Impact Innovation Forum
- Logo on Impact Innovation Forum materials
- Logo on Tech Ranch website
- Feature in program recap video
- Dinner with the participants and Tech Ranch team

**\$30,000**



# CONTACT

Thank you for your support of these entrepreneurs and this Innovation Bridge.

Please reach out to our Marketing and Operations Manager, Maria at [maria@techranchaustin.com](mailto:maria@techranchaustin.com) with any questions or to set up a sponsorship.

In addition, we are also looking for in-kind sponsors who are willing to donate food and drink, transportation, space, services, or other items to support the entrepreneurs in this program.

# CALL FOR STARTUPS

AMPLIFICATION  
OF IMPACT  
INNOVATION  
STARTUPS  
FROM MEXICO



## INNOVATION BRIDGE MEXICO-AUSTIN

TRAINING • CONNECTIONS • SOFT-LANDING



## INNOVATION BRIDGE MEXICO-AUSTIN

### Four-phase program:



#### OPEN APPLICATION

Selection of 40 Mexican startups with intention and potential to grow their business in the US.



#### TRAINING

Webinars to develop the strategies of the business international model



#### INTERNATIONAL CONNECTIONS

Presentation of 10 promising mexican startups at SXSW, Austin, Tx.



#### AUSTIN SOFT-LANDING

10 week program to educate, prepare, connect, and guide the startups through business in the US.

### Objective:

Promote Mexican startups with potential for global growth and high impact by offering them a global connection program to expand their market in the United States of America, through training and personalized advice in Austin, Texas.

### Participation requirements:

- Mexican startups with high social impact.
- In growth stage with intention and potential to enter the US market.
- Product or service ready to launch or already in the market.
- With a technology-based solution.
- Capable of internationalization of the business model.
- Entrepreneurial team with the ability to communicate effectively in English.
- Ability to cover the expenses of at least one member of the team to stay 10 weeks in Austin, Texas.

**Programme cost:** Supported by INADEM.

**Stay expenses:** Transportation, housing, supply and different travel allowances will be covered by the participants.

Tech Ranch will provide co-working for participants as well as mentoring, training, and connections for all 10 weeks.

### Important dates:

APPLICATION	SWSX	SOF-LANDING
Deadline: January 21	10 promising mexican startups: February 16	Arrive to Austin: April 12
Results: January 25	SXSW: March 8 and 9	End: June 21
Webinars: January 23 to 31		

### More information:



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THE BEST OPPORTUNITY TO INTERNATIONALIZE YOUR BUSINESS!

APPLY NOW!

