



# IN BIA

SOFT LANDINGS



## SOFT LANDINGS NETWORK

Designees  
Directory

Trusted support for Strategic  
Expansion Into the United States

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The International Business

Innovation Association (InBIA) Soft

Landings Network ensures that

businesses entering or expanding into a new country are provided with an accelerated introduction to that country's business practices, regulations and culture. Soft

Landings designees help companies make contacts in a new country more quickly and efficiently while providing access to the resources critical to business success.

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# ENTERPRISE INNOVATION INSTITUTE/ATDC

## DESIGNEE SINCE 2016

**The Georgia Tech Soft Landing program** is an initiative designed to assist international startups and corporations entering the United States market. Offered by the Enterprise Innovation Institute - Global at the Georgia Institute of Technology, this program provides a structured environment to help startups navigate U.S. market complexities. Participants gain access to top-tier educational resources at Georgia Tech's Enterprise Innovation Institute, the largest university-based economic development organization in the U.S. The program leverages Georgia's business-friendly environment, ranked No. 1 for doing business, with exceptional incentives and workforce development programs.

The 7-week hybrid program includes learning about target market nuances, assessing organizational readiness, crafting a market entry strategy, and conducting business in the U.S. It features an Immersion Week in Atlanta, personalized mentoring, and networking with economic developers, business leaders, and expert service providers.

Since its launch in 2018, the program has seen many companies achieve successful market entry, fundraising, and strategic partnerships. Alumni have scaled operations, created jobs, and contributed to the economy. The selection process emphasizes unique value propositions, market potential, and readiness for international expansion. The program supports ongoing engagement, mentorship, and educational resources, enhancing Georgia Tech's reputation as a hub of innovation and entrepreneurship.

## SPECIAL HIGHLIGHTS

### Industry Verticals

- All Industry Verticals

### Soft Landing Services

- Educational resources and university offerings
- Opportunity to connect with state and local economic developers
- Assistance in market entry, fundraising rounds, and strategic partnerships

### Location

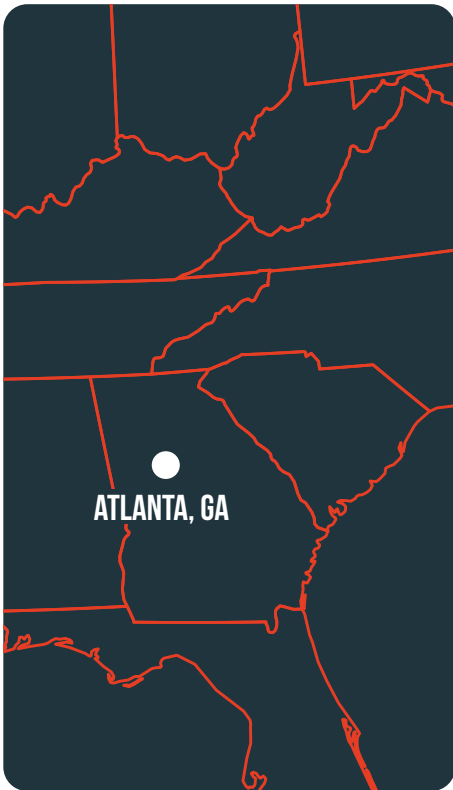
Atlanta, Georgia, United States

### Website

[www.global.innovate.gatech.edu/soft-landings/](http://www.global.innovate.gatech.edu/soft-landings/)



Georgia Tech Enterprise Innovation Institute  
**Soft Landing**



# EAST TENNESSEE STATE UNIVERSITY INNOVATION LABORATORY (ETSU)

## DESIGNEE SINCE 2015

**With a vision of transforming the future through innovation, the East Tennessee State University Innovation Laboratory** has served entrepreneurs in the Northeast Tennessee and surrounding regions since 2002, earning the prestigious InBIA International Soft Landings Designation in January of 2015. The mission as a high-tech business incubator is to assist aspiring entrepreneurs in developing emerging technologies from concept through commercialization. With a focus on identifying and generating solutions to global problems, the organization is committed to championing entrepreneurs and building a cooperative entrepreneurial hub and network that is a catalyst for sustainable economic growth. The worldwide scope and the Soft Landings Designation allow the organization to serve as a nexus between entrepreneurs, educational institutions, economic development councils and the international business community by offering physical and virtual business support to growing companies. Their collaborations and strategic partnerships share a commitment to economic development.

## SPECIAL HIGHLIGHTS

### Industry Verticals

- Medical Technology and Life Sciences
- Environmental
- Clean Energy (Algae, Hydrogen)
- Synthetic Biology
- Polymer Science
- Forensics
- Cyber Security
- Software Development
- Aerospace
- Robotics
- Farm Tech
- Aerospace
- Artificial Intelligence
- Logistics

The Research Corporation's second facility, Valley Brook, focuses on Synthetic Biology.

### Soft Landing Services

- Assistance for emerging technologies from concept through commercialization
- Assists in physical and virtual business support
- Cultural training for doing business in your region/country

### Location

Johnson City, Tennessee, United States

### Website

[www.etsu.edu/ilab](http://www.etsu.edu/ilab)

[www.etsuresearchcorporation.org](http://www.etsuresearchcorporation.org)



# INNOVATION LAB

 | **ETSU Research**  
CORPORATION



The professional business environment, together with a vast network of industry experts, has made the launch of our company in the United States a great success.

**AXEL HEBMULLER**  
CEO, Hebmuller Group



# GLOBAL VENTURES AT FLORIDA ATLANTIC

## DESIGNEE SINCE 2020

**Located in Boca Raton, Florida, Global Ventures at Florida Atlantic™** is an entrepreneur support initiative for tech companies that have established themselves in their industry and are ready to scale up to the next level of growth. The program specifically targets international companies looking to come to the United States and launch themselves in the global market. The companies it seeks to assist have achieved approximately \$1 million in annual sales and employ at least six people, as well as graduates of the FAU Tech Runway® program.

Supported and funded by Palm Beach County, the City of Boca Raton, and private industry sponsors, Global Ventures at Florida Atlantic™ is nestled within the vibrant ecosystem at the Research Park at Florida Atlantic™, renowned for its interdisciplinary research, state-of-the-art facilities, and strategic partnerships. Global Ventures is a proven hub of success, currently serving 28 companies – 11 of which operate virtually. Among these, Triangulate Labs, Ecosign, and Helix Virtual Medicine are a few of the companies taking advantage of the support and resources available to Global Ventures clients, including flexible terms on office and lab space as well as the opportunity to become part of the FAU community, with access to all its resources and benefits. Regular events provide entrepreneurs with invaluable insights, strategic alliances, and guidance to navigate the complexities of scaling their ventures in an increasingly competitive South Florida and national landscape.

## SPECIAL HIGHLIGHTS

### Industry Verticals

- Health / Med Tech
- AI, Sensors & Robotics
- Marine Tech
- Cybersecurity

### Location

Boca Raton, Florida, United States

### Website

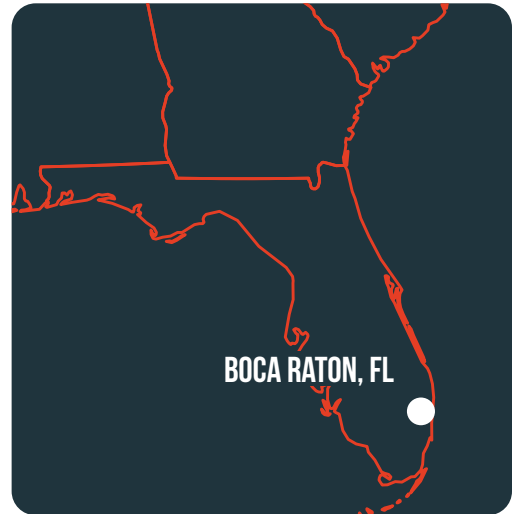
[www.globalventuresfau.org](http://www.globalventuresfau.org)

### Soft Landing Services

- Access to corporate strategic partners/ customer prospects
- Market research on new market opportunities
- Access to capital and investor networks
- Government regulation assistance
- Cultural training for doing business in your region/country
- Immigration and visa assistance
- Housing assistance

# GLOBAL VENTURES

AT FLORIDA ATLANTIC™



Due to its location in the Research Park at FAU, Global Ventures affords the companies it serves great visibility and credibility within the business community of south Florida and the community at large.

**JAMES FARESE**

ReachLink



# KOFFMAN SOUTHERN TIER INCUBATOR AT BINGHAMTON UNIVERSITY

## DESIGNEE SINCE 2020

**The Koffman Southern Tier Incubator**, opened in 2017, has a state-of-the-art facility in downtown Binghamton, NY, that spans 35,000 square feet and includes offices, high-tech dry and wet laboratories, common areas, and co-working spaces. This vibrant hub supports the growth of startups through mentorship and programming that inspire innovation and the creation of products and services.

The incubator is managed by Binghamton University's Office of Entrepreneurship and Innovation Partnerships, supplemented by three key business development centers: the Small Business Development Center, the Trade Adjustment Assistance Center serving New York, New Jersey, and Puerto Rico, and SUNY Broome's Entrepreneurship Assistance Center. These centers provide critical resources and support to member companies and the local business community.

Launched in 2022, the Soft Landing New York Program is specifically tailored to assist international companies in entering the U.S. market. Qualifying companies receive complimentary programming, mentorship, and student assistance, funded by a grant from the U.S. Economic Development Administration. This program leverages the extensive expertise of Binghamton University and Cornell University, alongside support from regional government agencies, economic development organizations, business service providers, and other stakeholders. This comprehensive network ensures that foreign businesses have the support they need to successfully establish their presence in the United States.

## SPECIAL HIGHLIGHTS

### Industry Verticals

- Clean Energy
- Energy/Battery Storage Technology
- Food and Agriculture

### Soft Landing Services

- Market research on new market opportunities
- Strategic partners and customer prospects
- Talent identification/workforce development
- Government regulation assistance

### Location

Binghamton, New York, United States

### Website

[www.thekoffman.com](http://www.thekoffman.com)  
[www.softlandingnewyork.com](http://www.softlandingnewyork.com)

**Koffman**  
**SOUTHERN TIER INCUBATOR**  
**BINGHAMTON UNIVERSITY**



**HOME TO INTERNATIONAL LEADERS SUCH AS:**

Corning Inc.

Lockheed Martin

BAE Systems

Universal Instruments Corp.

Menio Microsystems

The Raymond Corp.

CAF USA Inc.

and more



# MUNCIE INNOVATION CONNECTOR

## DESIGNEE SINCE 2024

**The Innovation Connector** stands out as a pivotal partner for entrepreneurs navigating the journey from idea to sustainable business. The organization provides more than just office space; it offers a comprehensive suite of services designed to support every aspect of business development. Its strengths are deeply rooted in extensive financial services, which include capital identification assistance, consultation for local and regional loan securing, QuickBooks setup and training, bookkeeping and accounting services, and cashflow analysis.

The Innovation Connector excels in business consulting and coaching, leveraging expertise to guide entrepreneurs through the complexities of launching and growing their businesses. Consulting services cover business planning, marketing, product and company branding, sales analysis and coaching, and provide access to valuable training and networking seminars.

Additionally, the Innovation Connector offers specialized support in intellectual property, including education, needs assessment, and technology transfer guidance, ensuring that clients are well-equipped to protect their innovations through patents, trademarks, and copyrights.

The Innovation Connector's extensive network enhances its offerings, connecting clients with various organizations and development partners. It facilitates networking opportunities with fellow clients and provides access to a range of training and business development seminars at reduced rates. Key programs, such as ADVANCE, Muncie Xtern, Small Business Seminars, Specialized Workshops, Women Business Owners Mastermind Groups, and the Connection Series, are designed to foster growth, collaboration, and knowledge-sharing among clients. The Innovation Connector is dedicated to providing the tools, support, and connections necessary for clients to thrive.

## SPECIAL HIGHLIGHTS

### Industry Verticals

- Advanced Robotics Technology Manufacturing
- Fintech

### Soft Landing Services

- Cultural training for doing business in your region/country
- Immigration and visa assistance
- Talent identification/workforce development

### Location

Muncie, Indiana, United States

### Website

[www.innovationconnector.com](http://www.innovationconnector.com)

[www.innovationconnector.com/  
softlandingsdelawarecountyindiana](http://www.innovationconnector.com/softlandingsdelawarecountyindiana)



# INNOVATION CONNECTOR



# THE UNIVERSITY OF ARIZONA CENTER FOR INNOVATION (UACI)

## DESIGNEE SINCE 2020

**Launched in 2003, The University of Arizona Center for Innovation (UACI)** is distinguished as one of Arizona's leading incubation organizations and is the longest continuously running incubator in the state. UACI is an incubator network on a mission to grow scalable startup ventures that fuel the Arizona economy. UACI supports science and technology companies at all stages of development in Southern Arizona and across the globe. UACI is proud of its direct service to more than 300 companies, impact on thousands of entrepreneurs and leadership in building Arizona's innovation ecosystem.

UACI connects those they serve to the people, programming and places that will help them take their companies from idea to market. This is accomplished by guiding startups through a continuum of education and activity using a 28-point structured roadmap program. UACI works to help scale science and tech-based companies under the scope of Tech Parks Arizona creating university-based economic impact. Tech Parks Arizona creates the "Interactive Ground" that generates, attracts and retains technology companies and talent in alignment with the research, mission and goals of the University of Arizona. Tech Parks Arizona directs the UA Tech Park, the UA Tech Park at The Bridges and the University of Arizona Center for Innovation incubator.

## SPECIAL HIGHLIGHTS

### Industry Verticals

- Aerospace
- Agriculture & Water
- Bio & Life Sciences
- Defense & Security
- Intelligent Transportation
- Optics and Photonics
- Renewable Energy

### Soft Landing Services

- Provide education by mentors, subject matter experts, and community collaborators
- Access to service providers, industry cluster groups, strategic partners, and connections to potential customers

- Access to physical spaces including offices, wet and dry labs, meeting rooms, prototyping center, collaboration areas and the UACI and Tech Parks infrastructure

### Location

Tucson, Arizona, United States

### Website

[www.uaci.com](http://www.uaci.com)



THE UNIVERSITY OF ARIZONA  
**CENTER FOR  
INNOVATION**



**CAMPUS ENCOMPASSES  
1,345 ACRES**

**2 MILLION SQUARE  
FEET OF SPACE**

**LABORATORY FACILITIES**

**EASY ACCESS TO THE  
MAJOR MARKETS OF  
TEXAS, CALIFORNIA,  
AND MEXICO**



# UF INNOVATE | ACCELERATE

## DESIGNEE SINCE 2021

**UF Innovate | Accelerate** is one of the world's premier entrepreneurial support organizations (ESO). It is the largest home for early-stage companies in North Central Florida and advance the Gator Nation's placemaking activities and the broader Florida entrepreneurial ecosystem. Through open access, best-of-breed client selection and support, the incubation network leverages early-stage and second-stage ventures in biotech, deep tech, software, AgTech, AI, and other systems and software to build and grow successful and sustainable companies.

UF Innovate | Accelerate's track record demonstrates proven results – its clients have created over 8,542 jobs with an average wage rate of nearly \$94,000, attracted over \$11.3B in third-party capital and investment (non-dilutive and investment), achieved an overall business survivability rate of 75% and produced an overall cumulative economic impact of over \$25.3B.

An 11x industry and international award recipient, the Soft Landings program is designed to provide a supportive environment for early-stage ventures to expand their business and reach in the United States. Florida is the world's 14th-largest economy and one of the fastest-growing states. With thirty years of experience in accelerating the growth and development of sustainable businesses, UF Innovate | Accelerate is positioned to provide best-in-class business development assistance, office and lab space, an amenity-rich environment, a world-class talent pipeline, and a mentorship platform to “inspire entrepreneurs to create, change and cure for a better world.”

UF Innovate | Accelerate is the ideal partner to translate market innovations and discoveries to commercial products and businesses.

## SPECIAL HIGHLIGHTS

### Industry Verticals

- AgFoodTech
- Biotech and Life Sciences
- Cleantech
- Software: AI, Services and Deep Tech

### Soft Landing Services

- Market research on new market opportunities
- Cultural training for doing business in your region/country
- Talent identification/workforce development
- Government regulation assistance
- Assistance in market entry

- Commercialization assistance
- Incubation/second stage venture support (Lab/office/vivarium/core lab access/shared scientific equipment offerings)
- Immigration & visa assistance
- Evidence-based business building programs

### Location

Gainesville, Florida, United States

### Website

[www.ufinnovateaccelerate.com](http://www.ufinnovateaccelerate.com)

# UF INNOVATE



# UTRGV ENTREPRENEURSHIP & COMMERCIALIZATION CENTER (ECC)

## DESIGNEE SINCE 2021

**The UTRGV Entrepreneurship and Commercialization Center (ECC)** is in the business of assisting entrepreneurs to develop and expand their business through education and collaboration. The ECC serves as a real-life entrepreneurial laboratory for the University and the community where entrepreneurs inside and outside of the University can collaborate to take advantage of opportunities and create value. The ECC has over fifteen years of experience in providing business assistance through the means of its experienced staff, UT System, courses, business incubation, resources and community partners.

## SPECIAL HIGHLIGHTS

### Industry Verticals

- Clean Energy
- Energy/Battery Storage Technology
- Food and Agriculture

### Soft Landing Services

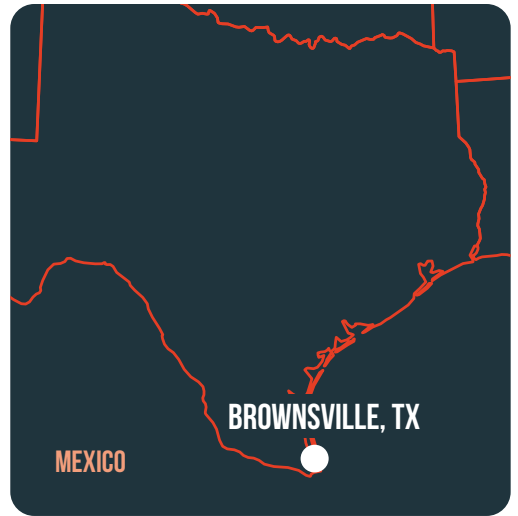
- Market research on new market opportunities
- Access to capital and investor networks
- Import/export assistance

### Location

Brownsville, Texas, United States

### Website

[www.utrgv.edu/ecc/incubation/](http://www.utrgv.edu/ecc/incubation/)



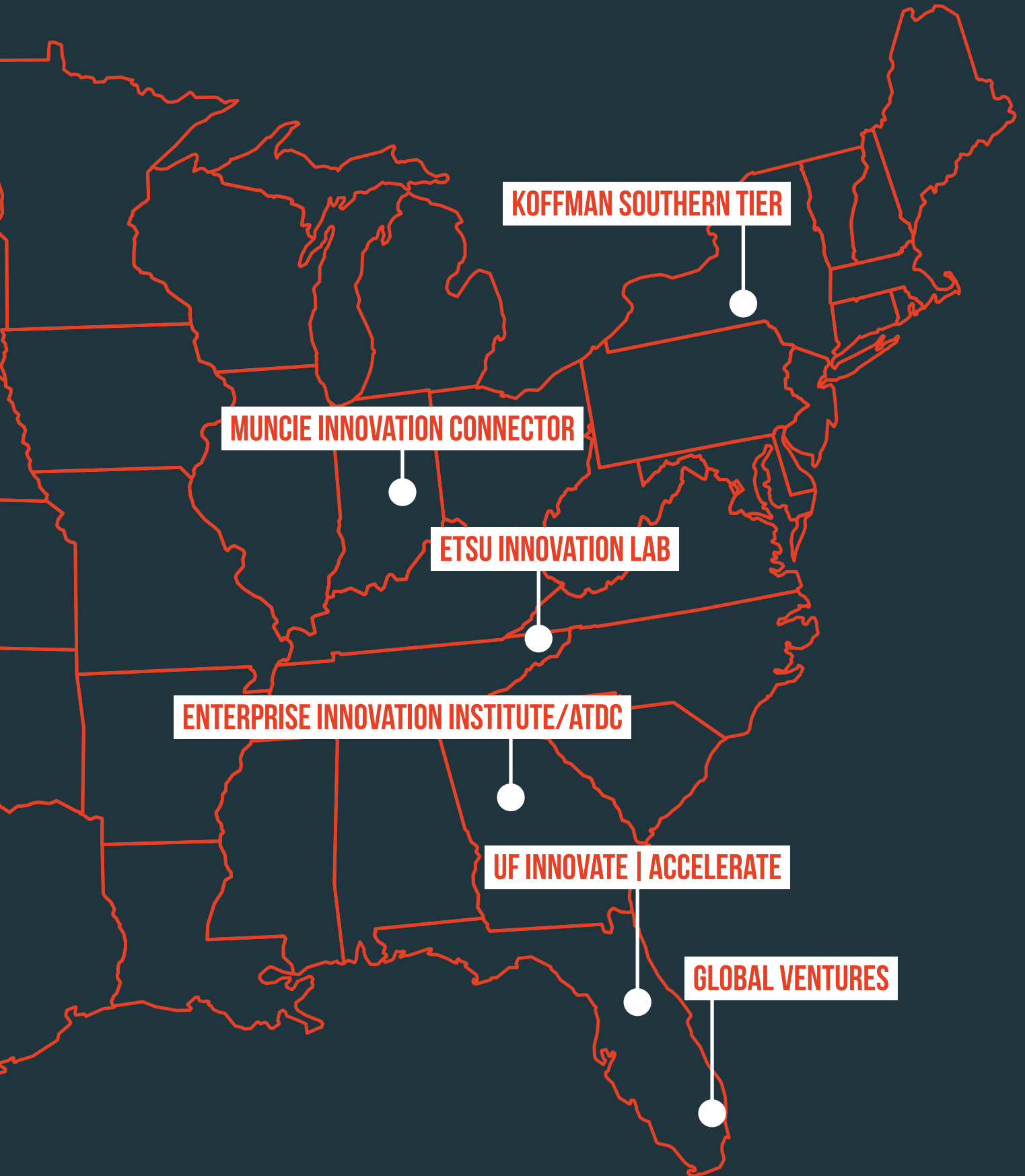
# INBIA SOFT LANDINGS DESIGNEES

A Soft Landings designation recognizes entrepreneur support organizations (ESOs) that excel in providing companies with various services. Soft Landing designees ensure that foreign companies experience a “soft landing” when entering a new country.

The Soft Landings designation is available to any ESO that clearly demonstrates it has the resources and programming to meet the needs of foreign/non-domestic companies that want to enter their markets.



# United States of America



**KOFFMAN SOUTHERN TIER**

**MUNCIE INNOVATION CONNECTOR**

**ETSU INNOVATION LAB**

**ENTERPRISE INNOVATION INSTITUTE/ATDC**

**UF INNOVATE | ACCELERATE**

**GLOBAL VENTURES**



**International Business  
Innovation Association**

**InBIA.org**

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