

ABOUT THE PROGRAM

The Global Eddies is an **Integrator Program**, designed to facilitate the soft-land or hard-launch of international startups and SMEs into the Northeast U.S. It provides opportunities for incoming companies to:

- meet local ecosystem representatives who can provide support and assistance,
- impart an understanding on the forces driving the regional innovative economy, and
- purvey insights into effective organizational structures (taxation, IP & legal protection, immigration and human talent issues) that can help drive success.

The weekly check-ins and support by highly seasoned mentors, equip the incoming companies with a **better understanding** and enhanced market entry strategies to succeed in this **vast but exceedingly competitive market**.

Furthermore, it allows each year's cohort the chance to **make a (virtual or in-person) debut** in the U.S. with a **presentation/demo day** at the end of the program.

The program was launched in 2020, as a direct response to pandemic needs, when international startups were not able to visit Massachusetts in-person. It started as a fully virtual offering; in 2024 all cohort startups had moved into the area before joining the program, and the presentation/demo day was delivered in person.

The 2025 presentation/demo format (virtual, hybrid or in-person) will be decided upon after cohort companies are selected.

Featured startups can expect:

- Detailed Mapping of the area ecosystem, Creation of company/brand awareness,
- Publicity Generation,
- Opportunity to participate in a Radio Entrepreneurs' Podcast,
- Networking & Relationship-Building Opportunities with local innovators, incubators and accelerator representatives, funding resources, thought- and industry-leaders,
- Mentoring, Support and Feedback to help them improve their pitch deck and presentation skills.

TIMELINE

Applications: Accepted until January 17, 2025

Program: 8 Weeks

**Wednesday, January 22 to
Wednesday, March 29**

(cohort meetings are on Wednesdays from 9 to 10 am Eastern Daylight Savings Time, virtually, via zoom)

Content: Tailor-made to the Specific Needs of each participating cohort (based on intake questionnaires)

Presentation/

Demo Day: **Wednesday, March 26, 9 am EDT** (in-person, hybrid or virtual depending on cohort profile. Cohort companies will deliver a 5-minute presentation about their innovative product/technology, followed by a 5-10 minute Q&A with the audience.

ELIGIBILITY

- Successfully incorporated and operating in a country outside the U.S;
- not employing over 150 people;
- having developed a breakthrough technology in one of the following areas: DeepTech, Health & Life Sciences, Robotics, AI, Green/Blue/Clima-tech.

INFORMATION & APPLICATIONS

Can be found online, at www.MassInnoV.org/Eddies-Global

Applications are submitted on-line;

Application Fee: \$55 (non-refundable). There is no participation cost or any further cost associated with program participation.

ABOUT THE MASSACHUSETTS INNOVATION NETWORK

The Massachusetts Innovation Network is a non-profit organization, **nurturing and fueling** post-incubation (and in several cases post-acceleration) **startups and founders do what they do best: improve lives.**

We run the oldest, and longest-running innovation program in the NorthEast U.s., now in its **38th year**. The idea of a program discovering, supporting and publicizing Innovation began in the late 1970's with Robert J. Crowley, a prominent advocate of entrepreneurship, prolific supporter of innovation, and one of the most experienced venture capitalists in technology start-ups at the time.

In 1986, Bob organized an "Evening of Innovation" as a kick-off event to a trade show event he was organizing; the event served as a recognition platform of small- and medium-sized trail-blazers and avant-garde problem solvers. Ben & Jerry's homemade ice cream was one of the evening's innovation winners. In the 35 years since then, The Eddies (fka NE Innovation Awards) have recognized, supported and nurtured over 3,500 start-ups and bestowed the prestigious award to over 255.

The annual competition/development hybrid takes the better part of the year (March to November); one of the most anticipated events of the year is the Eddies Fall Showcase during which the top-scoring startup teams, representing 6-7 innovation tracks-come together to deliver their final 4-minute presentation pitches, showcase their breakthrough, discuss with attendees and answer any questions the audience may have.

The innovation celebration, finalist recognition and award nights takes place in late November.

Having experienced the multiple benefits our local founders have been experienced through the years, and based on our long success history and extensive resource network, we have decided to offer the Global Eddies to help incoming founders succeed and grow in our area.

In the 4 years since its launch, the Global Eddies have supported over 40 startups from 15 countries - Belgium, Czech Republic, Germany, Greece, India, Ireland, Israel, Jordan, Latvia, Poland, Romania, Spain, Sweden, Switzerland, and United Kingdom-

SOME PORTFOLIO COMPANIES

