



Accelerating Success The Tech Ranch® Way

Hungary - Texas Innovation Bridge

June 10, 2020

Success Story:

From: San Luis Potosi, Mexico



**Opened US
Operations
\$250k funding**

US Warehouse

**Connected to:
Shell, 3M**

Built out Board

**Introduced to \$500k
yearly recurring
revenue pipeline of
customers**

Part of:



CALL FOR STARTUPS

AMPLIFICATION OF IMPACT INNOVATION STARTUPS FROM MEXICO

INNOVATION BRIDGE MEXICO-AUSTIN

TRAINING • CONNECTIONS • SOFT-LANDING

INC ACCELERATOR | TECH RANCH

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 start-ups 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	SOFT-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!

INCmty | Tecnológico de Monterrey

Programs available directly to companies or through “Bridge”

2019:
Mexico
Italy
Russia

BUSINESS INSIDER

“After decades in Silicon Valley as an entrepreneur and investor, Tim Ferris found it was too ‘closed-minded’ and moved to Austin, Texas instead”

December 2017

A portrait of Tim Ferris, a man with a shaved head and a goatee, wearing a red button-down shirt. He is looking slightly to the left of the camera with a neutral expression. The background is dark.

TIM FERRIS

Forbes

**“Next Biggest Boomtowns
in the US”**

**“The top start-up mecca in America is
far from Silicon Valley”**



CNBC

KREPP
AUSTIN
WEIRD

TM



**Austin: Live Music Capital
of the World**

What makes Austin Special: ENTREPRENEURS: WORKING TOGETHER





TECH RANCH



17 Years Experience

6500+ Entrepreneurs

42 Countries

750+ Solutions Deployed

Top 3 Social Impact Incubator in USA



A person is standing on a large, dark rock in the foreground, looking out over a massive waterfall cascading down a dark, rocky cliff. The surrounding area is lush with green vegetation, including ferns and other plants. The scene is misty and atmospheric.

IMPACT INNOVATION

Solve Human Needs:

- **Healthcare Analytics**
- **Water Tech**
- **Education Tech**
- **Applied AI**
- **Agriculture Tech**
- **Mental Health**
- **Renewable Energy**
- **Transportation (last mile)**

**... using Austin as the cross
roads**



VENTURE OUTFITTER

GROW YOUR STARTUP FASTER

SIGNUP NOW!

THE SUPPORT YOU NEED TO GROW FROM ANYWHERE IN THE WORLD

**weekly program Thursdays
18:00 Budapest time**

**impact tech
startups
signup free:**

start@techranch.com



TECH RANCH
AUSTIN

Thank you!
Köszönöm!

start@techranch.com

