

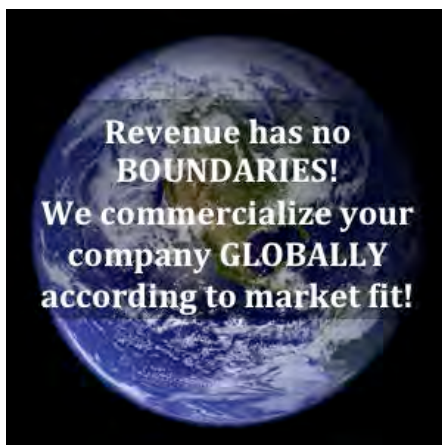
GLOBAL STARTUP PROGRAM

How will you achieve your business goals for 2015 to:

- **Broaden** market conversations to develop, focus and position your business internationally?
- **Accelerate** customer acquisition and revenue opportunities?
- **Develop** partnerships to extend your technology development and channel adoption?
- **Deepen** network of business connections to expand revenue and facilitate financing deals?

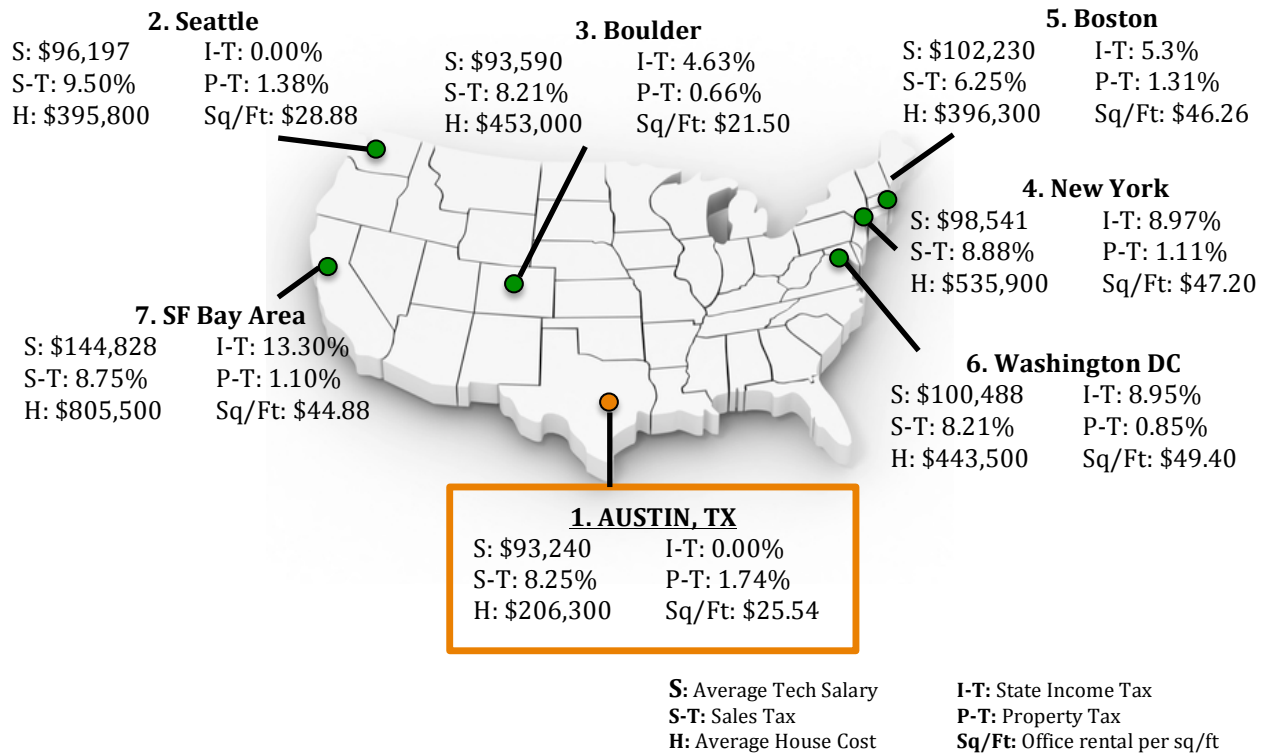


The Global Startup Program of The University of Texas at Austin offers a year-long business development and incubation program to assist your company realize its international potential more rapidly and economically using Austin, TX as your Launchpad to the US and the world. Companies selected into the Program will receive support from dedicated business development specialists and access to a seasoned advisory team with >100 collective years of business development experience, leading to >\$300M in realized deal value, who will assist Portuguese entrepreneurs and innovators:



- **Refine** product market fit based on broad feedback from EU, US and other international markets;
- **Prepare** product for targeted market readiness;
- **Develop** a commercialization strategy for international markets;
- **Facilitate** first customer acquisition in US or other global markets;
- **Pursue** sales, partnership, distribution, co-development or in-kind service agreements
- **Extend** Portuguese company financial “runway” through cash conserving strategies;
- **Provide** an advisory network, composed of experts from industry, government and academia.

The Program’s services are offered at no cost to participating companies through the generous support of [Fundação para a Ciência e a Tecnologia: FCT](#). Company executives, founders and key leaders must be willing to closely partner and deeply engage with the Global Startup team to accomplish mutually agreed goals tailored to your venture. The CEO, co-founders, and executive leaders of these ventures should have the financial capacity to travel to the US for short term stays (typically 1 to 2 weeks long when needed) to interface with the Global Startup Team in Austin, TX to accelerate business proposition definition, develop market “pitch” and other collateral and meet with potential customers/partners where appropriate in the US.



Where are the best cities in the US to start a company?

According to Geekwire, Austin, TX is THE BEST place to start a company based on key business metricsⁱ. Further, CNN Moneyⁱⁱ, Under30CEOⁱⁱⁱ and many other sources rank Austin as THE BEST place to start a business.



The 2014 [Global Startup Program](#) Call for Applications is **NOW** open from June 1st through June 30th. We are accepting applications from companies in all technology verticals who see opportunity for international business expansion in their future.

[Global Startup Program Terms of Reference 2014](#)
[Application form](#)
[Pitch template](#) – model pitch presentation

A team from Global Startup will be in Portugal from June 23-27th to meet with companies and answer questions. Please make arrangements to meet the team or ask questions by emailing us at globalstartup@utenportugal.org.

To learn more about using Austin, TX as your launch point for international business, take a look at these videos!



[We Are Austin, TX – YouTube](#)

[Here's What Jimmy Kimmel Learned in Austin](#)

ⁱ <http://www.geekwire.com/2013/top-3-cities-startups-austin-seattle-boulder/>

ⁱⁱ <http://money.cnn.com/gallery/smallbusiness/2013/06/18/best-places-launch-cities/index.html>

ⁱⁱⁱ <http://under30ceo.com/top-30-best-cities-for-young-entrepreneurs-2013/>

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