

Soft Landings Application (and Renewal)

InBIA Soft Landing Program



Soft Landings Application (and Renewals Application)

A selection committee that consists of InBIA members with deep experience in hosting foreign companies will review Soft Landings applications. The selection committee will be looking for a proven track record of success in providing services to foreign firms to increase their success rate in entering regional markets.

InBIA's Soft Landings Committee uses the following criteria to review and judge Soft Landings application:

- Established organizations with sustainable revenue models
- Proven track record of successful hosting of foreign companies
- Experience staff and mentor network
- Robust network of mentors and strategic partners
- Resources to assist foreign companies establish a presence in your regional/national markets

If your entrepreneurship center meets InBIA's Soft Landings designation criteria other than having direct experience in hosting a foreign company, your center may be eligible for a one-year provisional period. During this year your center will need to host at least one foreign company in order to be granted InBIA's full Soft Landings designation

BASIC INFORMATION

1. Organization

First Name

Last Name

Title

Organization Name

Street Address

Apt/Suite/Office

City

State

Zip

Country

Email Address

Phone Number

URL

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General Program Metrics (not only Soft Landing)

2. Are you currently an InBIA member? *

- ☐ Yes
☐ No

3. Are you currently an InBIA Soft Landings-designated center?

- ☐ Yes
☐ No

4. Tell us about your organization's mission and list up to three strategic goals for the next 3-5 years. *

5. When did your program begin accepting international clients? (Full Date Required - if unknown default to first of the month) *

6. List the names of the major stakeholders/sponsors of your international program. *

7. What attributes does your international program currently have? *

- ☐ Education - Curriculum Programs
- ☐ Education - Events and Trainings
- ☐ Physical Space
- ☐ Hybrid of Physical and Virtual
- ☐ Virtual Programs
- ☐ Collaborative Partners that Provide Space
- ☐ Networking
- ☐ Capital Resources
- ☐ Community Connections
- ☐ Mentorship
- ☐ Entrepreneurial Support Vendors (marketing, accounting, legal, etc)
- ☐ Other - Write In
- ☐ Exclusive / None of the above
- ☐ All of the above

8. What level of support resources are dedicated to your international program? (Ex. number of full time, part time, contractors, volunteers, etc.) *

9. How many client/member companies are actively participating in your organization's entrepreneurial support programs? Please only include companies that are participating in mentoring, educational or other key programs. *

10. What other international partnerships, events conferences, pitch competitions, etc. are you currently participating in or have established? *

11. How many jobs have been created by companies that have participated in your programs/services over the past five years? *

12. Please select up to three industries that your center is particularly strong in regarding access to mentors, corporate partners and/or industry specialists. *

- ☐ Manufacturing
- ☐ Bioscience
- ☐ Agribusiness (Food, Forestry, AgTech)
- ☐ Electronics/Microelectronics
- ☐ Aerospace
- ☐ Defense/Homeland Security
- ☐ Fashion/Textiles
- ☐ Medical/Health Services
- ☐ Virtual Technology (AI, VR, AR, Blockchain)
- ☐ Clean Technology/Energy
- ☐ Telecommunications/ICT
- ☐ Logistics, Operations, and Back Office
- ☐ Tourism
- ☐ Retail & Sales
- ☐ Hospitality/Service Industry
- ☐ Other - Write In

13. Please describe your organization's graduation criteria and policies for any companies in your program (both domestic and international)? *

Experience and Programs Focused on International Companies

14. How many jobs have been created by companies that have participated in your Soft Landings program over the past five years? *

15. How many of your current client/member companies are international companies? *

16. Does your organization have an onsite staff person experienced in International trade? List staff name(s) and specific responsibilities. *

17. Please describe established programs and services your center offers to entrepreneurs that would be particularly valuable to international companies? Include relevant events, pitch competitions, accelerators, educational programs, matchmaking programs, access to capital, etc *

18. Please describe your plans/strategies for recruiting new international companies into your program(s) *

19. Describe your program's most significant accomplishments in serving international businesses. Provide key metrics of success: direct jobs created; taxes paid; number of clients served, etc. *

20. What are the **top three services** your organization can immediately provide to international companies you host? *

- ☐ Access to corporate strategic partners/customer prospects
- ☐ Market research on new market opportunities
- ☐ Access to capital and investor networks
- ☐ Intellectual Property/ Patent Research and Filing Assistance
- ☐ Government regulation assistance
- ☐ Import/Export assistance
- ☐ Cultural training for doing business in your region/country
- ☐ Immigration and Visa assistance
- ☐ Housing assistance
- ☐ Marketing (E-commerce, SEO, Digital Collateral)
- ☐ Talent identification/workforce development
- ☐ Other - Write In

21. Please describe other unique services that might be of value to international companies you host (e.g.: flex space, collaborative partners, special equipment, mentor networks with international experience, accelerator programs with capital access, etc.) *

22. Please describe any translation, visa/immigration, import/export capabilities, training or other areas of expertise available at your center that would be available to international companies you host. *

23. InBIA occasionally has project funds available for Soft Landings designated centers to host cohorts of 3-10 international companies. If your center is selected to host an International Cohort program, how long are you able to support an onsite cohort?

- ☐ 1 -2 weeks
- ☐ Up to 1 month
- ☐ 1-3 months
- ☐ Longer than 3 months
- ☐ We are not equipped to host cohorts at this time

Case Studies & References

24. Please upload **up to three documents** with descriptions for three company case studies that demonstrate your program's effectiveness in serving international businesses seeking to gain success in your regional/national market. (Please note: A company started by an international previously established in your country is not a "international business" for this purpose.)

Where appropriate, provide statistics to showcase how your programs directly impacted the company's success in gaining traction in your local market (e.g., revenues from clients you helped them access, third-party investments obtained with your help, local licensing agreements, employment in your community or region, etc.). Place particular emphasis on how the interaction between your organization and the companies led to those successes. Specify whether each company is a resident or nonresident client of your program. Also please provide contact information for these companies so we can contact them as references.

File types can be doc, docx, or pdf under 10MB.

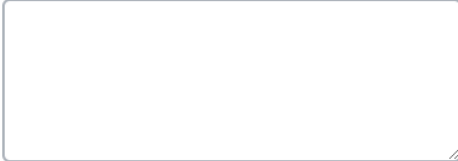
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Program Financial Information


25. Please upload a summary financial statement and/or annual report that shows key sources of revenues/income, expenses and net income for the past two years. Max file size of 2MB (doc,xls,docx,xlsx,pdf accepted) *

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26. Please describe any significant sponsors or funding sources that fund more than 20% of your annual operational budget (universities, government agencies, corporate partners, etc.). For each, provide contact info for a potential reference check (name, title, email) *



27. Other than key sponsors noted above, please provide a brief description of all revenue/income sources that generate more than 20% of your annual operating income (rent, events, sponsors, etc.). Please include any future changes that could increase or decrease the income source over the next two years. Also please share plans to mitigate risk associated with the loss of revenues from key sponsors and sources over 20%. *



28.

OPTIONAL - You may upload up to five additional documents that you think would help us evaluate your InBIA Soft Landings Application. Examples might include newsletters, annual reports, awards, client program materials, etc.

**Please note that there is a 10MB file size limit per upload document
(png,gif,jpg,jpeg,doc,xls,docx,xlsx,pdf accepted)**

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