

# Georgia Tech's Soft Landings Program

Juli Golemi

Georgia Tech, Enterprise Innovation Institute

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- *What is GT's SL program?*
- *What Will You Learn?*
- *Immersion Week in Atlanta*
- *Why Work with Georgia Tech?*



# The Soft Landing Program

We help companies chart their path to enter the US market.

We do this by:

- **Training** and developing capabilities on key skillsets
- **Connecting** to service professionals and industry leaders
- **Mentoring** by worldclass experts

35+ hours of training during our 7-week program

One immersive week in Atlanta

**one-on-one meetings** with service providers and professionals.

# WHAT WILL YOU LEARN?

Evaluate the risk of expanding your business into the United States.

Though six weeks of online workshops we cover:

- *U.S. Business Culture*
- *Your U.S. Value Proposition*
- *Market Research and Customer Segments*
- *Organizational Readiness*
- *Market Entry Strategy*
- *Business Language Skills*

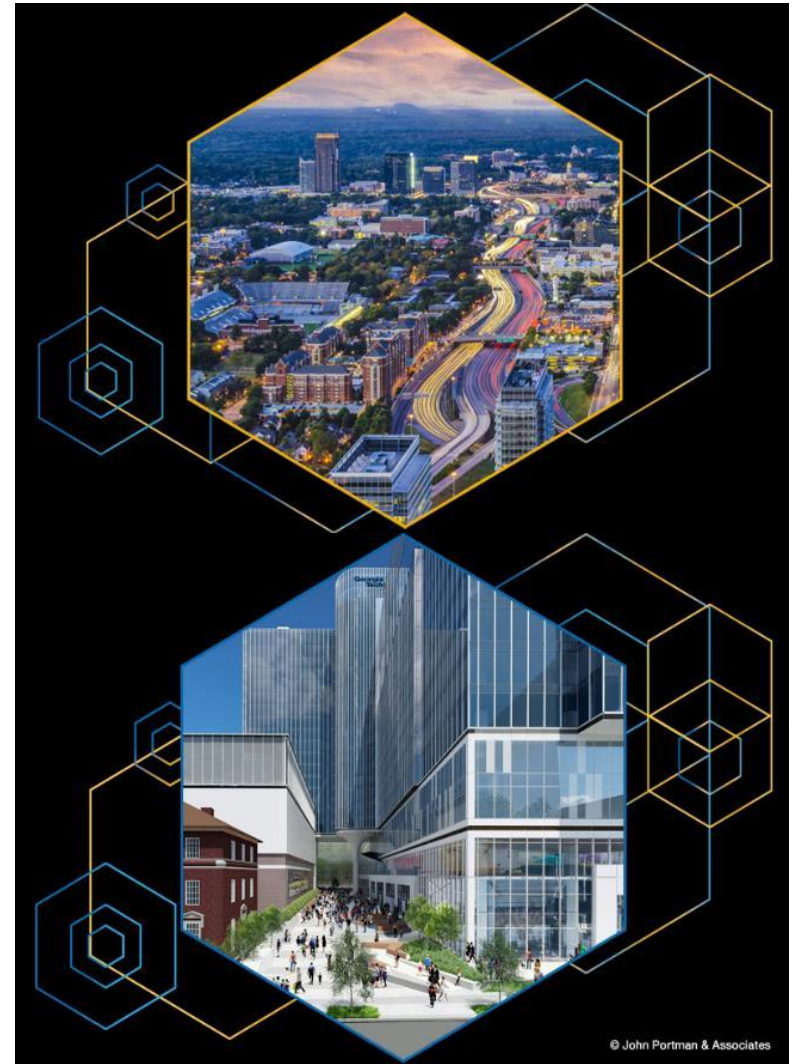
One immersion week in Atlanta for kick starting your business network and one-on-one guidance with service providers.

# IMMERSION WEEK

A week of intensive focus on realizing your business' opportunity and meet the people who can help you make it happen.

You will meet:

- *Mentors and industry experts*
- *Potential clients and partners*
- *Government and business leaders*
- *Service providers*





# WHY WORK WITH US?

- We build **your internal capacity** to expand to the U.S. and beyond.
- We focus on **what is most important** and adapt to your vision of success.
- With Georgia Tech's **extensive networks**, you get plugged into the fastest growing region in the U.S.



# What our clients say about us

“The Soft Landing Program truly was an enlightening experience. Several aspects of the program genuinely exceeded my expectations:

I anticipated meeting a few industry professionals, but the breadth and depth of connections I made were unparalleled. The mentors assigned to us were not only knowledgeable but also deeply invested in our success. I expected a focus on business, but the program's emphasis on understanding the local culture was a pleasant surprise. The way the program was tailored to address the specific challenges and needs of my startup was impressive.

In summary, the Soft Landing Program was more than just an educational experience; it was a transformative journey that has equipped me with tools, connections, and insights that I believe will be invaluable in the growth of my venture.”

*Simón Urrego*  
*Azimut Energy, Colombia*



# Questions?

For more information:

**Juli Golemi**

[juli.golemi@innovate.gatech.edu](mailto:juli.golemi@innovate.gatech.edu)

**Alberto Ponce**

[alberto.ponce@innovate.gatech.edu](mailto:alberto.ponce@innovate.gatech.edu)