

## ABOUT:

The Global Eddies is a 12-week Integrator Program, designed to facilitate the softland or hard-launch of international startups spinning out of their countries and seeking to establish an office or headquarters in the Northeast U.S. It offers a Virtual Debut to the local market, and several opportunities for incoming companies to meet with ecosystem representatives and find out how the innovation economy works in the area. The Global Eddies offers

- Weekly educational sessions to support your integration
- Helpful information on the landscape of the Ecosystem Individual
- Bespoke Mentoring to set and track progress against goals
- First-hand accounts from local entrepreneurs on
- Basics and Nuances of How Business is Contacted
- Useful contacts and potential partners/supporters that can help organizational transition into a new market
- Publicity opportunities through all our channels including social media, podcasting, press releases and more

The program provides a virtual venue for industry leaders, start-ups, entrepreneurs, investors and supporters - like incubators, accelerators and escalators- to connect, pursue relationships, engage in open and constructive discussions, exchange ideas, and promote breakthrough solutions to the market. Selected companies will present their technologies live (online) on Wednesday, March 27 at 9 am EST. Following the presentations, each team will have the opportunity to answer questions about their technology and interact with representatives of the ecosystem.

## HISTORY:

Established in 1986, The Eddies is the oldest, and longest-running innovation program in the Northeast U.S. The idea of a program discovering, supporting and publicizing Innovation began with the late Robert J. Crowley, a prolific supporter of innovation, prominent advocate of entrepreneurship, and one of the most experienced venture capitalists in technology start-ups of his 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 home-made ice cream was one of the evening's innovation winners. In the 36 years since then, The Eddies (formerly NE Innovation Awards) have recognized, supported and nurtured over 2,200 startups and bestowed the prestigious award to nearly 300 (some alumni include Genzyme, iRobot, zipcar, NE Clean Energy Council, HubSpot, Keurig, KRONOS, Elnk, Vistaprint, MassChallenge and MassRobotics). Having witness the benefits of the program to local innovators, and leveraging a long history of supporting innovation and closely co-operating with ecosystem representatives, the Massachusetts Innovation Network is pleased to extend the same opportunity to international innovative start-ups that plan to launch US operations and headquarter in the region.

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## INFORMATIONAL SESSIONS (VIA ZOOM)

Thursday, December 7 at 9 am and Friday December 15 at 8:30 am (EST)