

The European Union and ENRICH presents:

EU-USA COLLABORATIVE SOFT-LANDING SHOWCASE

We are excited to invite you to our upcoming blitz pitch event at SXSW, where we introduce a selection of 15 top startups or “scaling-ups” interested in entering the U.S. market in 2024-2025. The Selection Committee is made of US investors, corporations and soft landing research universities who will be attending the event (based on their interests, focus or latest challenges).

EVENT HIGHLIGHTS

Format of the event

- 40min of keynotes and panels
- 40 min of blitz pitches (2 min each - 1 slide)
- 20 min of QA and exchanges
- Demo-tables for teh startups during the reception

Selection Committee:

Corporates (TBC): Comcast, TV5, OVH, Nvidia, Meta, Acensi, and more.

Investors: Early stage VCs and angels (Names TBC)

Universities: Temple University, Northeastern university, San Jose State University, San Diego State University, Arizona Stae University

Interests, focus, challenges: B2B & B2C Gen AI (Rich) Content AR/MR/VR/XR & Immersion, UI/UX & customer engagement, Tech 4 Good,

Grand Opening Reception

The event will take place just before the Euro Tech House Grand Opening reception.

European Startups Applying - Step by Step Process:

- 1- Please register yourself on <https://enrichers.gi2.io>
- 2- Please fill all the fields of your user account (click on My Profile under your picture)
- 3- Add (+ sign) your organization (answer all fields). Add yourself as point of contact and in the team and then add your team (answer all fields). Logo and pictures are paramount.
- 3- Under the Enrichers tab, APPLY to the “2024_SXSW Soft Landing Week”. The main event listed under this cohort is the Sunday March 10 event (5:30-7:00 pm) called “Collaborative Soft Landing Showcase”. We will list other events/activities we’d like you to attend that week. For each event, we will invite you through a calendar invite sent directly to your email.
- 4- You will receive the invitation to the main event on Sunday March 10 “Collaborative Soft Landing Showcase” **only after you have filled all your company KPI’s and if have been selected by our Selection Committee.**
- 5- Don’t forget to refresh the pages each time you click on a new tab and/or save your entries.



Contact Us
(619) 377-8091



More Information
www.enrichintheusa.com



EURO TECH HOUSE
SUNDAY
10
MARCH
5:30 - 7 PM

PARKSIDE
301 E 6TH STREET