



International Business Incubator

The Business Embassy of Silicon Valley

Silicon Valley and

the International Business Incubator (IBI):

The Global Business Embassy
of Silicon Valley

14 January 2005

THE SILICON VALLEY

- 1 Belmont
- 2 Campbell
- 3 Cupertino
- 4 East Palo Alto
- 5 Fremont
- 6 Foster City
- 7 Gilroy
- 8 Los Altos
- 9 Los Altos Hills
- 10 Los Gatos
- 11 Menlo Park
- 12 Milpitas
- 13 Monte Sereno
- 14 Morgan Hill
- 15 Mountain View
- 16 Newark
- 17 Palo Alto
- 18 Redwood City
- 19 San Carlos
- 20 San Jose
- 21 San Mateo
- 22 Santa Clara
- 23 Santa Cruz
- 24 Saratoga
- 25 Scotts Valley
- 26 Sunnyvale
- 27 Woodside



International Business Incubator

The Business Embassy of Silicon Valley

Silicon Valley Facts

- ❖ Total area: 2500 square km (1500 square miles)
- ❖ 2.5 M Population
- ❖ 1.17 M Jobs
- ❖ Ethnic Composition
 - ❖ 44% White
 - ❖ 26% Asian
 - ❖ 24% Hispanic
 - ❖ 3% Black
 - ❖ 3% other
- ❖ 36% of CEOs of successful companies are foreign born
- ❖ Average Income: SV \$62.4K vs. US \$37K

Major Trends

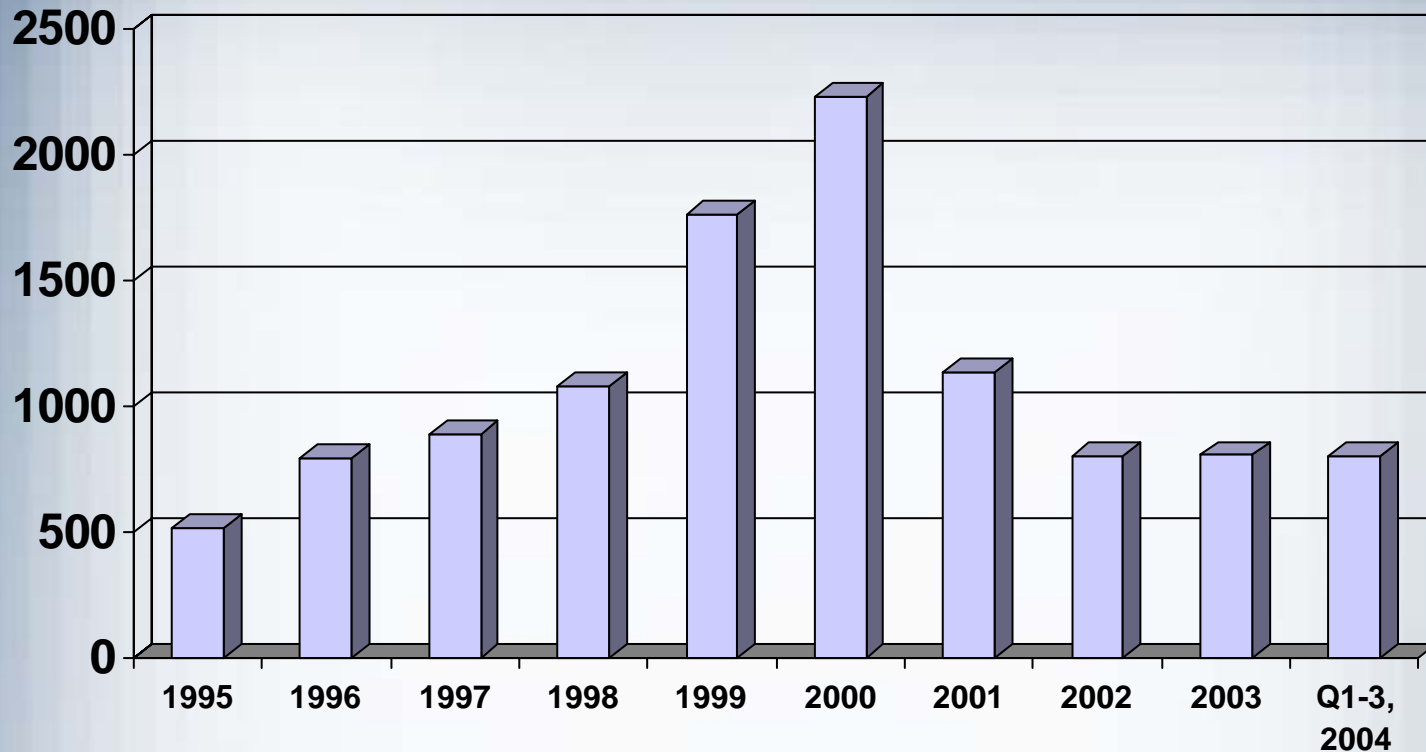
Negative

- ❖ Slow down in worldwide IT business starts and investment
- ❖ Loss of jobs

Positive

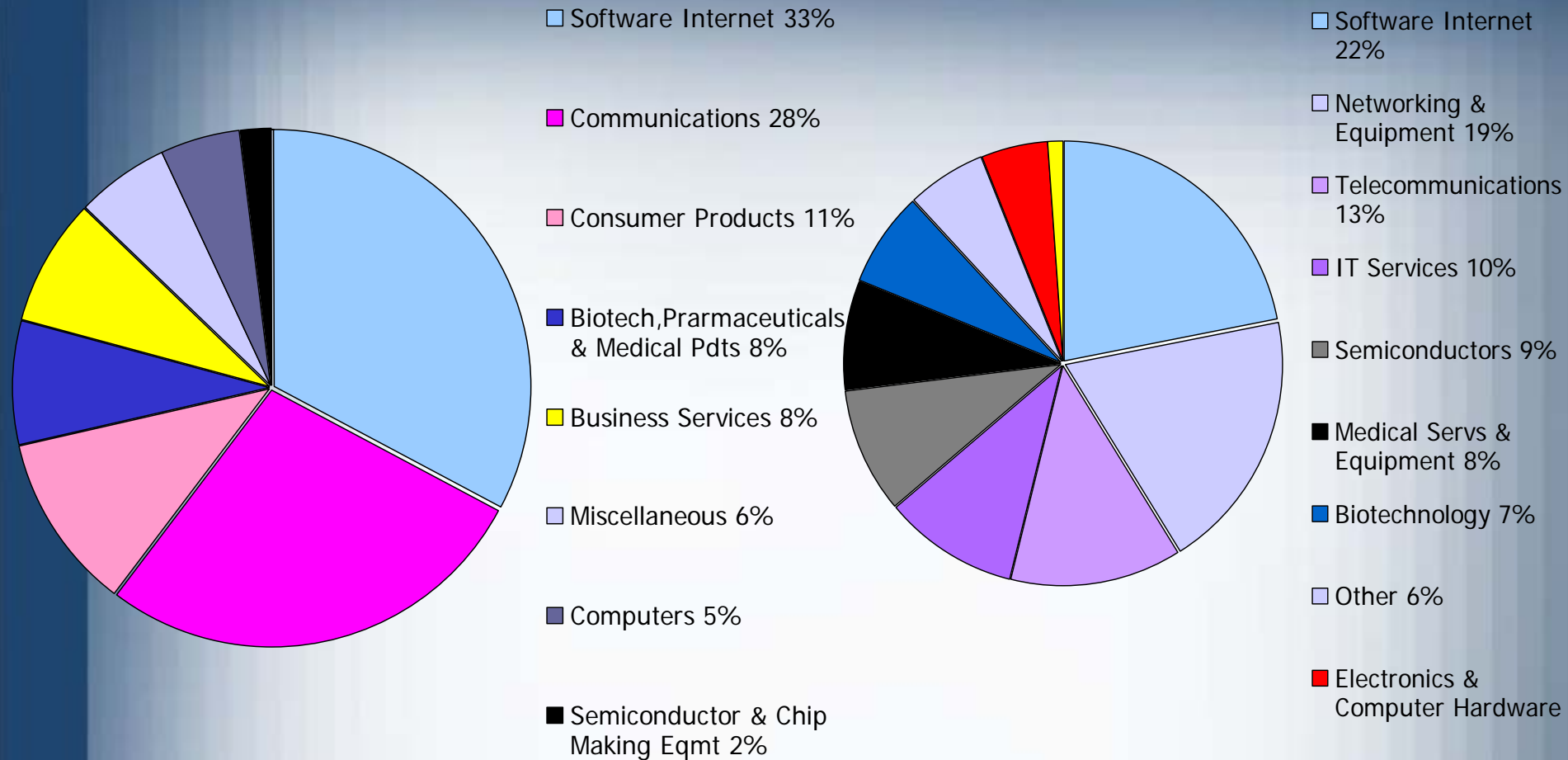
- ❖ Emerging technologies in biotech, informatics, nanotech, and convergence
- ❖ Silicon Valley maintains edge as premier habitat for innovation and entrepreneurship

VC Investment to Pre-Boom Levels



Silicon Valley: VC Investment by Industry 2002-2003

Source Joint Venture Silicon Valley





International Business Incubator

The Business Embassy of Silicon Valley

San José

“The Capital of Silicon Valley”

Case Study: The City of San Jose

1950

Small agricultural community. Pop. 90,000



2004

Center of Silicon Valley. Pop. 925,000
55,000 businesses, 94% with 1-100 employees

Success through strategy, vision, industry diversification, quality of life.

1995-2004

4 incubators launched
\$18 M. investment
140 graduate companies
3,944 jobs created
ROI on sales tax alone



Encouraging Entrepreneurship

- ❖ Cluster of large technology firms downtown
 - ❖ Adobe, IBM, Netcom
- ❖ Entrepreneurship Center
- ❖ Tax benefits for local business
- ❖ Immigrant-friendly knowledge-based business environment
- ❖ Safest metropolis in the U.S.



International Business Incubator

The Business Embassy of Silicon Valley

The International Business Incubator (IBI)

The Global Business Embassy
of Silicon Valley

Vision, Mission, Objectives

- Vision
 - To be the leading trade gateway between Silicon Valley and the world
- Mission
 - To provide market information, strategy consulting, contacts and resources for foreign companies doing business with the US
- Objectives
 - Provide insight and value to international companies
 - Create economic wealth for San Jose
 - Companies
 - Jobs
 - Taxes

Areas of Business Need



**Market
Assessment/ Entry
to Silicon Valley**



Market Assessment

Market Strategy Consulting

Sales & Partnership Development

US Office

The Value

- Grow revenues, market share and ROI

Our Expertise

- Enter Silicon Valley with a localized, intelligent and credible approach
- Keep costs low and flexible by contracting a local team to front end your market entry



International Business Incubator

The Business Embassy of Silicon Valley

Countries assisted

- China
- Israel
- India
- Australia
- Brazil
- Korea
- India
- Ireland
- Belgium
- Columbia
- Kyrgyzstan
- Norway
- Portugal
- Slovenia
- India
- UK
- Japan
- Germany
- Russia
- Uganda
- Hungary
- Lithuania
- Mexico
- El Salvador
- Chile
- South Africa
- Scotland
- Finland
- The Netherlands
- Turkey
- Denmark
- Spain
- Taiwan
- Malaysia
- Canada
- Switzerland
- Hong Kong
- France
- Norway
- Scotland
- Sri Lanka
- New Zealand
- Bulgaria
- Italy

Target Client

- Established small to medium sized businesses that have had success in their domestic market, but want information, access and/or presence in the US market, specifically Silicon Valley.

4 Service Offerings

- Market Assessment
 - Market environment analysis
- Market Strategy Consulting
 - Strategic & operational plan to enter US market, partner with US companies, or purchase US goods and services
- Partner & Sales Development
 - Lead generation
 - Sales agent
 - Account management
 - Conference and Trade Show support
- US Office
 - Establishing a local office and accessing local services

Market Assessment

Market Analysis Report

- technology trends
- distribution channels
- competitor products, history and strategies, suppliers, sales volume, price, production capacity
- customer demographics, attitudes, and buying criteria
- market volume, value and growth potential

Limiting capital and resource risk with real, targeted and practical information



International Business Incubator

The Business Embassy of Silicon Valley

Market & Business Development Strategy Consulting

Strategic and tactical business consulting for entering the Silicon Valley market

- Translate market information into market and business development strategies are appropriate and effective for each client
- Localization of Customer and Partner Presentations

**Focusing on experience
and success based expertise
to enter the market**

Sales & Partnership Development

Lead generation

- Provide a current and list of customers, the relevant decision makers, contact details
- Make initial calls, introductions and first meeting schedule for the list of customers

Sales agent

- Act as the local representative for the company making and negotiating deals

Account management

- Manage new and existing relationships with customers for additional opportunities and a 'direct point of contact' locally

Conference/trade show presence

- Provide presence at local conferences and trade show

Maximizing sales and market share by using a dedicated localized team

OfficeUSA

Dedicated Office Space

- Flexible month to month lease
- Shared facilities
 - 1 large board room, 2 small conference rooms, lobby area, kitchen, bathrooms
- Business center
 - copy, fax, print, postage, shipping
- Janitorial services
- Utilities
- 24 hour-7 day access with on-site security
- High speed DSL access
- A community of peers from around the world launching their Silicon Valley sales and marketing office

Professional Services

- Initial market entry assessment
- Matched to a key market entry advisor for one-on-one monthly and confidential strategy sessions
- Onsite and remote access to a select group of key service providers in Silicon Valley with negotiated discounts and group rates
 - Attorneys, Banks, Accounting Firms, Recruiting Firms, Benefit Firms, etc
- Access to AccessUSA, an extranet portal housing key information and contacts for entering the US



International Business Incubator

The Business Embassy of Silicon Valley

Advantages

- Reputable, high-level, dedicated, engagement team
- Affordable
- Focus
 - on international companies and market entry
 - on technology sector
- Track record of success
- Well connected all over the Valley

Thank you!

Omar Mencin, *Director Marketing and Consulting Services*

omar.mencin@ibi-sv.org, +1-408-351-3338

Kim Fisher, *Director*

kim.fisher@ibi-sv.org, +1-408-351-3338

Melinda Richter, *Director*

melinda.richter@ibi-sv.org, +1-408-351-3335