

# Global Growth Accelerator

## Joining forces to expand your reach

The Global Growth Accelerator helps international firms accelerate their U.S. growth plans by providing a low-risk, expert guided, soft landing platform to do business in the United States. This program was co-founded by the Greater Phoenix Economic Council (GPEC), one of the nation's leading economic development originations, and Arizona State University, one of the fastest growing research institutions in the country and home to over 74,000 students in the Greater Phoenix region.

Participants in the program benefit from three months of complimentary office space at ASU SkySong, one-on-one coaching, business planning, connectivity to key resources, partnership searches, operational cost comparison and modeling and regional labor market data.

If you are a foreign company scaling up or large technology-driven business seeking to expand to the U.S. to sell your latest product and service, the Global Growth Accelerator may be your solution. Companies with proven revenue and firm U.S. expansion plans over the next 3-9 months are invited to apply for the program.



## The ASU Advantage

ASU is forging a new role for higher education in the world by engaging with people and issues locally, nationally and internationally.

ASU is ranked in the top 10 among universities chosen by international students in the United States (Open Doors Report, 2015-2019), is in the top 10 for study abroad and offers opportunities for international collaboration in more than 80 countries.



## How it works

Program participants will benefit from GPEC's 30 years of experience in advising executives from start-up to global Fortune companies. Eligible firms can have three months free access to premier office space at SkySong, the ASU Scottsdale Innovation Center, a place where students, faculty and university have led initiatives in technology, research, education, and entrepreneurship and are linked with a community of over 80 partner companies. In addition, program participants will have access to an extensive professional network of industry insiders, university partners, workforce partners, state and local regulatory authorities and a suite of research and analytics support. There is no equity sharing or payment required on the part of the participant. The goal is to give international companies who want to expand to the U.S. a "soft landing" place while having a direct connection to the key resources needed to scale up.

After the 3-month introductory period, participants will be given the opportunity to expand to another Greater Phoenix location (including one of over 40 co-working spaces) or extend their stay at ASU SkySong at the current lease market rate and continue receiving other aftercare services. Eligible companies will be accepted on a rolling basis, based on available space. If a visa is required, GPEC will assist with facilitating the process.



## Benefits of the Global Growth Accelerator

1. **Location** - Three months free access to Class A office space at SkySong, one of the leading mixed-use innovation centers in the United States, and the opportunity to connect with Arizona State University, named “the most innovative university in the nation” five years in a row (US News and World Report, 2016-20). SkySong is three miles from ASU’s research-intensive Tempe campus and 15 minutes from Sky Harbor International Airport. The offer includes space for one to two occupants, free conference room usage during business hours with prior reservation, free WiFi, telephone number and voicemail and mail collection among other services. Learn more about:

- ASU SkySong, Scottsdale
- Chandler Innovations Incubator, Chandler
- Surprise AZ TechCelerator, Surprise
- LaunchPoint, Mesa
- Grand Canyon University Innovation Center, Phoenix
- The InnovationHub, Goodyear

2. **One-on-One Coaching** - Through the program you will be teamed with a network of mentors, university researchers, GPEC board members and other peer organizations like: the Arizona Commerce Authority, Arizona Technology Council, Arizona Small Business Development Authority, Maricopa County IDA, Global Chamber, and other community resources.

3. **Business Planning** - Access operational services required to set up a business in the United States. Our partners are experts in the following fields: legal services, accounting & financial services, insurance services, banking services, marketing & PR services, business development services, patent services and visa services.

4. **Connectivity to Key Resources** - We know that your success is only as good as the quality and breadth of your inputs. You will receive introductions to industry insiders, university, workforce, state and local regulatory authorities, job-training programs and start-up resources.

5. **Partnership Searches** - Support to search, connect and establish collaborations and partnerships with research teams from Arizona State University and other top-tier academic institutions including ASU’s Thunderbird School of Global Management, University of Arizona, University of Advanced Technology, Grand Canyon University and others from an extensive partner network to deliver state-of-the-art market intelligence and contribute to the sound decision making of our companies.

6. **Operational Cost Comparison and Modeling** – GPEC’s team of experts perform annual operating cost comparisons across major markets and analyze transportation, real estate, tax incentives and labor costs customized to fit your company’s needs.

7. **Regional Labor Market Data** – Greater Phoenix provides access to world-class talent. The GPEC team may provide current wage rates, labor force and skill levels based on occupation and industry, analyze labor force availability data, and connect you with local employers for HR insight.







## How to apply

Interested companies are encouraged to contact Kelly Sandin, ASU Economic Development Manager, at [Kelly.Sandin@asu.edu](mailto:Kelly.Sandin@asu.edu) to determine eligibility. Eligibility criteria include:

1. The applicant is a foreign company scaling up or technology-driven business seeking to expand to the U.S.;
2. The applicant has a proven revenue and/or is VC backed;
3. The applicant has a concrete U.S. expansion plan to be executed over the next 3-9 months;
4. The applicant has sufficient resources to cover their own expenses during the period of the program (i.e., lodging, travel and other business development expenses);
5. The applicant is able to commit at least one staff person to be physically present in the Phoenix area and meet U.S. Citizenship and Immigration Services requirements for business travel;
6. The applicant has at least substantially completed Phase One of the checklist on the following page.

## Program timeline

Applications are accepted on a rolling basis and participants are eligible to join the program at any point throughout the year. The three months of complimentary office space at ASU SkySong must be utilized consecutively.

“CHARMS is the market leader in the UK and Ireland. It is a secure, online application used by almost 90% of independent fostering and adoption agencies to keep children's and families' records safe.

We set up in ASU's soft-landing facilities at SkySong and were able to access the full range of services offered by the Global Growth Accelerator. It has proved to be the ideal springboard for us to communicate with children's services in Greater Phoenix and beyond. We have established amazing contacts with care agencies, and we will be pushing ahead in 2021 and beyond to recruit local employees in Arizona to continue to build on the great start given to us by GPEC and ASU.”

Jim Moores  
Managing Director, Social Care Network  
United Kingdom

## Checklist: Life cycle of a U.S. expansion project

<b>Phase One</b>	Step 1	<b>Identify Growth Demand</b>	<ul style="list-style-type: none"> <li>▪ Targeted market/industry research</li> <li>▪ Macroeconomic trends, industry forecasts</li> <li>▪ Policy impacts</li> </ul>
	Step 2	<b>Assess Customer Point of Sale &amp; Service Delivery System</b>	<ul style="list-style-type: none"> <li>▪ Locations &amp; concentrations</li> <li>▪ Customer acquisition &amp; buying patterns</li> <li>▪ Product &amp; service delivery system</li> </ul>
	Step 3	<b>Evaluate Supply Chain</b>	<ul style="list-style-type: none"> <li>▪ Local, national or global supply chain requirements</li> <li>▪ Supply chain vulnerability</li> <li>▪ Supply chain logistics cost effects to units' costs</li> </ul>
	Step 4	<b>Determine Growth Strategy (M&amp;A, Organic)</b>	<ul style="list-style-type: none"> <li>▪ Risk assessment and opportunity cost by market entry mode</li> </ul>
	Step 5	<b>Assess Financial Plan Model</b>	<ul style="list-style-type: none"> <li>▪ Initial capital requirement</li> <li>▪ Loans, internal financing, private equity, Venture capital</li> </ul>
	Step 6	<b>Create Project Requirements</b>	<ul style="list-style-type: none"> <li>▪ Facility, infrastructure, access, workforce, capital</li> </ul>

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<b>Phase Two</b>	Step 7	<b>Identify &amp; Select Advisory Services</b>	<ul style="list-style-type: none"> <li>▪ Create a U.S. Legal entity (where, type; foreign qualification, nexus)</li> <li>▪ Visa and immigration support (type and options)</li> <li>▪ Understanding employer-employee relationship</li> </ul>
	Step 8	<b>Determine Top Markets for Expansion</b>	<ul style="list-style-type: none"> <li>▪ Favorable business environment</li> <li>▪ Logistic position</li> <li>▪ Access to workforce</li> <li>▪ Climate and operating environment</li> <li>▪ Culture &amp; entrepreneurship</li> <li>▪ Resources and infrastructure</li> </ul>
	Step 9	<b>Interaction with EDOs</b>	<ul style="list-style-type: none"> <li>▪ Access local, regional, State and Federal services</li> <li>▪ Access support programs &amp; incentives</li> <li>▪ Networks</li> </ul>
	Step 10	<b>Assess Cost &amp; Tax Liabilities</b>	<ul style="list-style-type: none"> <li>▪ Consultation on planned commercial activity</li> <li>▪ Assess U.S. tax consequences</li> </ul>

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<b>Phase Three</b>	Step 11	<b>Assess &amp; Connect with Financial Capital</b>	<ul style="list-style-type: none"> <li>▪ Lending, working capital financing, revolving credit and term loans, and leasing solutions to finance capital equipment</li> <li>▪ Deposit and treasury management services</li> <li>▪ Foreign exchange solutions, etc.</li> </ul>
	Step 12	<b>Assess &amp; Connect with Human Capital</b>	<ul style="list-style-type: none"> <li>▪ Current availability, readiness, skill and size and cost of labor pool</li> <li>▪ Growth and scalability potential</li> <li>▪ Availability of applicable education and training programs</li> </ul>
	Step 13	<b>Assess Site Options</b>	<ul style="list-style-type: none"> <li>▪ Review and compare cost, terms, tenant improvement, IT attributes, etc.</li> </ul>
<b>Phase Four</b>	Step 14	<b>Invest</b>	<ul style="list-style-type: none"> <li>▪ Full commitment from leadership</li> <li>▪ Boots on the ground</li> <li>▪ No short-cuts</li> </ul>





## About Arizona State University

Arizona State University has developed a new model for the American Research University, creating an institution that is committed to access, excellence and impact. ASU measures itself by those it includes, not by those it excludes. As the prototype for a New American University, ASU pursues research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it.

SkySong, one of the Innovation Zones at ASU, is home to a diverse business community that links technology, research, education and entrepreneurship to position ASU and Greater Phoenix as global leaders in the knowledge economy.



## About the Greater Phoenix Economic Council

The Greater Phoenix Economic Council (GPEC) is Arizona's premier, nationally-ranked economic development organization representing Maricopa County, 22 member communities and more than 160 private-sector investors.



[oed.asu.edu](http://oed.asu.edu)

To learn more:

[oed@asu.edu](mailto:oed@asu.edu)

**#1 in the U.S.  
for innovation**

**ASU ahead of MIT and Stanford**

— U.S. News & World Report, 6 years, 2016–2021

