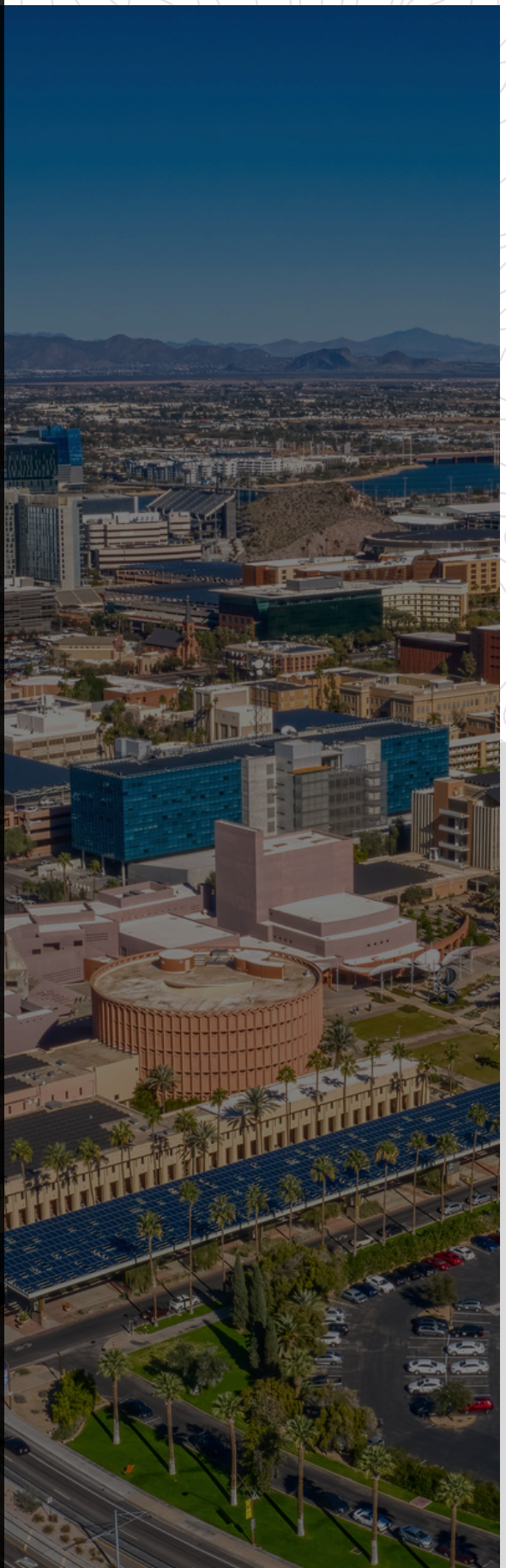




Arizona International Soft Landing Experience



# OVERVIEW

Arizona International Soft Landing Experience (AISLE) is a program dedicated to helping international firms accelerate their U.S. growth plans by providing a low-risk, expert-guided, soft landing experience in the Southwestern U.S. region of Greater Phoenix. The program was co-founded and is co-led by Arizona State University (ASU), one of the fastest-growing research institutions in the country and home to nearly 80,000 students in Greater Phoenix, and the Greater Phoenix Economic Council (GPEC), a globally recognized economic development organization representing Arizona's largest market.



AISLE's core offering includes three months of complimentary access to premier office space within SkySong, the ASU Scottsdale Innovation Center, a location renowned for initiatives in technology, research, education and entrepreneurship, spearheaded by students, faculty and university alike, and offering a community of over 80 partner companies.

Additionally, participants gain access to GPEC-led event programming with educational content and opportunities to network with local public and private sector leaders.

Program participants also receive a dedicated staff liaison at both ASU and GPEC, connectivity to local business resources, regional labor market data, operational cost comparison and modeling, and corresponding press coordination and marketing.

Whether you are an international company scaling up or a large technology-driven business looking to introduce your product or service to the U.S. market, AISLE offers a holistic solution, combining strategic guidance, premier office space, and a robust network to support and accelerate growth plans. There is no equity sharing or payment required by the participant. The goal is to give international companies who want to expand into the U.S. an entry point, location and direct connections to the resources needed to scale. Companies with proven revenue and firm U.S. expansion plans within the next three to nine months are invited to apply for the program.



# PROGRAM BENEFITS

## Premier Location

As a participating business, you will receive three months of free access to Class A office space at SkySong, the ASU Scottsdale Innovation Center, one of the leading mixed-use innovation centers in the U.S., along with the opportunity to connect with ASU, named “the most innovative university in the nation” nine years in a row (U.S. News and World Report, 2016-2023). SkySong is located three miles from ASU’s research-intensive Tempe campus and only a 15-minute drive from Phoenix Sky Harbor International Airport. The offer includes space for up to two occupants, free conference room usage during business hours with prior reservation, free WiFi, a telephone number and voicemail, and mail collection, among other amenities.



## Event Programming

During the three-month program, you will have access to an exclusive series of in-person and hybrid educational and networking events organized by GPEC. These events convene business leaders from across the region and offer unique opportunities to make new connections and learn about the local business landscape.

## Dedicated Staff Liaison

Throughout your time in AISLE, you will have a dedicated ASU and GPEC staff member who can advise, answer questions and facilitate connections in support of your business goals.

## **Connectivity to Business Resources**

Our team will facilitate introductions and connect you with the services needed to establish and grow operations in the U.S. ASU and GPEC have extensive partnership networks which range from industry insiders, university, workforce, state and local regulatory authorities, job-training programs and startup resources, to experts across industries including legal services, accounting, financial and banking services, insurance services, marketing and PR services, business development services, patent services, and visa services.

## **Regional Labor Market Data**

Greater Phoenix offers access to world-class talent. GPEC can 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.

## **Operational Cost Comparison & Modeling**

GPEC's in-house research and analytics experts can create custom analyses based on your company needs and growth plans. This can include annual operating cost comparisons across major markets, or transportation, real estate, tax incentives, or labor cost projections.

## **Press Announcement & Marketing**

Upon acceptance into AISLE, ASU and GPEC will collaborate with your team to create and distribute a joint press release announcing your company's program participation and U.S. expansion into Greater Phoenix. GPEC will coordinate media outreach and facilitate relevant interviews on your behalf. Plus, ASU and GPEC will share the news with an audience of nearly 48,000 on social media. Additional marketing opportunities, such as photos or video interviews, may be extended to you during the program.



# ELIGIBILITY REQUIREMENTS

To participate in AISLE, applicants must meet all the following eligibility requirements.

- ▶ The applicant is a foreign company scaling up, or an established tech company seeking to expand its product or service into the U.S.
- ▶ The applicant has proven revenue and/or is venture-capital backed.
- ▶ The applicant has a concrete U.S. expansion plan to be executed over the next three to nine months.
- ▶ 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).
- ▶ The applicant is able to commit at least one staff member to be physically present in Greater Phoenix and meet U.S. Citizenship and Immigration Services requirements for business travel.
- ▶ The applicant has at least substantially completed Phase One of the checklist located on the following page.

The applicant must be able to qualify for and obtain commercial general liability insurance to cover the office space they will utilize within Skysong. ([See sample](#)) Assistance in acquiring the appropriate insurance plan can be provided by the staff liaison facilitating this program.





# U.S. EXPANSION PROJECT LIFECYCLE

PHASE 01	Step 1	Identify Growth Demand	<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	Assess Customer Point of Sale & Service Delivery System	<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	Evaluate Supply Chain	<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	Determine Growth Strategy (M&A, Organic)	<ul style="list-style-type: none"><li>• Risk assessment and opportunity cost by market entry mode</li></ul>
	Step 5	Assess Financial Plan Model	<ul style="list-style-type: none"><li>• Initial capital requirement</li><li>• Loans, internal financing, private equity, Venture capital</li></ul>
	Step 6	Create Project Requirements	<ul style="list-style-type: none"><li>• Facility, infrastructure, access, workforce, capital</li></ul>



<b>PHASE</b> <b>02</b>	Step 7	Identify & Select Advisory Services	<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	Determine Top Markets for Expansion	<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	Interaction with EDOs	<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	Assess Cost & Tax Liabilities	<ul style="list-style-type: none"><li>• Consultation on planned commercial activity</li><li>• Assess U.S. tax consequences</li></ul>



PHASE 03	Step 11	Assess & Connect with Financial Capital	<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	Assess & Connect with Human Capital	<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	Assess Site Options	<ul style="list-style-type: none"><li>• Review and compare cost, terms, tenant improvement, IT attributes, etc.</li></ul>
PHASE 04	Step 14	Invest	<ul style="list-style-type: none"><li>• Full commitment from leadership</li><li>• Boots on the ground</li><li>• No short-cuts</li></ul>





## APPLICATION TIMELINE

Applications are accepted on a rolling basis and participants are eligible to join the program at any point throughout the year.

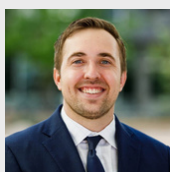


## PROGRAM TIMELINE

The three months of complimentary office space at SkySong must be utilized consecutively.

## HOW TO APPLY

Interested companies should verify eligibility and apply by contacting:



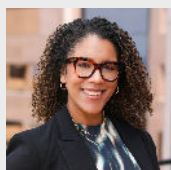
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# CURRENT & PAST COMPANIES

Since its inception in 2018, companies of all sizes, from innovative, early-stage startups to multi-national businesses, have come from countries around the globe, including Canada, France, Ireland, Israel, Japan, Mexico, Singapore, Taiwan, and the United Kingdom, to participate in this program. These companies represent a variety of industries, sectors, and solutions, including:

- Augmented Reality/Virtual Reality
- Automation
- Cloud Specialists
- Digital Health SaaS
- Drones
- Engineering Services
- Intelligent Surveillance
- Marketing and advertising
- Network/Communications
- Semiconductors
- Social Services CRM
- Transportation/Logistics

















# ABOUT ASU & GPEC

## About Arizona State University

Arizona State University (ASU) 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 the University assumes fundamental responsibility for the economic, social and cultural vitality of the communities it serves. For more information, please visit [ASU.edu](http://ASU.edu).

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.

[www.gpec.org/aisle](http://www.gpec.org/aisle)

## About the Greater Phoenix Economic Council

The Greater Phoenix Economic Council (GPEC), globally recognized as a top economic development organization (EDO), works to attract and grow quality businesses and advocate for the competitiveness of Greater Phoenix. A data-driven regional EDO, GPEC works with 22 member communities, Maricopa and Pinal counties, and more than 200 private investors to accomplish its mission and serve as a strategic partner to companies across the world as they expand or relocate to Greater Phoenix. Over the past 34 years, GPEC has fueled the regional economy by helping over 980 companies, creating nearly 182,000 jobs and more than \$65 billion in capital investment. Greater Phoenix is in a relentless pursuit of innovative and entrepreneurial companies can thrive and scale in the dynamic region.