ICT Trade Mission to Silicon Valley
San Francisco, 13 - 16 May 2015

This ICT Trade Mission is a great business opportunity for Belgian technology startups wishing to explore the world's biggest technology Hub.

From 13th to 16th May 2015, TiE Brussels and Belgian Trade Commission in San Francisco in collaboration with Walloon Digital Agency, WSL, iMinds and TiE Silicon Valley organize, at the occasion of the TIECON 2015, the ICT Trade mission to Silicon Valley. TiECON 2015 will be the event for innovative products and services for the technology-oriented entrepreneurs.

The challenge is part of the TiE Brussels initiative, an end-to-end exploratory program that combines training, services, access to Californian investors and business partners.

Focusing on high growth Belgian Innovative companies, we will be taking a delegation to Silicon Valley where delegates will meet key contractors, funds and have the opportunity to showcase their expertise to the American businesses and the local technology players.

Why TiECon?

The TiE Conference is the idea platform for startups looking for funding, networking, prospecting opportunities and companies that cater to the entrepreneur and want to attract new clients. Last years over 4000 attendees from 22 countries and 120 exhibitors were present. 100 conference sessions were scheduled.

TiECon receives extensive media coverage from prestigious print publications like the Wall Street Journal, Forbes, Business Week and Fortune. The conference is also covered by NPR, ABC, CNN and other news media. Among Previous TiECon Speakers: Marissa Mayer CEO, Yahoo, Satya Nadella, CEO, Microsoft, Larry Page Founder/CEO, Google, Meg Whitman CEO, HP

Benefits

- Access to a wide network of partners (business incubators, software corporations, science parks, business coaches) providing key services and resources in Silicon Valley

- Business-to-business meetings including key decision makers including business leaders, industry bodies

- Briefings providing market information and advice on how to do business in USA

- Networking opportunities hosted by TiE Silicon Valley

Sectors

Startups wishing to take part in this **ICT Trade Mission** should be active in one of the following fields:

- Big Data,
- Internet of Things
- Cloud Infrastructure
- Cloud Computing
- Mobile services

Eligibility

- Mature overall company concept
- Clear Market opportunity in US
- Good level of product execution
- Business Model Ready
- Entrepreneurial mindset and team
- Financials ready to be presented

A step by step guide

Call for applications (deadline March 2nd 2015):

Participants are invited to submit their executive summaries to ines@brussels.tie.org by Monday, March 2nd 2015.

Shortlisting process (deadline March 6th 2015):

Organizers will evaluate the companies and select the most appropriate technology companies to go forward. At the end of this initial phase the best startups will be admitted to the Business Bootcamp.

Business Bootcamp in Brussels (March 30th 2015):

Selected Start-ups will have 10 minutes to pitch their project to an audience of investors, corporations and top players of the innovation ecosystem who will provide structured feedback.

Remote Coaching: (April 2015)

Each start-up will have a chance to schedule one-to-one skype or private sessions with our coaches, mentors to strengthen its business plan and improve investor communication.

Program in Silicon Valley – subject to change (13-16 May 2015)

The program will include amongst other things:

- 2 day ICT Guided Tour (13-14th May 2015) : meeting with VC's, Angel investors, institutional Investors, consulting firms, scientists, academics…mainly organized by AWT and Belgian Trade Commission

- 2 day TiE Conference – Exhibiting via Belgium Pavilion "Belgian ICT Startups" (15-16 May 2015) in Santa Clara with a possibility to conduct B2B meetings and meet technical experts, technology providers and business partners…organized by TiE Silicon Valley and TiE Brussels.

How to apply?

Please send an e-mail directly to Ines JURISIC via ines@brussels.tie.org

Costs

To accompany this trade mission, your business must be established in Belgium and registered as the export company (some costs could be covered by your respective agencies: AWEX, FIT, Brussels Export). Please note that there is a very limited space and companies will be registered on first come, first served basis.

A competitive travel package is being put by the organizers. This will include hotels, local transfers, TIECON 2 day Conference Pass + Exhibitors booth + Evening Entertainment + B2B meetings, networking and the possibility to participate at the TIE50* showcase program via Belgium Pavilion " Belgian ICT StartUps " at the Expo for more visibility. You can make your own travel arrangements but please do not book your flights and accommodations until your participation is not being confirmed.

Organizers

In Belgium:

- **Ines Jurisic,** Executive Director, TiE Brussels ines@brussels.tie.org   +32 475 33 61 37

- **Carmelo Zaccone,** AWT, ICT Expert, cze@awt.be +32 475 586782

In California:

- **Baudouin de Hemptinne**, Trade & Investment Commissioner, Belgian Trade Commission, bdh@belgiantrade.org +1 415 546 5255

- **Audra Martyn** Trade & Investment Assistant, Belgian Trade Commission, audra@belgiantrade.org

- **Raj Desai** Executive Director, TiE Silicon Valley, raj@tie.org, + 1 408 306 3076

About

TiECon 2015 - Ranked alongside Demo, TED and World Economic Forum among top 10 conferences worldwide for ideas and entrepreneurship by Worth magazine, TiEcon last year attracted 4200 technology professionals from 22 countries. For more information on TiECON 2015, please visit www.TiECON.org. As an exhibitor you will have an access to all of the following programs:

- **TiE50** is an annual awards program that happens during **TiECon 2015** and it recognizes the 50 hottest technology startups worldwide. There are no fees to register and no restrictions on the technology segment. The companies are invited to register themselves. The methodology is described on the following website, www.tie50.net. Accepted companies are provided a password to access the TiE50 interface for submitting their digital judging materials and public profiles.

- **TiE FounderConnect** program is also available during **TiECon 2015.** This is the program for entrepreneurs and founders to discover meet and find the potential co-founders and domain experts who may have similar vision and passion. In this "Birds-of-a-feather (BOF)" session, anyone who is founder of a company can come up to the podium and pitch (less than 5 minutes) about his or her idea, project status and the profile of co-founder/s he or she is looking for. Each idea should address four major areas: Problem definition and solution, the end customers, the business model and the profile of co-founders one is looking for.

- **TiE MentorConnect** is one more program at **TiECon 2015.** If you are a startup Entrepreneur or an aspiring Entrepreneur who is looking to validate your idea, launch your company or have a burning question on how to take your company into a healthy growth mode? then the MentorConnect program is ideal for you.