



Are you a small enterprise or larger company in El Paso, Juarez or in Chihuahua State? Do you have experience selling parts or services to large enterprises or maquiladoras?

Technology Hub (Juarez) and Pioneers 21 (El Paso), with major support from Microsoft TechSpark, Transtelco, Tecma, and SIDE (the Secretariat of Innovation and the Economy of the State of Chihuahua), through Fundación Axcel, invite you to apply to:

The Bridge Accelerator

The Bridge Accelerator is a highly specialized program for companies in El Paso and Juarez and Chihuahua State. Its goal is to expand participation of local companies as suppliers of large manufacturers and maquiladoras in the Paso del Norte region. According to data from SIDE and COPARMEX, only 2% of suppliers within the region are part of this \$39 Billion manufacturing supply chain.

Twelve companies will be selected to participate in The Bridge Accelerator. At the end of the program they will compete in a demo day and the winner will receive up to \$25,000 in seed funding. Participants who complete the accelerator program will receive a certificate of completion.

To participate, your company should:

- Have operations in the Paso del Norte region or Chihuahua state.
- Have been incorporated in Mexico and/or the U.S. for at least two years.
- Have a track record of doing business with large manufacturing companies or maquiladoras.
- Commit to involve up to 3 members of its executive staff in the program

Selected companies will start The Bridge Accelerator on Tuesday, September 22nd. The full program will last up to 12 weeks. Most sessions will be held weekly on Tuesday and Wednesday afternoons and Friday mornings. The program will be delivered virtually, expecting to have the closing event onsite. Themes and activities over the course of the accelerator include:

- Module 1. Fundamentals of Innovation and New Rules of the Game
- Module 2. Customer Map, Value Proposition and Business Model Canvas
- Module 3. Marketing Strategy
- Module 4. Pitch Kit Preparation
- Module 5. Fundamentals of Agile Planning and Scrum
- Module 6. Compliance and Quality Systems
- Module 7. Sales Plan, Financial Modeling and Strategy
- Module 8. IP Strategy and Team Building for Co-production
- Module 9. Capital Investment: Benefits, Responsibilities and Obligations
- Module 10. Business Model Innovation

Your time commitment is expected to be of 8 to 10 hours per week. The majority of content will be offered in Spanish with English translation when needed.

Throughout the program, participants will:

- Understand the unique requirements of the manufacturing industry and binational business culture.
- Identify different types of innovation and how it applies to the manufacturing supply chain.
- Understand models of intellectual property protection.
- Articulate a value proposition and define competitive advantages and new go-to market strategies.
- Develop financial models and identify types and sources of funding.

Content and methods include:

- Business model canvas applied to manufacturing suppliers.
- Specialized workshops, lectures.
- Networking events, working groups and panels.

Cost. Thanks to the generous support of our sponsors, the cost of The Bridge Accelerator for participating companies is \$2,500 USD. This represents more than an 80% discount from the actual cost of the program.

Learn more and apply now at: www.tb-xl.co

We encourage you to submit questions and inquiries via email at mariana.ramirez@t-hub.mx by Thursday September 17th.



The Bridge Accelerator is possible due to major financial support from Microsoft TechSpark Program



Additional support for the program comes from:

