



Mind the Bridge

EUROPE BRIDGE ORGANIZATIONS IN SILICON VALLEY

The Who's Who

Economy of Innovation in Silicon Valley

SAN FRANCISCO

REDWOOD CITY

PALO ALTO

MOUNTAIN VIEW

SAN JOSÉ



Mind the Bridge

EUROPE BRIDGE ORGANIZATIONS IN SILICON VALLEY

The Who's Who

Economy of Innovation in Silicon Valley



STARTUP EUROPE
comes to
SILICON VALLEY

Launched in 2015, Startup Europe Comes to Silicon Valley (SEC2SV) brings together annually the most relevant founders, corporates, investors, and policy-makers from the EU entrepreneurial ecosystem and Silicon Valley in engaging meetings and workshops, forging meaningful long-term relationships.

Created and organized by Mind the Bridge with the support of Startup Europe and EIT Digital, SEC2SV is the flagship pan-European program in Silicon Valley supported by the European Commission and European Parliament. A week-long program of high-level activities organized around the European Innovation Day conference.

Past participants have included: the best 15 year EU scaleups expanding to the US; Elżbieta Bieńkowska, EU commissioner for Internal Market, Industry, Entrepreneurship and SME's; Günther H. Oettinger, EU Commissioner for Budget and Human Resources; Julie Hanna, US Presidential Ambassador for Global Entrepreneurship; Věra Jourová, Commissioner for Justice, Consumers and Gender Equality; Oona King, Director of Diversity Strategy, Google; Henry Chesbrough, the Father of Open Innovation.

INTRODUCTION

By Marco Marinucci and Alberto Onetti



European entrepreneurs have a significant presence in Silicon Valley, and the general value of European startups is gaining more and more visibility in the Bay Area. As the European community here has grown stronger, organizations have formed with the specific focus to assist European startups looking to engage with Silicon Valley. Whether this means immersion programs and market validation, or coworking spaces and business development mentoring, bridge organizations provide enormous value not only to the startups they help, but to the overall effort to bring the European innovation ecosystem up to the level of the United States.

The increasing value of innovation as a competitive factor not only for private organizations but also for the future of a country economy is a trend that we believe deserves a detailed study.

As such, our main purpose is to create the first report of what we call the “Economy of Innovation in Silicon Valley”, that is the aggregate effort of all the organizations that play a role in creating directly or indirectly technologically innovative products and services.

To that end we want to focus specifically in all the entities in Silicon Valley that have a strong European link and are part of the innovation economy, namely startups, investors, corporate innovation outposts and all the bridge organizations (government related or private) that act as a bridge to support such entities between Silicon Valley and their respective European countries.

As part of this ambitious goal, we have embarked in several areas of research to compile a more holistic view of the European Innovation Economy puzzle in Silicon Valley. Last September we started mapping the corporate innovation outposts¹ in Silicon Valley through dedicated studies, as well as European scaleups that have moved their headquarters to Silicon Valley². The report we launch today is specifically focused on the subset of the so-called “Bridge Organizations”, that play a key role of support, aggregation and network.

Our ultimate goal is to create a central directory for startups, corporates, investors, and governments interested to find information on the organizations which might help plan an approach or a presence in Silicon Valley.

We define “European Entrepreneurship and Innovation Bridge Organizations” as organizations whose main focus is supporting startups of European origin while landing in Silicon Valley and promoting entrepreneurship in their country of origin by bridging to Silicon Valley. One or more EU countries or region must be the main focus.

Beyond them, there are various organizations that - among other activities - might support startups and entrepreneurs. Examples are Trade Organizations and Business Networks as well as Consulates. The main definition criteria is to distinguish organizations whose *main* activity is in the support of startup/entrepreneurship (European Bridge Organizations) vs more generic bridging organizations. Sometime the distinction is blurred or the focus of the organization has shifted over time, so we do expect to come across “gray areas” in the above definitions.

However, while the data can subject to change and updates, the following report is the result of several months of research and interviews, and we believe it provides a pretty accurate picture of the state of the art.

Overall, we believe that one of the most relevant findings of this research is the confirmation that Innovation as an industry is playing a increasing role in countrywide economies and growth strategies. So much so that several innovation outposts of European countries in Silicon Valley have been used as the first foot-in-the-door, with plans to build overtime more structured and formal government representation to continue representing the economic interests of the European countries.

San Francisco, April 2018

1 - Mind the Bridge, *European Corporate Innovation Outposts in Silicon Valley. The Who's Who*, September 2017

2 - The so-called “Dual Companies”. See Mind the Bridge, *European Dual Companies: Scaleup Migration?*, June 2017

26 Bridge Organizations by 18 Countries

Bridge Organizations and corporate outposts are leading the way for Europe to stake a claim in Silicon Valley, and it's happening at a faster and faster rate. We've previously published data about corporate outposts and the volume of those outposts shows the serious nature of this mission, the same is true for bridge orgs in this report.

The data we'll be covering in this report will focus on the 26 European Bridge Organizations in Silicon Valley³.

This group holds representatives from 18 different countries in Europe, meaning that as a whole much of the continent has some representation present, a good sign, but also indicates that not all member states of the EU, nor countries within the continent, have committed to a presence.

There are varying geographic focuses within the organizations listed, with some addressing a specific region and some focusing on a single country.

FIGURE 1
EUROPE BRIDGE ORGANIZATIONS IN SILICON VALLEY BY COUNTRY OF ORIGIN



3 - A directory containing information on these organizations is published in the second half of the report.

There are two which have a pan-European focus (EIT and Mind the Bridge) and two address a sovra-national region (Silicon Vikings and Nordic Innovation House).

But the majority (20, 76% of the total) represent just one particular country, confirming that single country organizations are the current trend in Silicon Valley.

The final two organizations focus on single national region (the German region of Bavaria and Italian region of Emilia Romagna).

The potential reasons for single country focussed orgs to be the majority are multiple, but the most prominent is likely the source of funding.

Many of the organizations listed here are solely funded by governments, and with this brings a singular focus.

The interesting exception to this is Nordic Innovation House, which is a project funded by five different governments, working on behalf of the entire Nordic region.

The following sections will provide a breakdown of trends and activities to gauge the intentions, characteristics, activities of these organizations in order for startups coming to Silicon Valley to get a better understanding of the culture and ecosystem they are stepping into and those that are there to help them.

Landing Platforms Providing a Wide Range of Services

Although the services provided by bridge orgs do vary, there are a couple of programs which nearly all manage.

The first of these is planned or informal missions for startups to Silicon Valley. 75% of the organizations we tracked in our directory manage these types of planned or “case by case” missions to Silicon Valley for Europe based startups or corporates/investors.

The goals of these missions are often times market validation or market analysis, while some are purely educational and entail learning about the ecosystem and how they might benefit or not from expansion.

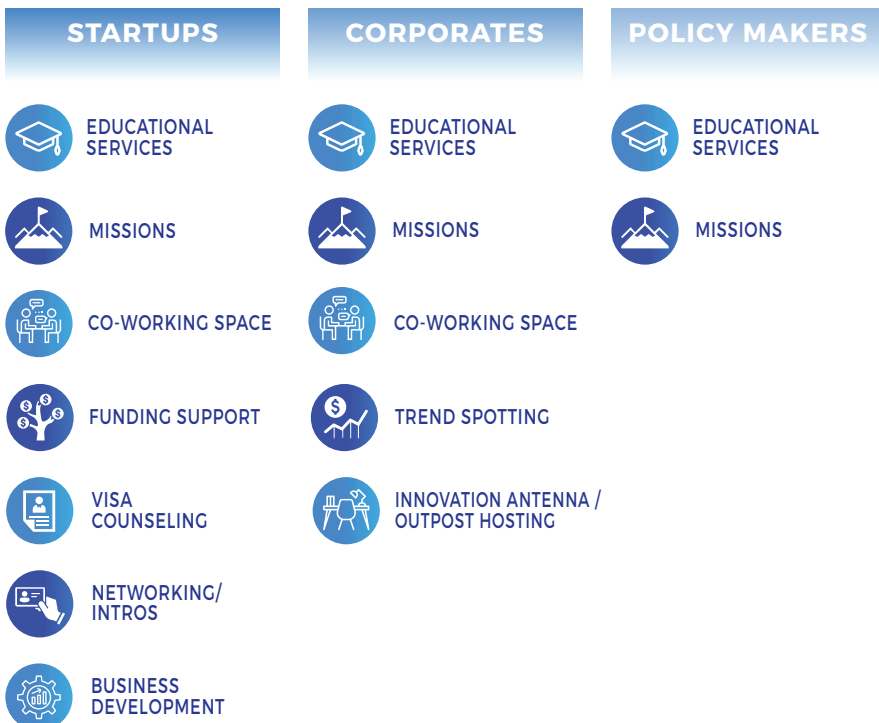
There are also general services provided by all the bridge organizations, such as visa counseling (some advice may be official legal advice, some may not), assistance in raising capital, finding coworking space, and perhaps most importantly, networking on behalf of the startup.

The networking bridge organizations can take many forms, but making introductions and opening doors is perhaps the most valuable thing they have to offer startups, and is entirely intangible, informal, and impossible to quantify.

 **FIGURE 2**
SERVICES PROVIDED BY BRIDGE ORGANIZATIONS



SERVICES BY BRIDGE ORGANIZATIONS



Most Europe Is There, With Some Exceptions

The notable leaders among the scaleup ecosystems in Europe are all present with bridging organizations representing them, either in an official public form or a private one. The most notable absence among leading ecosystems is the UK, though there is an office of the UK Trade and Investment Agency in the Bay Area.

A likely explanation for this is that the relationship between Silicon Valley and the UK is so dense and well established, and the barriers to entry between the two are so low that a specific landing platform is less needed. Eastern Europe is present with only two bridge organizations listed, although there is one effort ongoing project, V4, involving the four countries of the Visegrad region: Czech Republic, Hungary, Poland and Slovakia.

The Southern countries which generally perform below the European average such as those in Southern Europe are in fact well represented in Silicon Valley in the form of Spain Tech Center and West to West. The exception is Italy, that doesn't yet have an official presence (beyond the support provided by Mind the Bridge, a private organization that, despite his Italian origin, has a broader continental approach).

However, an Italian Innovation Center powered by national investment bank (Cassa Depositi e Prestiti) is potentially in the works for the end of 2018.

The notable leaders among the scaleup ecosystems in Europe are all present with bridging organizations.

Silicon Valley: Europe Is Hurrying Up

As many people know, innovation moves in waves, and trends can influence organizations or governments as much as anything. Founding date data for this set of bridge organizations reveals a similar trend, with 15 of them being founded after 2010, and, of those, 10 being founded in 2013 or later. Overall it is a group of relatively young organizations, though by Silicon Valley standards 2010 was another era. Determining whether or not the increase was related to any particular event is unlikely, but with nearly all countries having been represented here for more than 3 years Europe can hardly be called lazy in this regard. We have also seen the same trend with corporate outpost founding dates from our Corporate Innovation Outpost reports, more and more corporates are establishing a physical presence in Silicon Valley.

For those countries that aren't present, which are many and specifically large regions parts of the continent, seeing such a rapid and successful wave of outposts being put in place by other countries should be a wake-up call. The successive versions of this report will reveal whether that call is acted on as we can track new additions to the ecosystem as they arrive.



FIGURE 3

PRESENCE OF EU BRIDGE ORGANIZATIONS IN TIME

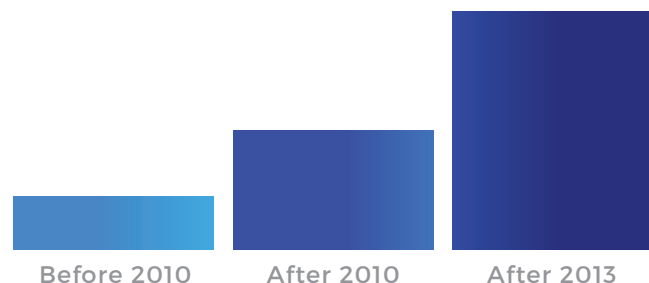
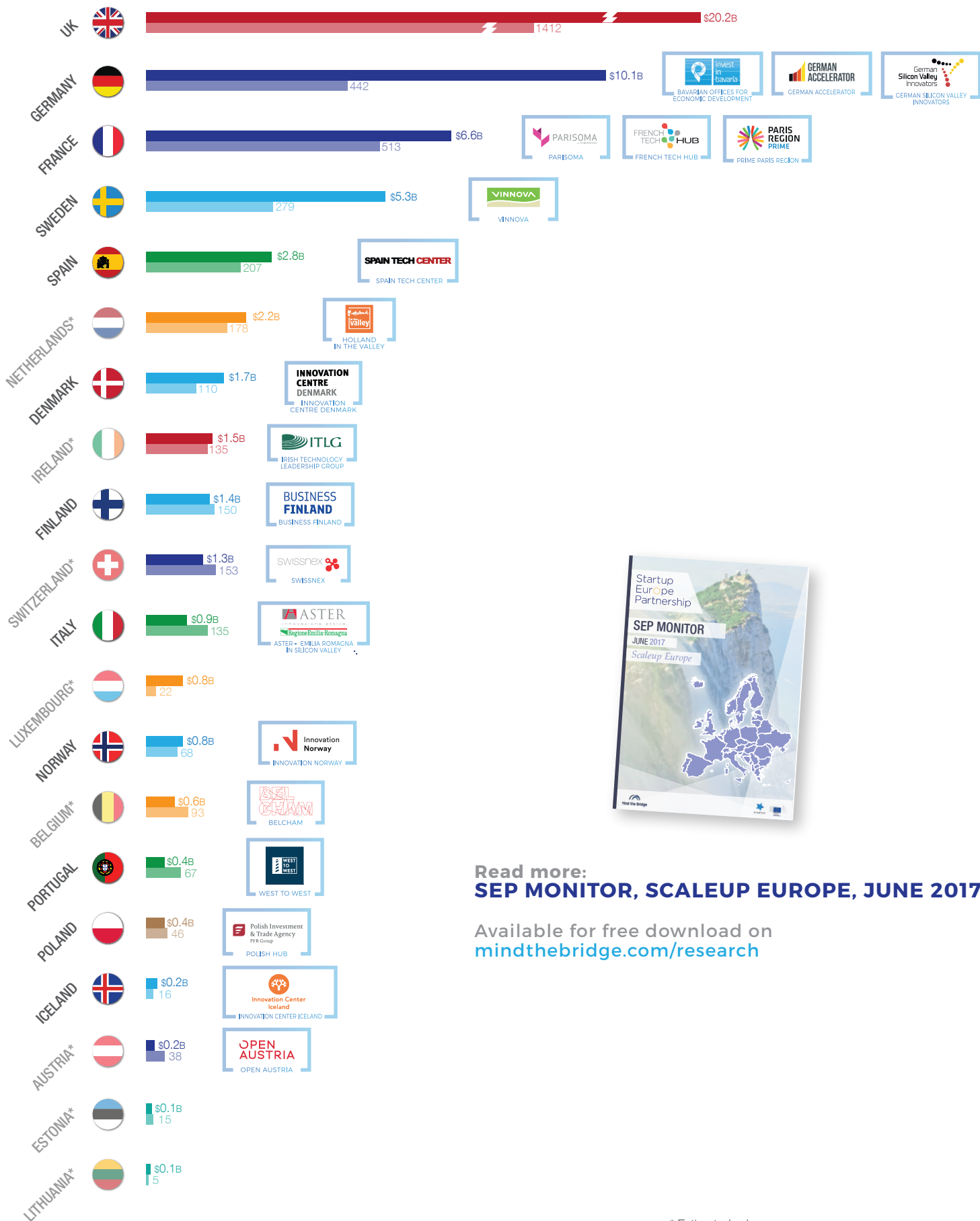


FIGURE 4
SCALEUP EUROPE (2017): TOP 20 ECOSYSTEMS vs. BRIDGE ORGANIZATIONS



Read more:
SEP MONITOR, SCALEUP EUROPE, JUNE 2017

Available for free download on
mindthebridge.com/research

* Estimated values
** Includes only countries with \$0.1B+ in capital raised

The Strong Performers of Europe Have Representation in Silicon Valley

According to Mind the Bridge research⁴, the strongest performers among European countries when it comes to innovation ecosystems are the UK, Germany, and France. While the UK does not have a dedicated bridge organization for startups (likely for the reasons expressed above), Germany and France both have the most extensive presence of Bridge Organizations in the Valley with multiple organizations each. Among those for each country there are both government backed and private organizations, as well as two chambers of commerce in the French-American Chamber of Commerce, and the German-American Chamber of Commerce. The Nordic region as a whole also performs well in Europe often placing themselves above the European averages of density and percentage of GDP invested. Given these numbers, we would expect a strong presence in Valley as well, and indeed they do. The Nordic Innovation House in Palo Alto is host to the innovation organizations of four governments from the region, with only Innovation Denmark having an office outside of the downtown Palo Alto location. On the top of that, there is the more informal Silicon Vikings network (that embraces also the Baltic countries). Additionally, the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden) have their own representation. There are also honorary consuls for the Nordic countries who support as best they can the efforts of these organizations. It isn't a coincidence that the countries who have the most advanced tech startup ecosystems in Europe also have outposts in Silicon Valley, often times sponsored by public money. Governments taking the innovation wave seriously in Europe translates to taking it seriously in the Bay Area as well, and the effects are often very real.

The legitimacy of these efforts at the top levels of government are also supported by the constant learning trips and immersions policy makers take to the Valley to visit the ecosystem. More than half of the bridge orgs we have surveyed here have supported such trips by policy makers in the past, giving validation to the work they do and the effects they have. On top of that, there are also several EU missions, including high level representatives of the European Commission and groups of MEPs who regularly visit the Bay Area. Since 2015 a formal annual mission (SEC2SV, Startup Europe Comes to Silicon Valley) has been organized to provide a unified landing platform for scaleups in Silicon Valley and for policy makers to learn and immerse themselves in the ecosystem.

Innovation as the Key Driver for a More Structured Institutional Presence. The Case of Austria and Denmark

Innovation has become one of the main drivers around which a more institutional presence can be built.

This is a trend that has accelerated in the last couple of years. Two clear examples of this trend are represented by the process that in 2017 turned the innovation outposts of Austria and Denmark into a full fledged consular representation of their respective countries.

For Austria, the innovative project of Open Austria (an outpost to support Austrian startups in their quest to expand in Silicon Valley) graduated into a consulate, adding some of the typical consular services.

The head of the Open Austria project, "graduated" to a Console General position.

In a similar fashion, Søren Juul Jørgensen, after leading the Innovation Center Denmark (Danish Trade Council representation in Silicon Valley), where the activities tripled since 2014 with platforms for startups, corporates, university and science collaboration, became officially the Danish Consul General of Silicon Valley.

In addition, this successful experience granted him the position of Head of Innovation at country level for the Innovation Centre Denmark institution.

This is a testimony of the fact that Innovation, synonym of competitiveness, is graduating not only among the corporate structures but also within the most forward-looking government organizations.



Soren Juul Jorgenson
Executive Director
CONSULATE GENERAL, DENMARK



Martin Rauchbauer
Co-Director
OPEN AUSTRIA

FIGURE 5
EUROPE BRIDGE ORGANIZATIONS: WHERE IN SILICON VALLEY



Sustainability vs. Hybrid Government Organizations

The presence of publicly funded organizations is not a surprise, and our research shows that 20 of the 26 organizations surveyed, around three quarters of the total, are joint projects that include participation from government bodies. This is the most dominant trait of Bridge Organizations that, except a few exceptions, rely on public support at least to get started.

Only 6 of such organizations are fully private (self funded), 12 are fully government supported while the rest (8) are covering their costs with a mix of private and public funding. The sustainability of the non-government funded bridge organizations come mainly from two sources: association fees from members and providing services in particular for corporate organizations (education, technology scouting, innovation advisory) and governments/regions (programs for startups and entrepreneurs, missions).

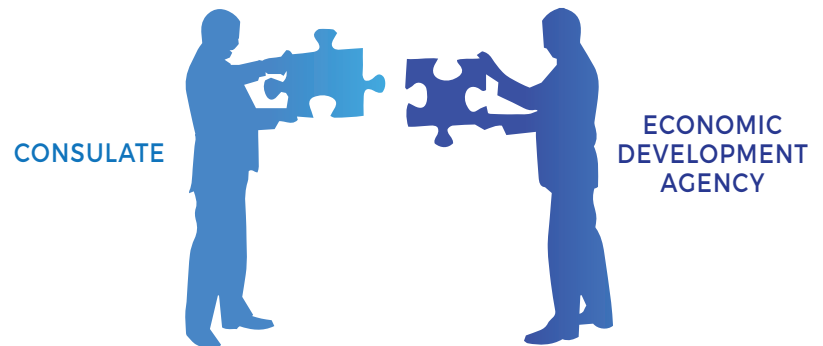
The age old barrier of governments approaching innovation advocacy and support is their lack of a clear goal, or perhaps more pointedly, a goal which doesn't neatly fall into the lap of one existing agency.

A grey area as large as this tends to paralyze governments, and Silicon Valley has become their safe space to experiment and try new

things in their approach to supporting startups from their country.

While definitions and precise objectives of government bodies vary between countries, the most common combinations we've seen are joint projects by diplomatic missions and economic agencies, as well as economic ministries and digital transformation ministries. In practical terms, this often means a joint effort by a consulate and a trade or FDI agency. A holistic approach to innovation support is by far the most effective as we've seen in the successful European economies. Involving more agencies in a joint project provides the shared perspectives and abilities needed for an effective effort.

✓ **FIGURE 6**
HYBRID GOVERNMENT ORGANIZATIONS



Startups and Corporates Under the Same Roof

Last year Mind the Bridge launched a directory about the growing trend of European corporates opening innovation outposts in Silicon Valley as they increase their startup awareness and engagement activities⁵.

Out of the 53 corporates that have an innovation outpost in Silicon valley, 15 are from Germany and 17 from France.

Not surprisingly, these two countries have the

largest presence in terms of bridge organizations.

Our data shows that nearly half of the bridge organizations we surveyed also support and/or host corporates in their spaces, along with startups.

Nearly half of the bridge organizations also support and/or host corporates in their spaces.

⁵ - Mind the Bridge, *European Corporate Innovation Outposts in Silicon Valley. The Who's Who*, September 2017
A new updated version will be published later this year.

This results in startups and corporates making soft landings in the same places, and the potential for both to benefit from each other is enormous in these scenarios. Corporates who are interested in having a presence in Silicon Valley are encountering the same problems, despite their resources, that startups do. They lack direction, connections, and understanding of the landscape, at the same time bridge organizations are seeing the value for both themselves and their startups in accepting corporate outposts.

The potential for positive interactions to come out of this co-habitation is large and represents another clear value proposition from bridge orgs to startups.

We have also seen that bridge organizations are moving beyond just providing coworking

spaces, but also into providing training and consulting services.

Because of their close connection to startups on the ground, bridge organizations are often uniquely positioned to expand into technology scouting and trend setting.

While the services are typically paid for by corporates, startups affiliated with these bridge organizations do see benefits from this as well. As the connection of the organization grow, startups gain value from the potential introductions too.

Startups and corporates make soft landing in the same places, and the potential for both to benefit from each other is enormous.

 **FIGURE 7** BENEFITS OF STARTUPS AND CORPORATES UNDER THE SAME ROOF



BENEFITS



STARTUPS



Proximity to potential partners
for both corporates and startups



Sharing of best practices
for dealing with the other side of the aisle



Networking
between the two, having an "inside man"



CORPORATES

FIGURE 8
EU CORPORATE INNOVATION OUTPOSTS IN SILICON VALLEY: THE WHO'S WHO
MAP OF OUTPOSTS IN SILICON VALLEY



*main R&D facility



Mind the Bridge

**EUROPE BRIDGE ORGANIZATIONS
IN SILICON VALLEY**

Directory

BRIDGE ORGANIZATIONS | DIRECTORY



ASTER - ER IN SILICON VALLEY



DESCRIPTION

ASTER runs the Silicon Valley presence of the Emilia-Romagna Region of Italy and is focused on supporting entrepreneurs and other actors of the innovation ecosystem from the region in Silicon Valley. ASTER runs immersion programs for startups, SMEs, Corporates, incubators managers and other actors of the ecosystem. ASTER also mentors companies interested in approaching the Silicon Valley ecosystem on a case by case basis.

MAIN FOCUSES/PROGRAMS

- ✓ For startups ASTER manages the Mindset Program: a 2 weeks startup immersion program in Silicon Valley, and an Accelerator which lasts 3 months and is organized with Plug and Play, they also have desk space for rental to startups in San Francisco.
- ✓ For corporates ASTER has a Business Match Program for B2B matchmaking, an Incubator Program which guides incubator managers on Silicon Valley best practices, and a mentoring network for corporates who want to improve their startup engagement in non-commercial interactions.



Irene Mingozzi
Startup International Development
ASTER

180 Sansome St.
San Francisco



BAVARIAN OFFICES FOR ECONOMIC DEVELOPMENT



DESCRIPTION

The Bavarian Offices for Economic Development work to help US companies establish in Bavaria and enter the German market, however their San Francisco office also does work in the other direction supporting Bavarian startups by opening doors and establishing connections for those looking to expand to Silicon Valley from Bavaria.

MAIN FOCUSES/PROGRAMS

- ✓ Their services for corporates and startups looking to come to Silicon Valley include expansion consulting, business development and networking on behalf of Bavarian companies



Antonia Zierer
Executive Director
BAVARIAN OFFICES FOR ECONOMIC DEVELOPMENT, WEST COAST DIVISION

388 Market St Suite 1050
San Francisco



BRIDGE ORGANIZATIONS | **DIRECTORY****BEL
CHAM****BELCHAM****DESCRIPTION**

BelCham is an extension of the Belgian-American Chamber of Commerce with the mission of connecting Belgian startups with the United States. They have offices in New York and San Francisco, and run events and programs in both cities. They are a non-profit government funded project.

MAIN FOCUSES/PROGRAMS

- ✓ BelCham has over 500 members between Europe and the United States, for whom they host events, J-1 training programs, make introductions, hold business development workshops, and source co-working spaces for.



Laurence Van den Keybus
Executive Director
BELCHAM SAN FRANCISCO

620 Davis St.
San Francisco

**BUSINESS
FINLAND****BUSINESS FINLAND****DESCRIPTION**

Business Finland supports innovation and economic development for Finnish companies. The Silicon Valley outpost is hosted at Nordic Innovation House and is entirely dedicated to entrepreneurship and helping startups making transitions to the valley. Business Finland is a new combination of TEKES and FinPro, now in one organization. It is publicly funded and is involved with policy maker delegations to Silicon Valley, when they occur.

MAIN FOCUSES/PROGRAMS

- ✓ TINC: Business Finland participates in the TINC program for Nordic startups, which is hosted by NIH
- ✓ REACH: Business Finland also funnels Finnish companies to the research commercialization program run by NIH.



Thuong Tan
Senior Advisor
BUSINESS FINLAND

470 Ramona St.
Palo Alto



BRIDGE ORGANIZATIONS | DIRECTORY



CZECHINVEST



DESCRIPTION

The CzechInvest San Francisco Office is focused on assisting startups from the Czech Republic looking to validate or expand into the Silicon Valley. They run programs for startups in different levels of development, from pre-revenue to those looking to open a US entity. As an agency they have offices in 8 countries around the world, and are headquartered in Prague.

MAIN FOCUSES/PROGRAMS

- ✓ CzechDemo brings Czech startups to conferences and expositions around the world, such as TechCruch Disrupt, or CES
- ✓ CzechAccelerator is a 3 month immersion program that brings startups to Silicon Valley for scaling and business development, and is designed for those companies who want to expand specifically to the US
- ✓ CzechMatch focuses on corporate matching and partnerships



Miroslav Tenkl
Director of West Coast Operations
CZECHINVEST

44 Tehama St.
San Francisco



EIT DIGITAL



DESCRIPTION

The goal of EIT Digital's Silicon Valley hub is to create a two-way bridge between the European ecosystem of EIT Digital and the Bay Area ecosystem. They strengthen the European ecosystem via the inflow of ideas, talents, students, researchers, entrepreneurs, technology, start-ups, and investments.

MAIN FOCUSES/PROGRAMS

- ✓ EIT has been the co-organizer of Startup Europe comes to Silicon Valley with Mind the Bridge for the past three years
- ✓ EIT assists scaleups and startups from Europe in accelerating their growth in Silicon Valley by providing assistance with business development and networking



Eric Thelen
Director
EIT DIGITAL SILICON VALLEY

180 Sansome St.
San Francisco



BRIDGE ORGANIZATIONS | **DIRECTORY****FRENCHTECHHUB****DESCRIPTION**

French Tech Hub is a subsidiary of Paris Region Enterprise's with offices in Boston and San Francisco. French Tech Hub helps French innovative companies efficiently enter and accelerate growth in the US technology market.

They also organize events for entrepreneurs and innovators in San Francisco.

MAIN FOCUSES/PROGRAMS

- ✓ FrenchTechHub offers a full range of supporting services such as go-to market strategies, assessing market opportunity, networking on behalf of startups, help raising funds, incorporating and managing a US subsidiary, and implementing US marketing plans.



Xavier Wartelle
CEO
FRENCHTECHHUB

2415 3rd St, Suite 231
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**GERMAN ACCELERATOR****DESCRIPTION**

German Accelerator runs long term immersion programs in their offices in Silicon Valley and New York for German startups looking to expand to the US.

The programs are mentor and workshop heavy with constant feedback provided through out the 3 months companies participate.

MAIN FOCUSES/PROGRAMS

- ✓ German Accelerator runs immersion programs through their New York Office as well as their Silicon Valley office, they also offer a range of services to startups individually who want assistance in transitioning to the US.
- ✓ There is also a life science focused German Accelerator program, and one in Asia, for companies that fall outside of the Silicon Valley tech sector.



Dirk Kanngiesser
CEO
GERMAN ACCELERATOR SILICON VALLEY

585 Broadway
Redwood City



BRIDGE ORGANIZATIONS | DIRECTORY



GERMAN INNOVATORS



DESCRIPTION

German Innovators is a corporate innovation firm that assists German corporates looking to expose themselves to new technologies and solutions. They serve as an extension of the innovation divisions of their clients, and are committed to helping large corporates engage effectively with startups, both in the US and in Germany.

MAIN FOCUSES/PROGRAMS

- ✓ German Innovators plans and runs Learning Expeditions for companies to orient them with the culture of innovation in the valley.
- ✓ Technology scouting and trend spotting are also services they supply to corporates, centered around the specific verticle of the clients



UWE WAGNER
 Managing Partner
GERMAN SILICON VALLEY INNOVATORS

585 Broadway St.
Redwood City



HOLLAND IN THE VALLEY



DESCRIPTION

Holland in the Valley is an extension of the Consulate General of the Netherlands in San Francisco. They support startups and SME's looking to enter the Silicon Valley market or make a soft landing through mentoring and advocacy. Holland in the Valley also serves to organize national efforts at trade shows such as CES.

MAIN FOCUSES/PROGRAMS

- ✓ Holland in the Valley supports startups and SME's through mentoring and advocacy if they are interested in making a landing in Silicon Valley, as well as assists in visa processes (not official legal advice).
- ✓ Holland in the Valley supports trade missions in many verticals from The Netherlands coming to Silicon Valley on learning expeditions, as well as trips from policy maker with similar education objectives.



PUI SAN TAM
 Senior Economic Officer
NETHERLANDS CONSULATE SAN FRANCISCO

1 Montgomery St, Suite 3100
San Francisco



BRIDGE ORGANIZATIONS | **DIRECTORY****INNOGATE****INNOGATE****DESCRIPTION**

Innogate is a transnational accelerator program that works with Turkish startups to expand and grow their business through international expansion.

They have offices in Turkey, New York, and San Francisco and run programs which take startups to Silicon Valley and New York.

MAIN FOCUSES/PROGRAMS

- ✓ Innogate organizes multiple bootcamps for companies at multiple growth points, from startups looking for 4 weeks in the US, to growth stage companies looking for a 6 month stay in the US.
- ✓ Innogate also has programs in Turkey for companies thinking about US expansion which includes mentoring and market entry workshops as well as other consulting sessions.



Elif Ceylan
Business Manager
INNOGATE NORTH AMERICA

44 Tehama St.
San Francisco

**INNOVATION
CENTRE
DENMARK****INNOVATION CENTER DENMARK****DESCRIPTION**

The main goal of Innovation Center Denmark is to build partnerships between research institutions, capital and companies in Denmark and Silicon Valley.

Innovation Center Denmark is a combined mission between the Ministry of Foreign Affairs and the Ministry of Science, Technology, and Higher Education, and has an office in Palo Alto.

MAIN FOCUSES/PROGRAMS

- ✓ SCALEit is a 6 week program for startups looking to scale globally, the time spent in Silicon Valley is focused on mentoring, workshops, and education to infuse participants and their companies with Silicon Valley culture
- ✓ Innovation Center Denmark also runs vertical specific education programs for corporates and entrepreneurs. They have an incubator space in Palo Alto which they offer to startups expanding to the US



Søren Juul Jørgensen
Executive Director
CONSULATE GENERAL, DENMARK

200 Page Mill Rd
Palo Alto



BRIDGE ORGANIZATIONS | DIRECTORY



**Innovation Center
Iceland**

INNOVATION CENTER ICELAND



DESCRIPTION

Innovation Iceland is a government agency affiliated with the Ministry of Industry with the objective of promoting innovative companies and ideas in the Icelandic economy. Their office in Palo Alto, hosted in Nordic Innovation House, assists startups looking to expand and experience Silicon Valley.

MAIN FOCUSES/PROGRAMS

- ✓ Innovation Iceland provides startups the chance to participate in the TINC and REACH programs at NIH, as well as the co-working space where they themselves have an office.



Berglinth Hallgrimsdottir
Managing Director
INNOVATION CENTER ICELAND

470 Ramona St.
Palo Alto



**Innovation
Norway**

INNOVATION NORWAY



DESCRIPTION

Innovation Norway is an SME bank with public funding, and has expanded their efforts greatly to support innovation and entrepreneurship in the country.

Their Silicon Valley office is hosted at Nordic Innovation House, where they run programs for startups, corporates, and missions for policy makers to Silicon Valley.

Originally Innovation Norway was the owner and manager of NIH, but it became a Nordic joint project in 2013.

MAIN FOCUSES/PROGRAMS

- ✓ TINC: Along with the other Nordic orgs at NIH, Innovation Norway participates in the TINC accelerator program, a 4 week immersion for Nordic startups in Silicon Valley that exposes participants to the market, and informs their plans for potential US expansion.
- ✓ REACH: Also in conjunction with NIH, REACH is a research commercialization program that runs for 6 months and includes two trips to Silicon Valley for workshops. Both REACH and TINC were first Innovation Norway programs until NIH took them over.



Gro Dyrnes
Regional Director Americas
INNOVATION NORWAY

470 Ramona St.
Palo Alto



BRIDGE ORGANIZATIONS | **DIRECTORY****IRISH TECHNOLOGY LEADERSHIP GROUP****DESCRIPTION**

The Ireland Technology Leadership Group is a 20,000+ network of Irish professionals in Silicon Valley which runs programs in support of entrepreneurs and students in Silicon Valley. The Group hosts and organizes awards events, mentoring sessions, and is constantly available to startups looking for introductions and networking assistance.

MAIN FOCUSES/PROGRAMS

- ✓ ITLG organizes a Women's Leadership Group which provides mentoring opportunities to female tech professionals looking for leadership roles.
- ✓ ITLG also runs a mentorship program for professionals which involves a one year immersion at a US corporate in order to acquire key innovation skills in Silicon Valley.



John Hartnett
Founder and Director
ITLG

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Los Gatos



Mind the Bridge

MIND THE BRIDGE**DESCRIPTION**

Mind the Bridge works at the intersection of startups and corporates in both the US and Europe. We run programs for both startups and corporates looking to interact with Silicon Valley, and innovation ecosystems in other parts of the world. Among these programs is Startup Europe Comes to Silicon Valley, a week long mission that brings together policy makers, scaleups, and corporates in Silicon Valley.

MAIN FOCUSES/PROGRAMS

- ✓ Startup School: A multi week immersion trip that includes workshops and mentoring sessions throughout the experience to bring international startups to the Bay Area for acclimation and education.
- ✓ SEC2SV: A weeklong program that hosts a delegation of policy makers, scaleups, and corporate innovation leaders in Silicon Valley for discussions and workshops surrounding the European innovation ecosystem.
- ✓ For corporates Mind the Bridge provides a full range of consulting services from tech scouting to advisory both in the U.S. and in Europe.



Marco Marinucci
CEO
MIND THE BRIDGE

450 Townsend St.
San Francisco



BRIDGE ORGANIZATIONS | DIRECTORY



NORDIC INNOVATION HOUSE



DESCRIPTION

Began as an Innovation Norway project in 2008, Nordic Innovation House is now a jointly funded operation by all five of the Nordic countries (Iceland, Norway, Finland, Sweden, Denmark). NIH houses local representatives of each of those countries innovation networks here, and runs programs in conjunction with all five. They have activities with both corporates and startups, and host companies in their two locations in downtown Palo Alto

MAIN FOCUSES/PROGRAMS

- ✓ TINC is a 4 week program meant for product verification and validation in Silicon Valley which NIH organizes and other Nordic organizations participate in
- ✓ NIH organizes REACH, a 6 month long research commercialization program run once a year for Nordic research programs, in partnership with the other Nordic organizations
- ✓ HealthTech is a product-market-fit program run for 10 days in Palo Alto for health tech startups from the Nordics.



Paula Salomaa
Executive Director
NORDIC INNOVATION HOUSE

470 Ramona St.
San Francisco



OPEN AUSTRIA



DESCRIPTION

The goal of Open Austria is to support innovation and entrepreneurship activities in Austria by providing an established network and landing ground for those coming to Silicon Valley. Open Austria is a project begun by two entities, Advantage Austria based in Los Angeles, and the Austrian Foreign Ministry.

MAIN FOCUSES/PROGRAMS

- ✓ GoSiliconValley: Open Austria leads an immersion program to Silicon Valley twice a year for startups to experience the ecosystem and judge the fit for their product and business model.
- ✓ Open Austria also supports startups attending conferences and large events such as TechCrunch Disrupt, and CES.



Martin Rauchbauer
Co-Director
OPEN AUSTRIA

44 Tehama St.
San Francisco



BRIDGE ORGANIZATIONS | **DIRECTORY****PARISOMA****DESCRIPTION**

Fabernovel is a French organization working to unlock innovation in large companies and startups. They host startups and corporates they work with in their coworking space, Parisoma. Fabernovel provides consulting services to both startups and corporates coming to Silicon Valley to test the market, or open outposts.

MAIN FOCUSES/PROGRAMS

- ✓ Although Fabernovel does not offer structured programs for startups, they have do engage with startups and connect them to their network in the area, and run a coworking space
- ✓ For corporates Fabernovel has a full range of consulting services from tech scouting to due diligence with teams in both France and San Francisco



Pierre Letoublon
Director
PARISOMA

169 11th St.
San Francisco

**POLISH HUB****DESCRIPTION**

PolishHub is a project managed by the Polish Investment and Trade Office in San Francisco which focuses on supporting Polish Startups coming to Silicon Valley. Polish Hub supports startups with networking and mentoring services as well as connections to local VC's and accelerators, such as their host, RocketSpace.

MAIN FOCUSES/PROGRAMS

- ✓ Polish Hub will begin running bootcamps to expose Polish startups to the Silicon Valley ecosystem and already has mentoring sessions and webinars available in Poland for startups.
- ✓ Polish Hub also provides resources such as networking and business development help to startups in the Bay Area who are making the transition from Poland.



Maja Kieturakis
Bureau Chief
POLISH HUB SAN FRANCISCO

180 Sansome St.
San Francisco



BRIDGE ORGANIZATIONS | DIRECTORY



PRIME PARIS REGION



DESCRIPTION

PRIME helps US companies with their Go-to Market services by providing Strategic insight to validate and strengthen French market entry, Business Connections to explore partnerships with potential partners and clients, and incorporation Services by advising with Legal structure, real estate, HR, and visa support

MAIN FOCUSES/PROGRAMS

- ✓ PRIME offers to large French corporations immersion programs for executives to discover disruptive technologies and new business models, and Startup Sourcing to Foster business and technology partnerships
- ✓ PRIME created the Global Open Innovation Network to foster Open Innovation between stakeholders involved in the innovation ecosystem: large companies, start-ups, research labs, and universities. Corporate members collaborate to exchange best practices, identify new solutions, and access start-ups



Xavier Wartell
CEO
PRIME PARIS REGION

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SILICON VIKINGS

SILICON VIKINGS



DESCRIPTION

Silicon Vikings is a 40,000+ network for Nordic and Baltic entrepreneurs around the world, with a concentration in Silicon Valley.

The network supports founders and professionals in the Valley with the goal of forming a borderless community around the world of venture capitalists and tech professionals, all of whom are passionate about entrepreneurship.

MAIN FOCUSES/PROGRAMS

- ✓ Silicon Vikings runs learning tours to Silicon Valley for startups and corporates looking for an introduction to key relevant stakeholders.
- ✓ The network serves to connect entrepreneurs to mentors and is also continuously a resource available to startups who want to join, and serves to open doors and provide key connections.



Charlotte Danielsson
Managing Director
SILICON VIKINGS



BRIDGE ORGANIZATIONS | **DIRECTORY****SPAIN TECH CENTER****SPAIN TECH CENTER****DESCRIPTION**

Spain Tech Center is a public partnership between ICEX and Red.es based in San Francisco. STC operates programs for Spanish startups and entrepreneurs, focusing on all stages of the life of a startup, from conception, product validation, and scaling/expanding.

MAIN FOCUSES/PROGRAMS

- ✓ Orientation: A program run in Spain for early-stage startups and entrepreneurs with a project or idea
- ✓ Validation: A program run in Spain for startups with a Minimum Viable Product looking to achieve product market fit
- ✓ Immersion: A 2 week immersion in Silicon Valley for scaleups looking to expand to the US for funding or market entry



Christian Prada
Managing Director
SPAIN TECH CENTER

180 Sansome St.
San Francisco

swissnex **SWISSNEX****DESCRIPTION**

Swissnex San Francisco is part of the worldwide swissnex network. They run programs from their coworking space on Pier 17 focusing on entrepreneurship and innovation, both in tech and in the arts, provide fellowships, run an accelerator, host Swiss Startup Nights, and organize immersion programs for corporates and startups in Silicon Valley. There are also offices in Boston, Rio de Janeiro, Shanghai, and Bangalore.

MAIN FOCUSES/PROGRAMS

- ✓ The VR/AR Accelerator DART was co-founded by swissnex and continues being run out of Pier 17 at their campus.
- ✓ InnoSuisse Market Entry camps range from 1 week to 3 months depending on the maturity of the startup participating, and are workshop intensive validation programs.
- ✓ Swissnex also provides consulting services for corporates which include scouting, trend reporting, and coworking spaces in their Living Lab, and an informal prototyping space open to universities,



Gioia Deucher
CEO
SWISSNEX SAN FRANCISCO

Pier 17, Suite 800
San Francisco



BRIDGE ORGANIZATIONS | DIRECTORY



VINNOVA



DESCRIPTION

The Vinnova office in Silicon Valley contributes to the main goals of the organization as a whole in improving the innovation capacity of Sweden in a sustainable way beneficial to society. The Silicon Valley office serves as a trendspotting outpost, as well as a point of entry for Swedish startups looking to enter the market. There is also a focus on increasing awareness of Sweden as an innovative region. Vinnova is a part of the NIH network and participates in NIH programs.

MAIN FOCUSES/PROGRAMS

- ✓ Vinnova participates in TINC, a 4 week program meant for product verification and validation in Silicon Valley organized by NIH
- ✓ Vinnova also offers fellowships in their offices and participates in other NIH programs through their partnership.



Anne Lidgard
Director
VINNOVA

450 Serra Mall (Stanford University)
Stanford



WEST TO WEST



DESCRIPTION

West to West is a Portuguese bridge organization working to help startups in both Portugal and Silicon Valley. They have programs to support companies coming to the valley, but also companies who haven't made the jump yet. Their webinars and mentors are active on both sides of the ocean, and they also encourage student participation by running immersion programs for recent graduates

MAIN FOCUSES/PROGRAMS

- ✓ West to West supports recent Portuguese university graduates by coordinating for them immersion internships in Silicon Valley, with the goal of them coming back to Portugal where they'll found companies
- ✓ For startups there are sessions with Silicon Valley mentors in Portugal, with the goal of bringing the knowledge to Europe, for those who can't travel here
- ✓ West to West also runs quarterly events and provides informal startup support services.



Pedro Santos Viera
Founder/CEO
WEST TO WEST





Mind the Bridge

**TRADE ORGANIZATIONS
BUSINESS NETWORKS
CONSULATES**

Directory

TRADE ORGANIZATIONS / BUSINESS NETWORKS | DIRECTORY



**AMERICAN-HUNGARIAN
CHAMBER OF COMMERCE**

2000 Alameda de Las Pulgas, Suite 250
San Mateo



BAIA

Silicon Valley



**BRITISH AMERICAN
BUSINESS COUNCIL**

396 Pine St, Suite 103
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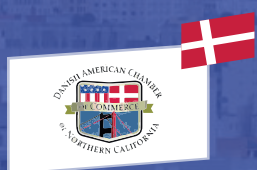
**CALIFORNIA SPAIN
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Palo Alto



**CATALONIA
TRADE&INVESTMENT**

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San Jose



**DANISH-AMERICAN
CHAMBER OF COMMERCE**

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ENTERPRISE ESTONIA

440 N Wolfe Rd
Sunnyvale



ENTERPRISE IRELAND

800 W El Camino
Mountain View



**FRENCH-AMERICAN
CHAMBER OF COMMERCE**

26 O'Farrell St. 500
San Francisco



GABA

Mountain View



**GERMAN-AMERICAN
CHAMBER OF COMMERCE**

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TRADE ORGANIZATIONS / BUSINESS NETWORKS | DIRECTORY



ICE

2590 Webster St
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LONDON AND PARTNERS

650 California St
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LUXEMBOURG TRADE AND INVESTMENT OFFICE

1 Sansome St
San Francisco



NEUMANN SOCIETY HUNNOVATORS

Redwood City



SILICON VALLEY ITALIAN EXECUTIVE COUNCIL

Silicon Valley



SWEDISH-AMERICAN CHAMBER OF COMMERCE

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San Francisco



SWISS-AMERICAN CHAMBER OF COMMERCE

601 Montgomery Street, Suite 1400,
San Francisco



UK TRADE AND INVESTMENT

1 Sansome St, Suite 850
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WALLONIA EXPORT INVESTMENT AGENCY

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BUSINESS SWEDEN

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CONSULATES | DIRECTORY



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CONSULAR CORPS | DIRECTORY



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Alamo



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**CONSULATE OF
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**CONSULATE GENERAL
OF NORWAY**

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**CONSULATE
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Tad Taube
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Methodology

We define European Bridge Organizations as follows:

“European Bridge Organizations”

(or more properly “European Entrepreneurship and Innovation Bridge Organizations”)

Organizations specifically focused on startup and innovation support for startups and companies while landing in Silicon Valley and promoting entrepreneurship in their country of origin by bridging to Silicon Valley. One or more EU countries or region must be the main focus.

For this category companies can be either for profit or non-profit, and may be government funded from the country/region they originate from. Government organizations may be listed in this category, so long as they are entirely dedicated to innovation and entrepreneurship. Funding sources are not the differentiating factor for our categories, focus and programs are.

There are various organizations that - among other activities - might support startups and entrepreneurs. The main definition criteria is to distinguish organizations whose *main* activity is in the support of startup/entrepreneurship (European Entrepreneurship and Innovation Bridge Organizations) vs more generic bridging organizations that are listed below.

“Trade Organizations and Business Networks”

Foreign trade missions and business networks make up this category. Foreign trade missions may include Foreign Direct Investment agencies, economic development attaches, or general business support units. Business networks are professional networks which center around one country and developing connections between professionals in Silicon Valley that share a home country. In this category we have also included chambers of commerce because they are often working with startups and corporates alike in bringing them to the Bay Area and giving them support and guidance once they arrive. Important to note, all of these may work with startups due to the nature of the Bay Area economy, but none are running programs meant for startups as their primary focus, or were created with the intention of fostering innovation. Once again, the lines of this category are not determined by funding sources, but by program focus.

“Consulates”

This category is focused entirely on Consulates, Consulate Generals, and Honorary Consuls in the Bay Area. These outposts may be official appointments or honorary titles. Once again, consulates may interact with startups as a large part of their dealings, and honorary consuls are often in the high tech sector as private individuals, however they do not run specific programs for startups.

For the purpose of this study, only Bridge Organizations located in the Bay Area are included. The following cities are home to various high-tech companies and have thereby become 37 associated with “Silicon Valley”, although some are technically outside of Silicon Valley.

- Belmont (San Mateo County)
- Berkeley (Alameda County)
- Burlingame (San Mateo County)
- Campbell (Santa Clara County)
- Cupertino (Santa Clara County)
- East Palo Alto (San Mateo County)
- Emeryville (Alameda County)
- Foster City (San Mateo County)
- Fremont (Alameda County)
- Hayward (Alameda County)
- Los Altos (Santa Clara County)
- Los Altos Hills (Santa Clara County)
- Los Gatos (Santa Clara County)
- Menlo Park (San Mateo County)
- Millbrae (San Mateo County)
- Milpitas (Santa Clara County)
- Monte Sereno (Santa Clara County)
- Morgan Hill (Santa Clara County)
- Mountain View (Santa Clara County)
- Newark (Alameda County)
- Oakland (Alameda County)
- Palo Alto (Santa Clara County)
- Pleasanton (Alameda County)
- Redwood City (San Mateo County)
- San Bruno (San Mateo County)
- San Carlos (San Mateo County)
- Santa Clara (Santa Clara County)
- San Francisco (San Francisco County)
- San Jose (Santa Clara County)
- San Mateo (San Mateo County)
- San Ramon (Contra Costa County)
- Santa Cruz (Santa Cruz County)
- Saratoga (Santa Clara County)
- Scotts Valley (Santa Cruz County)
- South San Francisco (San Mateo County)
- Sunnyvale (Santa Clara County)
- Union City (Alameda County)

Worth noting that throughout our research we refer to Europe as the Continent rather than the European Union.

We also decided to include Turkey in the study, although technically only a minor part of the country resides within the European continent, because of his strategic development and growing importance in the Innovation Economy.

Research is ongoing and results reported in this report are preliminary and cannot be considered as final. Mind the Bridge has compiled this report based on our own research, and word of mouth efforts undertaken during or interviews the organizations listed. Similar to our “Europe Corporate Innovation Outposts in Silicon Valley. The Who’s Who” Report and Directory, the goal for this report is to crowdsource information, allowing the database to be as up-to-date and as possible.

Classifications in categories are based on the research of Mind the Bridge, and should not be taken as final due to our limited knowledge of proprietary data, or disclosures we cannot make in the report.

Organizations that feel they are misrepresented in the following report are invited to contact Mind the Bridge at info@mindthebridge.com to discuss. Organizations or individuals reading this report may reach out to us to update information, or add contacts previously unlisted.

“Entrepreneurship Bridge Organizations in Silicon Valley. The Who’s Who” is published by Mind the Bridge as part of Startup Europe Comes to Silicon Valley (SEC2SV) and Startup Europe Partnership (SEP) initiatives.



Commissioner Věra Jourová
at SEC2SV 2017

Commissioner Elżbieta Bieńkowska
at SEC2SV 2016



Commissioner Günther Oettinger
at SEC2SV 2015



Mind the Bridge

About Mind the Bridge

Mind the Bridge is a global organization that provides innovation advisory services for corporates and startups. With HQs in San Francisco (CA) and offices in London, Italy and Spain, Mind the Bridge has been working as an international bridge at the intersection between Startups and Corporates since 2007.

Mind the Bridge scouts, filters and works with 2,000+ startups a year supporting global corporations in their innovation quest by driving open innovation initiatives that translate into curated deals with startups (namely POCs, licensing, investments, and/or acquisitions).

Mind the Bridge publishes curated reports on the status of the scaleup ecosystems in different geographies, as well as M&A and innovation market trends in various verticals.

Mind the Bridge has strong partnerships with entities such as the London Stock Exchange and the European Commission, for whom it runs the Startup Europe Partnership (SEP) open innovation platform.

Mind the Bridge is the organizer of the Startup Europe Comes to Silicon Valley (SEC2SV) and Startup Europe Comes to Israel (SEC2IL) missions and the European Innovation Day conference.

For more info:

<http://mindthebridge.com> | [@mindthebridge](#)