

MarketReach America

The Bottom Line Is CUSTOMERS

The Challenge

- Israel excels at technological innovation BUT...
- Its customers are abroad
- So its entrepreneurs must operate in unfamiliar territory

The Solution: MarketReach America

- Bridges the gap between Israel and customers abroad
- Provides intensive U.S. "Customer Discovery"
- Offers a 'continuum of assistance' on both sides of the ocean
- Uses proven entrepreneurial training methodology: The Lean Startup and I-Corps of the U.S. National Science Foundation (NSF)

Why Maryland?

Next to Washington, D.C., the nation's capital, Maryland benefits from the government's enormous investment in medical, cyber, IT and defense technologies and their spinoffs, just like Israel.

The U.S. Government is the largest customer of high-tech goods and services in the world.

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