

# MarketReach America Application

The Maryland/Israel Development Center and Israel Innovation Authority are jointly offering MarketReach America to help Israeli companies seeking to expand their presence in the U.S. market.

Read through the MarketReach America application guidelines before you complete the application. Complete this application form in full (indicate "N/A" for items that do not apply). *All answers must be typed in English directly on the application.*

Send application electronically to [applications@MarylandIsrael.org](mailto:applications@MarylandIsrael.org). *Applications must be received by December 31, 2018 at 24:00 (Israel time) to be considered.*

Please attach a short deck and 1 page business summary to the email.

**Note:** This document has been formatted for easy use and review. Do not change the layout or document settings.

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## I. Company Details

a. Company name: \_\_\_\_\_

b. Company & project summary (Describe your company, project and goals for the participating in the program; 75-word maximum):

c. Company address: \_\_\_\_\_

d. Telephone number: \_\_\_\_\_

e. Field of Medicine (e.g. orthopedics, cardiology, ophthalmology, etc.): \_\_\_\_\_

f. List of US-based KOLs or medical advisors, if any: \_\_\_\_\_

g. Website: \_\_\_\_\_

h. Name and title of contact person: \_\_\_\_\_

E-mail: \_\_\_\_\_

Cell phone: \_\_\_\_\_

Direct phone: \_\_\_\_\_

i. Year company established: \_\_\_\_\_

j. Total number of employees: \_\_\_\_\_

Full time: \_\_\_\_\_

Part time: \_\_\_\_\_

k. Name and title of first person who will participate in program: \_\_\_\_\_

Direct phone: \_\_\_\_\_

Cell phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

k. Name and title of second person who will participate in the program: \_\_\_\_\_

Direct phone: \_\_\_\_\_

Cell phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

l. Name and title of third person who will participate in the program: \_\_\_\_\_

Direct phone: \_\_\_\_\_

Cell phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## II. Sales (if any)

	<b>Sales</b> (x 1000 U.S. \$)	<b>2016</b>	<b>2017</b>	<b>2018</b> (Projected)	<b>2019</b> (Projected)
<b>In Israel</b>					
<b>Exports – U.S.</b>					
<b>Exports – ROW</b>					
<b>Total</b>					

## III. Ownership Details

a. Shareholders and % of ownership: \_\_\_\_\_

b. Major investors: \_\_\_\_\_

c. Valuation, date and amount of most recent investment: \_\_\_\_\_

d. Total investment to date (excluding government funding): \_\_\_\_\_

e. Total grants received to date (from Israel Innovation Authority (formerly OCS), BIRD, Horizon 2020, etc.): \_\_\_\_\_

## **IV. Company Background**

**a. Describe the major technical, marketing, financial, and managerial strong points of your company that increase the likelihood of your success in the North American market.**

**a. Describe your company's primary weaknesses and challenges.**

## V. Product

**a. Describe the product(s) or service(s) that you wish to launch in the American market under the MarketReach America program. Emphasize uniqueness, innovation, and how it will satisfy market needs that are not met today.**

**a. Describe the development status of the product, including information about clinical trials, beta sites to date, patent protection, reimbursement and regulatory status.**

## **VI. Commercial Potential**

**a. What is the market served?**

**b. What are the competitive advantages of the product?**

**c. What are the main competitive products and who are the major competitors?**

**d. What needs to be done to successfully launch the product in the United States?**

**e. Describe what you are looking for in a U.S. partner.**

**f. State the estimated relevant market size for the product in the United States.**

## VII. Management Team

Attach bios of the company's "C" level and key employees and advisors including CEO, CFO, CTO, VP Sales, board of directors, etc. (Each CV should not exceed one-half page in length.)

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I have read MarketReach America application guidelines and agree to the terms and conditions described therein. I certify that the information contained in this application is, to the best of our knowledge, correct and that I am duly authorized to commit my company to the Maryland/Israel Binational Accelerator program.

I understand that if accepted into the program and upon execution of the MarketReach America Letter of Agreement, my company will pay the program registration fee as described in the Program Letter Agreement.

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

