



ATLANTA INTERNATIONAL STARTUP EXCHANGE

ABOUT

In 2016, the Mayor's Office of International Affairs and Invest Atlanta launched the first Atlanta International Startup Exchange—a one-week international residency program that provides selected companies a platform for global expansion through connections with potential partners, investors, and clients. Since, the program has enabled 14 startups to land new contracts with Global Fortune 500 Companies, secure several IoT pilot projects, and establish new partnership with industry leaders from across the globe.

The 2018 Startup Exchange will provide startups the platform to expand their global reach through a one-week international residency in Toulouse, France and Atlanta, United States.

During the Startup Exchange, startups will attend a leading innovation and tech conference in the host ecosystem. Past conferences have included Venture Atlanta and EmTech Europe. Startups learn about market opportunities and the resources available to support startup expansion. They also have chance to meet with regional decision makers and pitch to potential investors, partners, and clients.

WHAT

A total of eight selected startups from Atlanta and Toulouse will receive roundtrip airfare, accommodations, dedicated co-working space, event registration, and ground transportation for one representative. The participants will also work with regional partners to identify potential partnerships, clients, and investors and drive deliverable results throughout the one-week residency program.

APPLICATION

Startup executives may apply via Google Forms no later than 11:00 p.m. EST on August 5, 2018. Five finalists from each market will be selected by regional investors, industry specialist, innovation leaders, and trade officers who will then be reviewed by the international selection committees who will select four participants that align with regional innovation and industry ecosystems. To apply, visit www.ATLStartupExchange.com.



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“Companies that export grow 20% faster, pay 20% higher wages, and are 9% less likely to go out of business than companies relying solely on the domestic markets.”

- International Trade Administration



EXPLORE GLOBAL MARKETS

Through the Startup Exchange, entrepreneurs work with economic development authorities, trade agencies, and leading innovation centers to explore global markets and identify opportunities.



CONNECT WITH INVESTORS

Throughout the residency, entrepreneurs attend world-class technology conventions and pitch to regional investors to discover new funding and improve strategies.



LAND CONTRACTS AND GROW

Through B2B meetings, pitch sessions, and networking events, the Startup Exchange provides entrepreneurs the platform to land new contracts, drive revenue, and expand their reach.

THE AGENDA

October 14, 2018

- Arrival of Toulouse-based Startups to Atlanta.

October 15, 2018

- Atlanta economic and technology overview with the Mayor's Office of International Affairs and Invest Atlanta.
- Meeting with the Consulate General of France in Atlanta to gain a firm grasp on the local French ecosystem.
- Pitch coaching session to tailor startup pitch to U.S. investors and clients.
- Atlanta Tech Stars Demo Day and network with regional startup players.

October 16-17, 2018

- Attend Venture Atlanta and network with leading startup executives, investors, and potential clients.

October 18, 2018

- Participate in a curated business meeting with potential partners and clients.
- Pitch to regional startup power players during International startup pitch event.

October 19, 2018

- Connect with corporate innovation leaders from the largest companies in Atlanta and explore the current innovation landscape.
- Pitch to aviation decision markers at the world's busiest airport during the Aviation Innovation Demo Day.
- Explore area attractions and

October 20, 2018

- International Startups Depart Atlanta

To learn more and apply, visit www.ATLStartupExchange.com.