

Announcing the ANZA Technology Network Fast Track to the U.S. Program

Building US Export Success for Innovative Victorian Technology Companies

ANZA Technology Network, the leading technology networking organization for Australian and New Zealand companies in the US, has introduced a program to fast-track deal making and market entry for Victorian companies with eyes on the US markets.

The Fast Track Program is designed to assist the launch of Victorian companies into the lucrative US tech and biotech sectors. The program will be customized for each company and is flexible enough to be relevant to companies at the earliest concept phase, pre-revenue stage companies, and companies with an existing revenue-generating business in Australia, wishing to expand into the US.

Through a disciplined process of market preparation, mentoring, access to implementation agents and networks and milestone management the Fast Track to the US Program provides a clear path to US export success for Victorian technology companies.

The Fast Track program will:

- Deliver tangible and measurable increases in the value of Victorian technology businesses sourced from US based activities
- Provide a shorter time to the US market
- Reduce the costs and risks of US market entry
- Improve the performance of Victorian businesses in the US market

This 15-month program will take capable companies through three critical phases of execution as they enter the US market.

Phase One - *Readying companies for the challenge of the US market*

Applicant companies present to a group of US mentors at the Fast Track to the US Springboard Event in Melbourne and receive a confidential evaluation report outlining a needs assessment for their US market opportunity.

Phase Two - *Developing US targets and preparing for engagement*

Selected companies will participate in an intensive 3-month mentoring, planning and capability building phase, culminating in a one-week visit to Silicon Valley where companies will participate in the Victorian Innovators Summit Week.

Phase Three - *Action the Go to Market Plan*

Selected companies will participate in a 12-month mentoring, execution and milestone management phase designed to achieve the objectives set out in their 'Go-to-Market' Plan.

To find out more about the ANZA Fast Track to the US Program attend a [Briefing Session](#) in Melbourne and visit our website at www.anzatechnet.com/vicfasttrack.

If the US market is where you want to be, check out the ANZA Fast Track Program!

