



Internship Description for International Program Support

Background

Promoted by the European Commission through Horizon 2020 funding, ENRICH is the European Network of Research and Innovation Centers and Hubs. The ENRICH Network opens international markets to European research, and technology-driven organizations.

Started in April 2017, ENRICH in the USA (initially NearUS) acts as a central contact point for European research and innovation actors including ecosystems, clusters, and R&D centers, seeking to assist their research-entrepreneurs, startups, and tech SMEs in their transatlantic expansion.

Since January 2021, located in Philadelphia, PA, Temple University's Small Business Development Center (Temple SBDC) is the US lead and headquarters of the ENRICH in the USA network of Centers and Hubs. Temple SBDC is an outreach center of the Fox School of Business and Management at Temple University where the highly trained and experienced staff provides local and international entrepreneurs with professional knowledge and assistance. Its mission is to help pre-venture, startups, and SMEs grow and succeed locally.

Project

The ENRICH in the USA mission is to provide collaboration, funding, and commercialization support services to European - and from "associated countries" - researchers/entrepreneurs, startups, and tech SMEs in the USA, while facilitating their access to university incubation programs to maximize their chances of success in North America. The goal is to facilitate a smooth and successful landing in the US market for European entrepreneurs in partnership with US renowned research university's incubators/innovation centers.

In summary, ENRICH in the USA is leveraging a network of vetted Ambassadors and Partners, and is providing access to experts, mentors, and investors via a phased approach, offering three distinctive programs: Immersion program, Virtual Landing program, and Soft Landing programs.

Project Scope – List of possible tasks

Research & Product Development

- Support the development and processes of ENRICH services and marketing mix
- Gather data on European partners (called Ambassadors) as well as innovators looking to expand into the US as well as US Ambassadors and innovators looking to expand into Europe i.e., via the Enterprise Europe Network joint initiative.
- Lead interviews and create case studies about the companies we support locally, nationally, and internationally.
- Support the development of curriculum / training, content, and deliveries.

Marketing

- Help develop promotional materials to target potential partners including funders, incubators, universities, trade organizations, clusters, and government entities.

- Help update the marketing materials: website using Drupal, Power Point presentations, flyers, newsletters, and social media: LinkedIn, Twitter, YouTube, and Facebook. ○ Help develop with bi-national chambers and other US and EU Partners, marketing collaterals in different languages to promote the ENRICH programs internationally.

Business Development

- Under supervision, initiate follow-ups with leads and partner organizations
- Participate in brainstorming for grant sourcing and writing to secure future funding
- Assist EU innovators launching their US activities by supporting monthly advisory board meetings, developing programs, and training, etc.
- Engage sponsors and partners and provide logistical support for virtual and physical pitch events with investors around trade shows (e.g., SXSW, Smart City Expo, Hannover Messe, ...) or conferences.

Project Management

- Learn how to follow a European and US funded project, the deliverables, the financials, and deadlines.
- Participate and present during ENRICH in the USA and ENRICH Global strategic meetings i.e., Work Packages meetings, Plenary meetings, Working Committee.
- Support deliverables and report redaction as well as Key Performance Indicators (KPIs) tracking for the grants' funding agencies.

General Administration

- Maintain and update the leads and partners database in Excel and on various web collaborative platforms
- Organize (agenda) and take notes/minutes during meetings
- Create promotional announcements for event registration
- Receive and manage guests for meetings and networking events, and participate in local events

Qualifications & Duration

- Interest or experience working in international business, entrepreneurship, marketing, and branding, as well as understanding the different actors (private, non-profit, and governments) involved in trade and foreign direct investment.
- Interest in innovation, technology, and startups
- Strong research, writing, and project management skills
- Business-focused, conscientious individual interested in assisting management in an international fast space environment
- Professional telephone manner, detail-oriented, and team player.
- English proficiency required
- Second language is a plus
- Computer Skills Desired: Word, Excel, PowerPoint, Mail Chimp, etc.
- Marketing and Social media skills desired Twitter, LinkedIn, Facebook, and YouTube.
- Active LinkedIn profile is a plus
- Project Management / Collaboration Software skills a plus: Teams, SharePoint, Slack, Trello, etc.
- Web design (Drupal) and Graphic design (Illustrator Photoshop, InDesign) are a plus
- Full time or part time volunteer position for 6 to 12 months (minimum 4 months required), virtual, in Philadelphia, PA and/or San Francisco, CA.
- Monthly stipends for living expenses may be available depending on the qualifications and duration.
- We can host foreign full time J-1 trainee/intern – the visa application is at the charge of the volunteer.

Contacts & Links

Blandine Chantepie-Kari - ENRICH Programs Manager at Temple University SBDC

blandinesbdc@temple.edu | Direct Line: +1 (267) 243-5088

1510 Cecil B. Moore Ave, Philadelphia, PA 19121

Sebastien TORRE - ENRICH in the USA Programs & Platform Senior Consultant

sebastienENRICH@temple.edu | Direct Line: +1 (619) 382-8442

San Francisco Center C/o Runway Innovation Hub - 1355 Market St, Suite #488, San Francisco, CA 94103

For more information about ENRICH in the USA: www.enrichintheusa.com

For more information about the different ENRICH projects and international network: www.enrich-global.eu

For more information about Temple SBDC: www.fox.temple.edu/institutes-centers/small-business-development-center/