



Business Incubator Association  
of New York State, Inc.

The background of the cover is a dark blue gradient with a network of white and yellow dots connected by thin lines, creating a digital or technological feel. On the right side, a pair of hands is shown holding a glowing globe of the Earth. On the left side, a city skyline at night is visible, with lights reflecting on the water. The overall design is modern and professional.

# SOFT LANDINGS PROGRAMMING

## **BIANYS 2023**

SOFT LANDINGS PROGRAMMING



## International Soft Landings Startup 8-Week Exchange Program

An advocate for global entrepreneurship, the Business Incubator Association of New York State, Inc. (**BIANYS**) Soft Landings Exchange Program provides international companies with the **necessary business, legal and operational resources to integrate into the US market.**

**The 100+ member entities** work collectively to launch, support, mentor, and advise thousands of high-potential startups that, in turn, introduce new technologies and solutions to power the economic engines of tomorrow.



6-week online workshops  
to help navigate the  
New York market Begins  
Oct 15th- Nov 30th



2 immersion weeks  
in New York for training  
and meetings  
Dec 1st - Dec 15th



Opportunity to Pitch NYC  
Venture Capital Community  
December 14th



Continued mentorship  
and support for one year  
with an option to extend  
with individual incubators

**US business practices can be challenging and regulations are always changing.  
Let BIANYS help you navigate your way.**

Learn more about **BIANYS** and start the application process: [BIANYS.org/softlandings](https://bianys.org/softlandings) or call 518.257.0427

### Program Curriculum:

- *Connections and networking opportunities with New York businesses*
- *Guidance on US Market Research*
- *Access to incubators, accelerators and industry experts*
- *Education regarding import/export laws, taxes and accounting, and more*
- *Customer Discovery-Assistance accessing early customers in the United States*
- *Overview of intellectual property law and regulations in the United States*
- *Immersion into the business culture*
- *Marketing mentorship on how to sell in the United States*
- *Support for obtaining investments from United States from Venture Capitalists*

**Getting business in New York has never been easier. Workshops begin October 15th  
Apply today!**

Interested in becoming a Partner?  
**Contact Marc Alessi, Executive Director**  
518.207.0427 • [marc.alessi@bianys.com](mailto:marc.alessi@bianys.com)



# Members

FACILITY	GEOGRAPHY
Advanced Energy Incubator (Stony Brook University)	Long Island
Brooklyn Fashion + Design Accelerator (Pratt)	New York City
Center For Biotechnology	Central NY
The DUMBO Incubator (NYU-Poly)	Long Island
The Entrepreneur Space: An Incubator for Food & Business	New York City
SUNY Fredonia Technology Incubator	Western NY
CUNY Hub for Innovation and Entrepreneurship	New York City
dig	Western NY
Insourcing Center for Entrepreneurship	Central NY
The Shipley Center for Innovation	North Country
Calverton Business Incubator	Long Island
Launch New York	Southern Tier
LaunchPad LI (Great Neck)	Long Island
LaunchPad LI (Huntington)	Long Island
LaunchPad LI (Mineola)	Long Island
LaunchPad LI (NYIT)	Long Island
LaunchPad LI (Stony Brook)	Long Island
The Harvester Center	Western NY
NY Designs	New York City
Praxis Center for Venture Development	Central NY
PowerBridgeNY	Long Island
Advanced Biotechnology Incubator (SUNY Downstate)	New York City
BioBAT (SUNY Downstate)	New York City
Rev: Ithaca Startup Works	Finger Lakes
RPI Emerging Ventures Ecosystem	Capital Region
RPI Tech Park	Capital Region
RPI Innovation Hub	Capital Region
South Side Innovation Center	Central NY
The Center: Built for Small Business Growth	Southern Tier
SyracuseCoE (Syracuse University)	Central NY
The Accelerator: Powered by the Orange County IDA	Mid-Hudson
The Germinator	Central NY
thINCubator	Mohawk Valley
ACRE	New York City
BioInc@NYMC	Mid-Hudson
Clean Energy Business Incubator Program (Stony Brook University)	Long Island
CEG Innovation Center	Capital Region
CEWIT Incubator (Stony Brook University)	Long Island
Cortland Business Innovation Center	Central NY
Digital Ballpark	Long Island
iCANny	Mid-Hudson
IgniteU NY	Capital Region
IncubatorWorks - Alfred	Western NY
IncubatorWorks - Corning	Southern Tier
IncubatorWorks - Elmira Airport Park	Southern Tier
Geneva Enterprise Development Center	Finger Lakes
Harrison Place	Western NY
Northland Corridor	Western NY

FACILITY	GEOGRAPHY
McGovern Family Center for Venture Development in the Life Sciences (Cornell University)	Southern Tier
NYC Regional Innovation Node (NYCRIN)	New York City
Southern Tier Startup Alliance	Southern Tier
Start-Up Suite Incubator Program	Southern Tier
The Spur	Long Island
The Cleantech Center	Central NY
The Tech Garden	Central NY
The Technology Farm - Cornell Agriculture & Food Technology Park	Finger Lakes
The Manufacturing Incubator at the Tech Valley Center of Gravity	Capital Region
Western New York Incubator Network	Western NY
Zahn Innovation Center (CCNY)	New York City
The Biomedical Acceleration and Commercialization Center at AMC (BACC)	Capital Region
Thomas Beecher Jr. Innovation Center (Buffalo Niagara Medical Campus)	Western NY
Cornell University Business and Technology wPark	Southern Tier
High Tech Rochester - Rochester BioVenture Center	Finger Lakes
NY-Lab2Fab (ITAC Virtual Accelerator to Production Manufacturing)	New York City
KiILN	New York City
Nextcorps	Finger Lakes
Clean Energy Incubator (RIT)	Finger Lakes
NEXUS-NY New Energy Xcelerator Upstate New York	Finger Lakes
Southern Tier High Technology Incubator	Southern Tier
UB Biosciences Incubator	Western NY
UB Technology Incubator	Western NY
Directed Energy (UB)	Western NY
Bull Moose Club	Capital Region
Central New York Biotech Accelerator (SUNY Upstate)	Central NY
Broad Hollow Bioscience Park	Long Island
Griffiss Institute Incubator Program	Mohawk Valley
Harlem Biospace	New York City
Center for Entrepreneurship (Hofstra)	Long Island
INVEST (Sage College)	Capital Region
UAlbany Innovation Center	Capital Region
Innovate 518 - Innovation Hot Spot for the Capital Region	Capital Region
Long Island High Technology Incubator - LIHTI (Stony Brook University)	Long Island
Innovation Zone at MedTech Centre	Finger Lakes
NY-BEST BRIDGE	Capital Region
Varick Street (NYU Poly)	New York City
Entrepreneurship and Technology Innovation Center (at NYIT)	Long Island
Venture Creations Incubator (RIT)	Finger Lakes
Seneca Nation Center for Business Growth, Small Business Incubator	Western NY
S.T.E.A.M. Garden	Capital Region
Queens College Tech Incubator Center	New York City
Westchester Biotech Project	Mid-Hudson







# BIA NYS Soft Landings Programming 2023

Prepare your business to grow in New York and throughout the United States. Presented by BIA.NYS Mentors, our custom coursework will focus on educating your on key aspects needed to help develop business plans.

WEEKS	Day 1- class	WHERE	Day 2- class	NOTES
1	American Business Culture	ONLINE	Lean StartUP Method	additional 1 on 1 mentoring
2	Marketing- Product Pitch	ONLINE	Establishing Sales Channels in the US	additional 1 on 1 mentoring
3	Customer Discovery	ONLINE	Business Model Canvas	addtioinal 1 on 1 mentoring
4	Value Proposition	ONLINE	Customer Segments	additional 1 on 1 mentoring
5-6	Immigration Overview and Customer Discovery Meetings	ONLINE	Finding Talent- and customer Discovery meeting	additional 1 on 1 mentoring
7	Raising Funds	NYC	Investor Pitch- tour incubators	key customer discovery meetings every day
8	Introduction to NYS Assets	Syracuse, Rochester, Buffalo, Albany, Binghamton- and LI	Investor Pitch-tour assets	key customer discovery meetings every day

