

knowledge exchange & talent mobility

- a SACC-USA program

SIREUS Innovation Tour - Texas

General Information

Date: TBD

Availability info:

- Houston, UTSA busy Oct 16-17
- Austin Music Festivals: first two weekends: Oct 6-8, Oct 14-16, and then F1: Oct 20-22

Tour Duration: 4 whole days. 2 travel days

Austin: UTA, 1 day

San Antonio: UTSA, 1 day

Houston: Rice 1 day, University Houston 1 day

Initial planning group: Christer, Märta, Joakim Cederlund (President SACC-Texas), Adam Dahlström (SACC-Austin), André Persson (SACC-Texas), members from working group 3 needed

Tour Participants:

- Representatives from Swedish universities' innovation centers
- Regional Chamber Texas (Austin, Dallas, Houston)
- Maria and/or Jenny from the Swedish Embassy
- SIREUS

Preliminary Tour Objectives:

- To gain insights into the Texas startup ecosystem and innovation culture.
- To establish connections and potential collaborations with Texas-based innovation hubs, universities, and startups.
- To foster a deeper understanding of the similarities and differences between the Swedish and Texan innovation ecosystems.
- (To explore opportunities for knowledge exchange and joint projects between Sweden and Texas.)

August 2023

General Information1
Pre-Tour Activities
Proposed Agenda4
Post-Tour Activities
Interesting Organizations/Communities/Hubs9
Austin9
Austin Technology Incubator - The University of Texas at Austin
Texas Innovation Center - The University of Texas at Austin
Ericsson x UTA, Research Center9
The City of Austin Innovation Office9
Gembah9
San Antonio 10
Tech Port – Port San Antonio10
Tech Transfer Office - The University of Texas at San Antonio
Office of Innovation – City of San Antonio10
Houston11
Houston Innovation Corridor11
Potential flights

Pre-Tour Activities

Initial Proposal: Proposal readily available before WG3 meeting on August 24th.

Planning Group: Create a planning group with university members from WG3. SIREUS lead. SACC-Texas, 1 person.

Alignment Meetings: Arrange Teams meetings with participants prior to the tour to align objectives and agenda.

Arrange Meetings: Contact the selected innovation hubs, universities, and startups to schedule meetings and visits during the tour.

Logistical Planning:

Flights: Secure that there are suitable flights available that fit the agenda and ensure that everyone is in place in time for the start of the tour. Flights are booked by the universities.

Secure Local Hosts: Hosts needed for each activity

Arrange Lunches and Dinners + Venues: Plans, venues, and hosts needed for lunches and dinners

Plan for Transportation:

Transportation between venues in city (or walking distance?)

Car transportation between cities

Transportation to and from airport. Possibly arranged by universities.

Plan for Accommodations: Hotel in Austin, 1 night. Hotel in San Antonio, 1 night. Hotel in Houston, 2 nights. Arranged by the universities

Prepare Information Packets: Create information packets about the Swedish universities, SIREUS and the Swedish innovation ecosystem to distribute during meetings.

Prepare Presentation Materials: Develop any necessary presentation materials or visual aids for workshops, seminars, or discussions during the tour.

Proposed Agenda

	DAY 1, Month X th	
time	Arrival in Austin	
time	Dinner and welcome to the Innovation Tour 2023	SIREUS Embassy

	DAY 2, Month X th	
time	Introductory session	Adam Dahlström - SACC-TX SIREUS
time	Visit to a prominent startup accelerator or incubator	Host SIREUS
time	Meeting with the <u>Austin Technology Incubator</u>	Rep. <u>Austin Technology</u> Incubator SIREUS
12:00 pm - 1:00pm	Lunch	Host SIREUS
time	Visit to the <u>University of Texas at Austin's "Texas</u> <u>Innovation Center"</u>	Rep. <u>Texas Innovation Center</u> SIREUS
time	Engage in a collaborative workshop with local startups and innovators.	Startups/innovators SIREUS
Time (~ 1.5h driving)	Transfer to San Antonio	
time	Dinner in San Antonio	UTSA? Embassy SIREUS

	DAY 3, Month X th – SAN ANTONIO	
time	Introductory session in San Antonio	San Antonio City or UTSA
time	Visit to <u>Tech Port San Antonio</u> and meeting with startup founders and mentors	San Antonio City
12:00 pm – 1:00 pm	Lunch	San Antonio City or UTSA
time	Visit to UTSA and discuss its collaboration with <u>The</u> <u>Office of Commercialization and Innovation technology</u> <u>transfer office</u>	Rep. UTSA Rep. Tech Transfer Office
time	Workshop or discussion on entrepreneurship and innovation in San Antonio	Host
Time (~ 3h driving)	Transfer to Houston	
time	Dinner in Houston	

	DAY 4, Month X th – HOUSTON	
time	Introductory session	Hans Cederlund and/or André Persson
time	Guided tour around <u>Houston Innovation Corridor</u>	host
12:00 pm – 1:00 pm	Lunch	host
time	Visit to <u>Accenture's Houston Innovation Hub</u> and meeting with startup founders and mentors	Rep. Accenture
time	Panel discussion on investment opportunities in Houston's startup ecosystem	host
time	Dinner	Astrid Marklund – Honorary Consul Sweden, Houston Hans Cederlund – SACC-TX

	DAY 5, Month X th – HOUSTON	
time	Meeting with Rice University's entrepreneurship initiatives	Rep. Rice entrepreneurship initiative
time	Workshop or seminar on technology trends and innovations in Houston	Host
12:00 pm – 1:00 pm	Lunch	Host
time	Meeting with University Houston	Rep. University Houston
time	Dinner. Final reflections and group discussion on the tour experience	SIREUS

	DAY 6, Month X th – DEPARTURE	
time	Departure from Houston	

Post-Tour Activities

Collect feedback from participants to evaluate the tour's success and identify areas for improvement.

Follow up with potential collaborators and contacts made during the tour.

Plan for joint projects, knowledge exchange, or future initiatives between Sweden and Texas.

Plan destination of next year's tour.

Interesting Organizations/Communities/Hubs

Austin

Austin emerges as a city of unicorns and tech giants | TechCrunch

Austin Technology Incubator - The University of Texas at Austin https://ati.utexas.edu/

The Austin Technology Incubator is the deep tech incubator affiliated with The University of Texas at Austin. ATI is a unit of <u>Discovery to Impact</u> at UT. Founded in 1989, ATI is also the longest active technology incubator in the United States. ATI's mission is and has been, for over 30 years, to empower university and community entrepreneurs through a customized approach to effectively commercialize their breakthrough innovations and compete in the global marketplace.

Texas Innovation Center - The University of Texas at Austin <u>https://texasinnovationcenter.utexas.edu/</u>

The Texas Innovation Center provides the resources needed to transform new ideas and discoveries into startup companies that successfully access the marketplace, preparing innovators to succeed in a global economy.

Ericsson x UTA, Research Center <u>https://www.ericsson.com/en/news/6/20222/ericsson-6g-university-of-texas</u>

Ericsson is extending the scope of its collaboration with the University of Texas (UT) at Austin on groundbreaking research into 6G-powered extended reality (XR). The extension reinforces the partners' ambition to develop the foundation for future immersive and seamless XR experiences even in the most-demanding use cases.

The City of Austin Innovation Office https://www.austintexas.gov/department/about-innovation-office

The Innovation Office opened in 2014 with the vision to explore new approaches to Austin's complex problems. We work with City departments and community members to research, design, and prototype solutions that make progress toward Austin's strategic goals. In addressing challenges, we start with the needs and experiences of our community, and continue through a process of questioning assumptions, engaging with empathy, stewarding divergent thought, reflecting, and learning.

Gembah https://gembah.com/about-us/

It takes a great process to make a great product. It also takes advanced technology and a network of experts in each product development area. Gembah is the only company in the industry to offer all key elements in a single place. From research and design to sourcing and manufacturing, Gembah is the one partner you need to bring the right product to market with confidence

San Antonio

- UTSA Contact: JoAnn Browning, Ph.D., P.E. Interim Vice President, Research, Economic Development, and Knowledge Enterprise
- City of San Antonio Contact:

Tech Port – Port San Antonio https://www.techportsa.com/

Tech Port is Port San Antonio's vision for an innovation campus that connects people with opportunities, connects education with employers and connects buyers with sellers by leveraging its unique industrial platform as a leader in facilitating the delivery of innovative technology solutions to some of the world's largest industries, including aerospace, Energy, Defense, Cybersecurity, Financial services, Medicine, Manufacturing, Supply-chain logistics.

Tech Transfer Office - The University of Texas at San Antonio https://research.utsa.edu/collaborate/oci/commercialization.html

The University of Texas at San Antonio is committed to investigating, creating, protecting and commercializing research and intellectual property as a means to benefit the University, the research environment, the academic environment, and for the general benefit of the State of Texas and its residents.

The Office of Commercialization and Innovation works with UTSA faculty to efficiently and effectively facilitate technology transfer, commercialization, and assist the Office of Sponsored Project Administration with university-industry partnerships. Through OCI, the university provides intellectual property management and licensing, proof-of-concept development, new venture incubation, entrepreneurial training, and policies and procedures that accelerate and ease the transition of intellectual property from the university to industry.

Office of Innovation – City of San Antonio https://www.sanantonio.gov/Innovation/Home

The Office of Innovation was established in 2007 to identify improvements in the efficiency and effectiveness of City services and business processes. The primary functions of the Office are to improve City operations, manage special projects, and lead major initiatives, while promoting a culture of innovation. The Office has also launched several ground-breaking programs.

In FY 2016, the Office launched a smart cities program, SmartSA, to harness the power of data, technology, and community to improve the quality of life for San Antonio residents. In FY 2018, the Office launched CivTechSA, with local co-working company Geekdom, to partner students, entrepreneurs, and startups with City staff to co-create customized tech solutions to civic challenges and grow civically-minded tech talent. In FY 2020, the Office launched Innovation Academy and R&D League. Innovation Academy is an intensive training program for City staff to develop problem solving consultants embedded within City departments. The R&D League creates cross-sector, multi-disciplinary teams that utilize scientific methods & data to investigate new ideas, facilitate evidence-based policymaking, and explore the frontier of innovation for our 1.5 million residents.

Houston Houston Innovation Corridor Houston Innovation Corridor | Houston.org

Houston's Innovation Corridor is at the center of an extraordinarily powerful social and economic convergence. Dozens of new startup support operations and infrastructure projects have recently opened or are now underway along the Corridor—from new incubators and accelerators to a collaborative life sciences research campus. Located close to Rice University.

Downtown

Home to many of Houston's most prominent companies, Downtown is also one of the country's most dynamic mixed-use urban centers with an incredible fusion of historic and contemporary architecture, convenient transit options, convention and sports venues, an active cultural and arts scene, fine dining and shopping and thriving residential communities in both mid-rise and high-rise settings.

- <u>The Downtown Launch Pad</u>, a 17,000-square-foot space that'll feature incubator programs, labs, coworking and innovation areas. The Launch Pad will be anchored by two accelerator programs, <u>MassChallenge</u> and <u>gener8tor</u>. <u>The Cannon</u>, a coworking space and entrepreneurial hub, will manage the space.
- <u>TXRX Labs</u> is a nonprofit innovation and collaboration hub. Classes are offered in a variety of areas including woodworking, welding, machining, programming, electronics, drafting & design, textile arts, jewelry, ceramics, and STEAM education for young makers. The 50,000-square-foot facility provides an open environment where tools, knowledge, and skills are shared for hobbyists, inventors, artists, entrepreneurs, students, and anyone interested in becoming a maker. TXRX also offers fabrication and prototyping services as well as consultation on creative projects.
- The <u>Houston Innovation Hub</u> is Accenture's premier location for the Net Zero Accelerator, designed to accelerate the shift towards a net-zero economy. Here, the well-known consulting firm works with clients in energy, utilities, chemicals and natural resources to help scale new products and conduct workshops on developing innovative technologies. Clients of the hub work hand-in-hand with Accenture designers, data scientists, developers, domain experts, and delivery specialists to bring their ideas to life. <u>Link</u>

5G "Remix" Experience @ the Houston Innovation Hub

We are helping to advance Houston's growing innovation landscape by establishing the city's first private SG network.

Open now in our downtown Houston offices, our new best-in-class **50** "Remix" Experience at the Houston innovation Hub highlights what's possible with 50 through immersive experiences - including an iPhone wall (bandwidth), a robotics demo (warehouse automation) and a computer vision demo (safety, space utilization & productivity - as well as the opportunity for clients to begin co-creating with us on innovative SG solutions.



The 5G "Remix" Experience is now open in Accenture's Houston Innovation Hub. For more information or to make an appointment, please get in touch.

- Station Houston has made it its mission to transform Houston into a world-leading hub for technology innovation and entrepreneurship by connecting startups with the people and resources they need to succeed. Station Houston serves as a hub for Houston's tech community, providing entrepreneurs with ongoing access to investors, mentors, resources, talent, and customers.
- <u>WeWork Labs</u> works to foster connections between start-ups and the educational, mentorship and financial resources needed to make their concepts a reality.
- University of Houston-Downtown

Midtown

The Midtown District is a dense, walkable, mixed-use neighborhood immediately south of Downtown. Midtown features countless restaurants, wine bars and beer gardens with a millennial-focused mix of townhomes and mid-rise options all centered around the light-rail and the new Midtown Park.

- <u>Houston Exponential</u> was founded in 2017 to help convene and build collaboration across the innovation ecosystem in order to accelerate its growth. HX is focused on attracting talent and capital to the region as well as promoting Houston as a thriving, innovative city. So far, more than 400 volunteers have engaged in executing the organization's mission of making Houston one of the nation's leading innovation hubs. <u>Link</u>
- The 16-acre South Main Innovation District will bring together research, startups, entertainment, retail and more on a vibrant, sustainable campus at a key rail stop on the south side of Midtown. The Innovation District will be anchored by <u>The Ion</u>, a \$100 million, 270,000square-foot tech collaboration hub. The Ion will bring the region's entrepreneurial, corporate and academic communities together under one roof to innovate alongside one another. <u>Link</u>

Museum District

The Houston Museum District is one of the largest in the country, with 19 world-class museums set within blocks of each other, including fine arts, modern art, natural science and the renowned Menil Collection. The neighborhood also features a mix of housing options from mid- and high-rises to townhomes and bungalows. The 700-acre Hermann Park, home to the Houston Zoo and Miller Outdoor Theatre, separates the Museum District from the Texas Medical Center and Rice University.

- <u>The Rice Alliance for Technology and Entrepreneurship</u> is Rice University's nationally-recognized initiative aimed at supporting technology commercialization, entrepreneurship education, and the launch of technology companies. Rice Alliance formed as a strategic alliance of three schools at the university: the George R. Brown School of Engineering, the Wiess School of Natural Sciences and the Jesse H. Jones Graduate School of Business. The Alliance works as a catalyst for building technology-based companies and commercializing new technologies in the Houston region and Southwest. Link
 - <u>OwlSpark</u> aims to ignite a passion for entrepreneurship within the Rice University community. OwlSpark provides hands-on entrepreneurship experiences and a roadmap from innovation to commercialization. Along with the accelerator program, the group's partnerships with university and community organizations create an environment that cultivates entrepreneurs and early-stage startup teams, enabling founders to share ideas, collaborate and learn from mentors. Link

Ranked among the top 20 universities in the country, <u>Rice University</u> offers students a world-class education in the heart of Houston. Rice's schools of architecture, engineering, business, music, humanities, social sciences, and natural sciences all rank among the top programs in their fields. The university houses a variety of institutes and centers, including leading think tank James A. Baker III Institute for Public Policy and the Richard E. Smalley Institute for Nanoscal e Science and Technology, the first nanotechnology research center in the world.

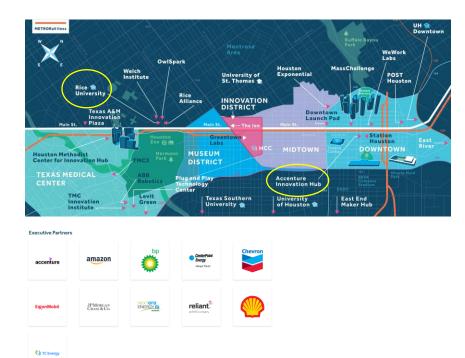
 <u>Texas Southern University</u> is one of the nation's largest historically black universities (HBCU). TSU provides academic and research programs that address critical urban issues
and prepares an ethnically diverse student population to become a force of positive change in a global society. TSU offers its more than 9,000 undergraduate and graduate
students a multitude of degree programs and concentrations. TSU is recognized for its research in innovative transportation solutions and has been designated by the U.S.
Department of Transportation as a Beyond Traffic Innovation Center.

More than 42,700 students attend the <u>University of Houston</u>, known for its groundbreaking research, entrepreneurship programs, and expertise in energy, health, and the arts. UH's location in Houston's historic Third Ward neighborhood provides students close proximity to opportunities with Fortune 500 companies, major nonprofit institutions, and arts organizations. The 667-acre campus has seen nearly \$1 billion in new construction over the last decade, from new student housing and research labs to classrooms and athletic facilities. Reflecting the DNA of our city, UH's undergraduate entrepreneurship program is consistently ranked among the top in the nation. Initiatives like the <u>UH</u> <u>Technology Bridge</u>, <u>Red Labs</u> and others help make this one of the region's leading institutions when it comes to innovation and entrepreneurship.

Texas Medical Center

Home to more than 60 premier clinical, research and education institutions, the world's largest medical center features biotech business accelerators, including the Texas Medical Center's TMCx, AT&T Foundry and Johnson & Johnson's JLABS, which provide networks to advance the development of technology companies and hasten commercialization.

- <u>The Texas Medical Center</u> is a top destination in the world for clinical health care and medical research. TMC members institutions receive significant National Institutes of Health funding and TMC is home to some of the world's leading hospitals and facilities. Within its campus, the <u>TMC</u> <u>Innovation Institute</u> houses TMCx, one of the country's largest life science business accelerators focuses on early-stage digital health and medical device companies, as well as Johnson and Johnson's Center for Device Innovation, JLabs, and the AT&T Foundry for Connected Health. <u>Link</u>
- <u>The Texas A&M University System</u> is developing a 5-acre, mixed-use complex at the Texas Medical Center. The Texas A&M Innovation Plaza will enable collaboration in engineering, medicine, research and education across three buildings. An existing 18-story office building will become the new home of EnMed, a unique two-degree program that provides students an opportunity to earn a masters degree in engineering from Texas A&M University and a medical degree from the Texas A&M College of Medicine. A public-private partnership will invest \$400 million in two additional buildings totaling 1.9 million square feet that will include a 714-bed student housing tower and a medical tower with space for clinical, biomed ical, technology and office uses. The whole project will be developed in phases with the final phase set for delivery in 2024.
- <u>TMC (Texas Medical Center) Helix Park</u> is a world-class life science campus that will unite the best minds in medicine, science, academia and commerce to rapidly drive new research breakthroughs. A first-of-its kind translational research initiative, the visionary 37-acre campus will include shared and proprietary research centers, multidisciplinary labs, healthcare institutions, a hotel and conference center, a residential tower, retail, restaurants and a unique double-helix green space. <u>Link</u>
- Silicon Valley-based <u>Plug and Play Tech Center</u> expanded to Houston in 2019. The accelerator and venture capital firm brought its energy and sustainability innovation vertical to the local office and has plans to open a medical tech vertical as well. Plug and Play works with about 30 startups in each vertical for a six-month stretch.
- <u>ABB Robotics</u> opened a robotics research facility in the Texas Medical Center in fall 2019. The 5,300-square-foot lab inside the TMC Innovation Institute is developing robots able to carry out repetitive yet delicate tasks such as sorting through samples and logging inventory.
- <u>The Houston Methodist Center for Innovation's Technology Hub</u> opened in early 2020 showcasing new digital health technologies ranging from virtual reality and wearable tech to ambient listening and voice control. The 3,500-square-foot center serves as a laboratory for digital health innovations and a hub for collaboration between doctors, administrators and subject matter experts.



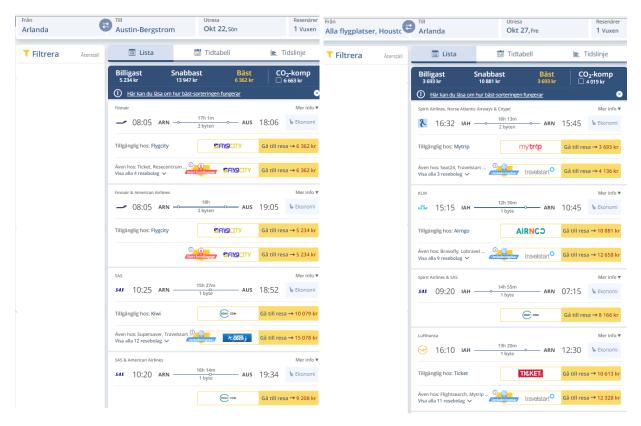
Potential flights

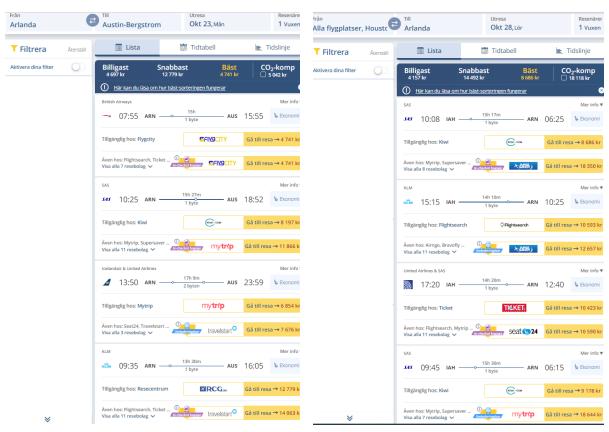
This section is only to ensure that the planned tour has reasonable flights.

Note: dates are not decided upon.

Snapshots of potential flights for Arlanda-Austin and Houston-Arlanda for Sun-Fri or Mon-Sat.

Austin Sun Oct 22nd – Houston Fri Oct 27th





Austin Mon Oct 23rd – Houston Sat Oct 28th

The Swedish participating universities are Chalmers University of Technology, University of Gothenburg, Jönköping University, Karolinska Institute, KTH Royal Institute of Technology, Linköping University, Linnaeus University, Lund University, Luleå University of Technology, Mid Sweden University, Mälardalen University, and Uppsala University. The project is spearheaded by the Swedish-American Chambers of Commerce of the USA with 20 offices: 2,500 members, 200 events annually, partnerships, and talent networks across the US.

> The Swedish American Chambers of Commerce of the USA, Inc., House of Sweden, 2900 K Street NW, Suite 401, Washington DC, 20007 info@sireus.org, www.sireus.org

