

Steering Committee – September 24th, 2024

Agenda

- Welcome
 - Minutes from last meeting
- Progress Report
 - Events & Activities
- Decision / Discussion / Information
 - Financial Report
 - SIREUS 2.0 Decision
- AOB & Next meeting

SIREUS Progress Report

- Events
 - Study-in-Sweden tour October 4th to 12th
 - October 4th – Washington DC
 - October 7th & 8th – New York City
 - October 11th & 12th – San Francisco / Silicon Valley
 - Strong Social Media push / boosting
 - SIREUS RESEARCH forum planned (“Research, Knowledge and Innovation”)
 - *Fifth RESEARCH forum on October 2nd – Deep tech investment in the life science and human performance space.*
 - *For 2025 and beyond, the SIREUS RESEARCH forum is planned to be led by Maria Brogren with support from SACC USA.*
- Social Media more activities promoting SIREUS Members & events
- Finetuning the operation and programs for 2025 and beyond
 - SIREUS ENTREPRENEURS forum
 - SIREUS MEMBERS forum
 - Innovation Tour
 - Study-in-Sweden fall 2025



Increased talent mobility and knowledge exchange between Sweden and the U.S.



SIREUS Decision / Discussion / Information

- Financial Report
- SIREUS 2.0 Decision

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SIREUS OUTLOOK AUGUST 2024



	REVENUES					EXPENSES					RELEVANT NETS				
	2023	Year to date	Forecast	Budget	Fcst - Budget	2023	Year to date	Forecast	Budget	Fcst - Budget	2023	Year to date	Forecast	Budget	Fcst - Budget
UP University Fees	\$ 273,650	\$ 204,000	\$ 224,000	\$ 220,000.00	\$ 4,000					\$ -	\$ 273,650	\$ 204,000	\$ 224,000	\$ 220,000	\$ 4,000
UP Government Support	\$ 30,081	\$ 36,019	\$ 51,519	\$ 70,000.00	\$ (18,481)					\$ -	\$ 30,081	\$ 36,019	\$ 51,519	\$ 70,000	\$ (18,481)
UP Program Director					\$ -	\$ 84,000	\$ 56,000	\$ 84,000	\$ 84,000.00	\$ -	\$ (84,000)	\$ (56,000)	\$ (84,000)	\$ (84,000)	\$ -
UP Project Manager USA					\$ -	\$ 41,059	\$ -	\$ -	\$ -	\$ -	\$ (41,059)	\$ -	\$ -	\$ -	\$ -
UP Payroll Taxes					\$ -	\$ 3,172	\$ -	\$ -	\$ -	\$ -	\$ (3,172)	\$ -	\$ -	\$ -	\$ -
UP Project Manager SWE					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
UP SACC Support					\$ -	\$ 21,600	\$ 14,400	\$ 21,600	\$ 21,600.00	\$ -	\$ (21,600)	\$ (14,400)	\$ (21,600)	\$ (21,600)	\$ -
UP Client Success SWE					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
UP Regional Efforts					\$ -	\$ 5,436	\$ 5,744	\$ 6,744	\$ 12,000.00	\$ (5,256)	\$ (5,436)	\$ (5,744)	\$ (6,744)	\$ (12,000)	\$ 5,256
UP J1 Trainee Service Fee					\$ -	\$ 2,800	\$ 2,100	\$ 3,500	\$ 2,800.00	\$ 700	\$ (2,800)	\$ (2,100)	\$ (3,500)	\$ (2,800)	\$ (700)
UP Special Resources					\$ -	\$ 1,755	\$ 1,188	\$ 2,688	\$ 5,000.00	\$ (2,312)	\$ (1,755)	\$ (1,188)	\$ (2,688)	\$ (5,000)	\$ 2,312
UP Conference fees					\$ -	\$ 36,454	\$ 22,592	\$ 40,592	\$ 35,000.00	\$ 5,592	\$ (36,454)	\$ (22,592)	\$ (40,592)	\$ (35,000)	\$ (5,592)
UP Conference Participation					\$ -	\$ 4,748	\$ 3,615	\$ 5,115	\$ 4,000.00	\$ 1,115	\$ (4,748)	\$ (3,615)	\$ (5,115)	\$ (4,000)	\$ (1,115)
UP SACC CMF					\$ -	\$ 65,400	\$ 50,000	\$ 55,000	\$ 55,000.00	\$ -	\$ (65,400)	\$ (50,000)	\$ (55,000)	\$ (55,000)	\$ -
UP Office					\$ -	\$ 43,011	\$ 33,901	\$ 38,793	\$ 44,301.00	\$ (5,508)	\$ (43,011)	\$ (33,901)	\$ (38,793)	\$ (44,301)	\$ 5,508
UP Director Travels					\$ -	\$ 13,053	\$ 4,982	\$ 9,482	\$ 15,000.00	\$ (5,518)	\$ (13,053)	\$ (4,982)	\$ (9,482)	\$ (15,000)	\$ 5,518
UP Project Manager Travels					\$ -	\$ 2,208	\$ -	\$ 4,500	\$ 4,000.00	\$ 500	\$ (2,208)	\$ -	\$ (4,500)	\$ (4,000)	\$ (500)
UP Miscellaneous					\$ -	\$ 8,087	\$ 1,849	\$ 2,849	\$ 5,000.00	\$ (2,151)	\$ (8,087)	\$ (1,849)	\$ (2,849)	\$ (5,000)	\$ 2,151
	\$ 303,731	\$ 240,019	\$ 275,519	\$ 290,000	\$ (14,481)	\$ 332,784	\$ 196,372	\$ 274,863	\$ 287,701	\$ (12,838)	\$ (27,924)	\$ 45,157	\$ 655	\$ 2,299	\$ (1,644)

BALANCE SHEET OUTLOOK

ASSETS	ACTUAL		YTD		LIABILITIES	ACTUAL		YTD	
	12/31/2023	6/30/2024	12/31/2023	6/30/2024		12/31/2023	6/30/2024	12/31/2023	6/30/2024
US Bank Account	\$ 13,080	\$ 63,050			Accounts Payable	\$ -	\$ -		
Accounts Receivable	\$ -	\$ -			Deferred Revenue	\$ -	\$ -		
Other Current Assets	\$ -	\$ -			Accrued Expenses	\$ 16,326	\$ 21,000		
Right-of-use Lease	\$ 80,100	\$ 80,100			Right-of-use Lease	\$ 80,100	\$ 80,100		
Total Current Assets	\$ 93,180	\$ 143,150			Total Liabilities	\$ 96,426	\$ 101,100		
					Retained Earnings	\$ 24,679	\$ (3,245)		
Fixed Assets	\$ -	\$ -			Net Income	\$ (27,924)	\$ 45,295		
Total Assets	\$ 93,180	\$ 143,150			Total Equity	\$ (3,245)	\$ 42,050		
					Total Liabilities & Equity	\$ 93,180	\$ 143,150		

Increased talent mobility and knowledge exchange between Sweden and the U.S.

SIREUS Affiliation of Swedish Universities

- SIREUS Affiliation of Swedish Universities
 - Preliminary document sent out last week (minor adjustment will be made)
 - No \$ nor staff resource commitment from universities – only opportunities
 - MOU is drafted following the document that was sent out.
 - MOU time period – most likely 1 yr w/ automatic 1 yr renewal
 - SACC USA will continue to be responsible for the SIREUS program
- SIREUS Affiliation of Swedish Universities
 - Preferred pricing on SIREUS offered programs
 - Possibility to direct programs to certain areas (thematic and/or geographic)
 - Firsthand contacts to other universities and other stakeholders
 - Invitations to academic workshops and seminars

SIREUS Affiliation of Swedish Universities

SIREUS (Students, Innovators, Researchers and Entrepreneurs between the US and Sweden), started as a collaboration project between The Swedish American Chambers of Commerce (SACC-USA) and initially 12 Swedish universities, focused on knowledge exchange in innovation, science, and entrepreneurship, as well as talent mobility for students and researchers between Sweden and the U.S.

With increased global competition and an accelerating pace of innovation, attracting skilled talent becomes ever more important to secure long-term economic growth. Conversely, the lack of relevant skills is one of the biggest obstacles to growth. A skilled workforce can be achieved through domestic education, by attracting foreign talent, or by individuals studying abroad or gaining knowledge in another country.

The project is supported by the Embassy of Sweden in Washington, DC and the Swedish Institute. It builds on SACC-USA's bilateral business and talent network and addresses needs identified in collaboration with the affiliated universities.

After a successful initial three-year pilot project, SIREUS has gained notability within academic circles, with concrete bilateral cooperation as a result and the stakeholders are now envisioned to create a broader network of academic institutions in Sweden. SACC USA is therefore launching the SIREUS Affiliation of Swedish Universities as the network for nurturing bilateral contacts and a platform for bilateral communication regarding innovation and research.

The SIREUS Affiliation of Swedish Universities is envisioned to be a voluntary association of Swedish universities interested in participating in the SIREUS project and potentially cooperate with American universities.

As Swedish universities affiliate, members will have the opportunity to participate in strategic academic initiatives with many American universities and possible American government/industry. The initiative has the potential to evolve multiple partnerships between Sweden and the US. The members will get a first-hand information about and the possibility to participate in programs, events and initiatives with American academia. There will be opportunity for members to participate in workshops and academic delegations in the US and in Sweden. Members are encouraged to be engaged in bilateral cooperation agreement and like activities with American universities.

Swedish universities desiring to work with the SIREUS American Affiliation of universities are eligible to apply for membership in the affiliation. To qualify for membership the university should be willing and able to:

SIREUS preliminary program offerings

- SIREUS ENTREPRENEURS forum (Denver, CO - March 2025)
- SIREUS MEMBERS forum (San Diego, CA – May 28, 2025)
- SIREUS Study-in-Sweden Tour (TBD – fall of 2025)
- SIREUS Innovation Tour (TBD)
- Offerings and prices may change



SIREUS offerings	Affiliated Members	Non-members
ENTREPRENEURS forum	~ \$ 4,000 USD	~ \$ 5,000 USD
MEMBERS forum	~ \$ 2,000 USD	~ \$ 3,000 USD
Study-in-Sweden	~ \$ 4,000 USD	~ \$ 5,000 USD
Innovation Tour	tbd	tbd

SACC USA Corporate Member will have 25-30% discount on the SIREUS programs

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SIREUS 2.0 Implementation

- SIREUS Affiliation of Swedish Universities
 - Decision on transfer to Affiliated members
- Timeline
 - September – sending out communication about the change to SIREUS members, Affiliated members in the US and all other stakeholders.
 - October – secure members to sign up for the affiliation, start changing of website content to reflect the change. WG3 decision on SIREUS ENTREPRENEURS forum
 - November – final WG meetings, WG2 decision on SIREUS MEMBERS forum in May 2025 and WG4 preliminary decision for SIREUS Study-in-Sweden fall of 2025. Social Media campaign with a strong and positive marketing message about the achievement of the SIREUS program, all stakeholders and the new direction.
 - December – Final SC and SG meetings, closing the SIREUS operation and transferring structure to SACC USA (and Embassy for SIREUS RESEARCH forum). Secure all legacy information is reviewed and prepared for next phase. Close the SIREUS financial reporting by Dec 31st, 2024

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AOB & Next meeting

- Any other business today
- Topics for next meeting
- Meetings 2024

~~January 16th @ 15.00 CET (9 am EST)~~

~~March 5th @ 15.00 CET (9 am EST)~~

~~April 16th @ 15.00 CET (9 am EST)~~

~~May 28th @ 15.00 CET (9 am EST)~~

~~August 20th @ 15.00 CET (9 am EST)~~

~~September 24th @ 15.00 CET (9 am EST)~~

November 5th @ 15.00 CET (9 am EST)

December 10th @ 15.00 CET (9 am EST)

Thank you !

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