



WG 3 “Innovation” Meeting # 17– October 8th,2024

Agenda

1. Welcome
 - a. Update on WG participants
 - b. Review of minutes from last meeting
 - c. Update on SIREUS progress
2. SIREUS 2.0 Implementation
3. WG Structure
4. SIREUS ENTREPRENEURS forum
5. SIREUS RESEARCH forum
6. Next meetings

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SIREUS Affiliation of Swedish Universities

- SIREUS Affiliation of Swedish Universities
 - Preliminary document sent out to SC members
 - 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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 - a. **WG 3 focus on Entrepreneurs forum & Innovation Tour**
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 - a. Destination Start Up – 2025. **Are you interested ???**
 - b. Next Innovations Tour ? **Are you interested? If yes – where?**
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ENTREPRENEURS

What's It All About?

The SIREUS ENTREPRENEURS forum in collaboration with CU Boulder takes place in conjunction with the Destination Startup® event in Denver. This event provides startups the opportunity to pitch their companies to investors. Previously, the forum has featured various activities such as tailored mentoring sessions for sectors such as clean tech and life science.

An Exclusive Opportunity

Explore new avenues for growth and collaboration in the U.S. market.
Connect with U.S. investors, customers, partners, and resources for U.S. market entry.
A unique opportunity to pitch among the best startups in the Intermountain West area at Destination Startup in Colorado.



What Can You Expect?

Expose your startup at Destination Startup and connect with American deep tech investors for tailored support, feedback, and advice on your venture journey in the U.S. market.
Possibilities to engage with potential customers, business partners, investors and government support actors through private meetings based on your needs.

Hubs of Innovation

Boulder is a powerhouse for research and innovation with a high concentration of research, 33 federal labs, venture capital, and deep tech companies.
Venture Partners at Colorado University in Boulder is one of the leading research commercialization units in the U.S. with top results in licensing deals and the creation of successful startups.



What is Destination Startup?

Destination Startup is hosted by CU Boulder and unites pioneering investors from across the U.S. in a compelling demonstration of how research can be propelled forward into business ventures.

What the forum offers


Unique access to potential U.S. customers and deep tech investors fast-tracking and de-risking your company journey.
Gain new connections and valuable insights to strengthen your entrepreneurial journey and prepare for a future U.S. market entry.











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ENTREPRENEURS

Denver and Boulder, Colorado

March 2025

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SIREUS member universities and innovative startups will partake in the SIREUS ENTREPRENEURS forum, held in conjunction with Destination Startup. The event will begin in Boulder where the startups will receive advice and feedback from industry professionals in preparation for the two days of Destination Startup in Denver.

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Participation fee: \$4,000 USD per university.

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Included in the price

- Tailored mentoring sessions with industry professionals.
- Opportunity to practice and receive feedback on pitches before pitching at Destination Startup.
- Pitch in front of investors at Destination Startup
- Complimentary lunch at each venue
- Information about the entrepreneurial ecosystem in Colorado and the U.S.
- Valuable networking opportunities

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To register for the SIREUS ENTREPRENEURS forum, please use the link provided [\[link\]](#)

We look forward to seeing you in Colorado on March 2025

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Innovation Tour on Request
Commitment & Payment ~5 months prior to event

INNOVATION TOUR

What's It All About?

The SIREUS Innovation tour has previously taken place in Texas where a delegation of Swedish Innovation offices from seven of the of the largest Swedish universities participated. The tour is about gaining profound insights into the vibrant startup ecosystem and innovation culture in the U.S. by engaging with key stakeholders and visiting prominent organizations in the field.

What Can You Expect?

As Texas has undergone an impressive transformation by recognizing the need to diversify its economy and explore new areas of innovation, it is the perfect place for SIREUS to reach its goal of identifying opportunities for knowledge exchange and joint projects between Sweden and the U.S., nurturing international innovation partnerships.

An Exclusive Opportunity

The Innovation Tour provides an exclusive opportunity for university representatives to deepen their understanding of the similarities and differences between the Swedish and Texan innovation ecosystems, facilitating the exchange of knowledge and best practices.

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INNOVATION TOUR

During the Innovation Tour

During the Innovation Tour, participants will meet up with universities in Texas and their innovation offices to learn more about how they work with the innovation process, and an introduction to how to take an idea to market, especially with research insights of a deep tech nature.

Why Texas?

One of the most notable changes has been the emergence of technology and innovation in Texas. Cities like Austin have flourished as tech hubs, attracting a growing number of tech companies and startups. This has created a thriving ecosystem for technology and innovation, where companies within deep tech, software development, artificial intelligence, and renewable energy have been able to grow and thrive.

More of what the tour offers

The tour provides a platform to establish meaningful connections and explore potential collaborations with Texas-based innovation hubs, universities, and startups, fostering relationships that may lead to mutually beneficial projects.

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INNOVATION TOUR

San Antonio, Austin, College Station, Houston,
 February 5th – 9th, 2024

On February 5th-9th, Swedish universities traveled to four cities in Texas and visited five universities, San Antonio: UTSA, Austin: UT Austin, College Station: A&M, Houston: Rice University, and University Houston.

Participation fee: \$2,000 USD per university.

To sign up for the event, or if you have any questions, please contact: event@sireus.org

We look forward to seeing you on our next tour in another exciting area!



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5. **SIREUS RESEARCH forum**
 - a. *Fifth RESEARCH forum on October 2nd – Deep tech investment in the life science and human performance space.*
 - b. *For 2025 and beyond, the SIREUS RESEARCH forum is planned to be led by Maria Brogren with support from SACC USA.*
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Meetings 2024 (45 min)

~~January 23rd @ 15.00 CET (9 am EST)~~

~~March 27th @ 15.00 CET (9 am EST)~~

~~April 29th @ 15.00 CET (9 am EST)~~

~~June 4th @ 15.00 CET (9 am EST)~~

~~August 27th @ 15.00 CET (9 am EST)~~

~~October 8th @ 15.00 CET (9 am EST)~~

~~November 19th @ 15.00 CET (9 am EST)~~

Thank you !

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