

California Soft Landing

Why Riverside is the best place to enter the
California and US Market



Strategic expansion blueprint for multinational
startups interested in entering the US market

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UC RIVERSIDE RANKINGS

NO. 1

in the U.S. for social mobility

– *U.S. News & World Report*

TOP 1.3%

of universities worldwide

– *Center for World University Rankings*

NO. 22

most innovative schools

– *U.S. News & World Report*



Office of Technology Partnerships: Research, Technology Transfer and Entrepreneurship

Plants



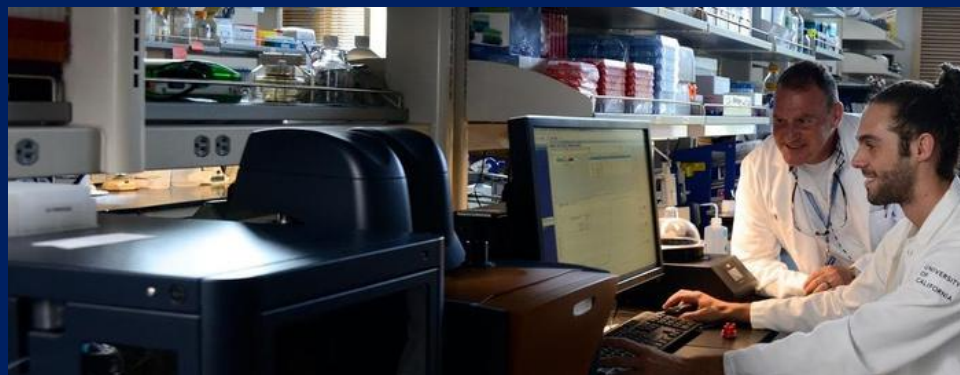
Diverse patent portfolio featuring more than 15 citrus varieties, including the Tango Mandarin, and 14 avocado varieties, such as Luna UCR™—recognized as one of [TIME's 2023 Best Inventions](#).

Ag BioTech



Professors Martha Lucia Orozco-Cárdenas and Robert Jinkerson, along with his team Nolux, were runners-up in [NASA's Deep Space Food Challenge](#).

Human Health



Professor Maurizio Pellecchia's startup, Armida Labs, Inc., based in UCR's Life Sciences Incubator, [secured a \\$2.25 million NIH award](#).

Materials Science & Chemistry



[Patented lightweight, impact-resistant technology licensed](#) to improve products in sporting goods, energy, aerospace, automotive, defense, and industrial sectors.



UC RIVERSIDE **OTP**
Office of Technology Partnerships

Concept

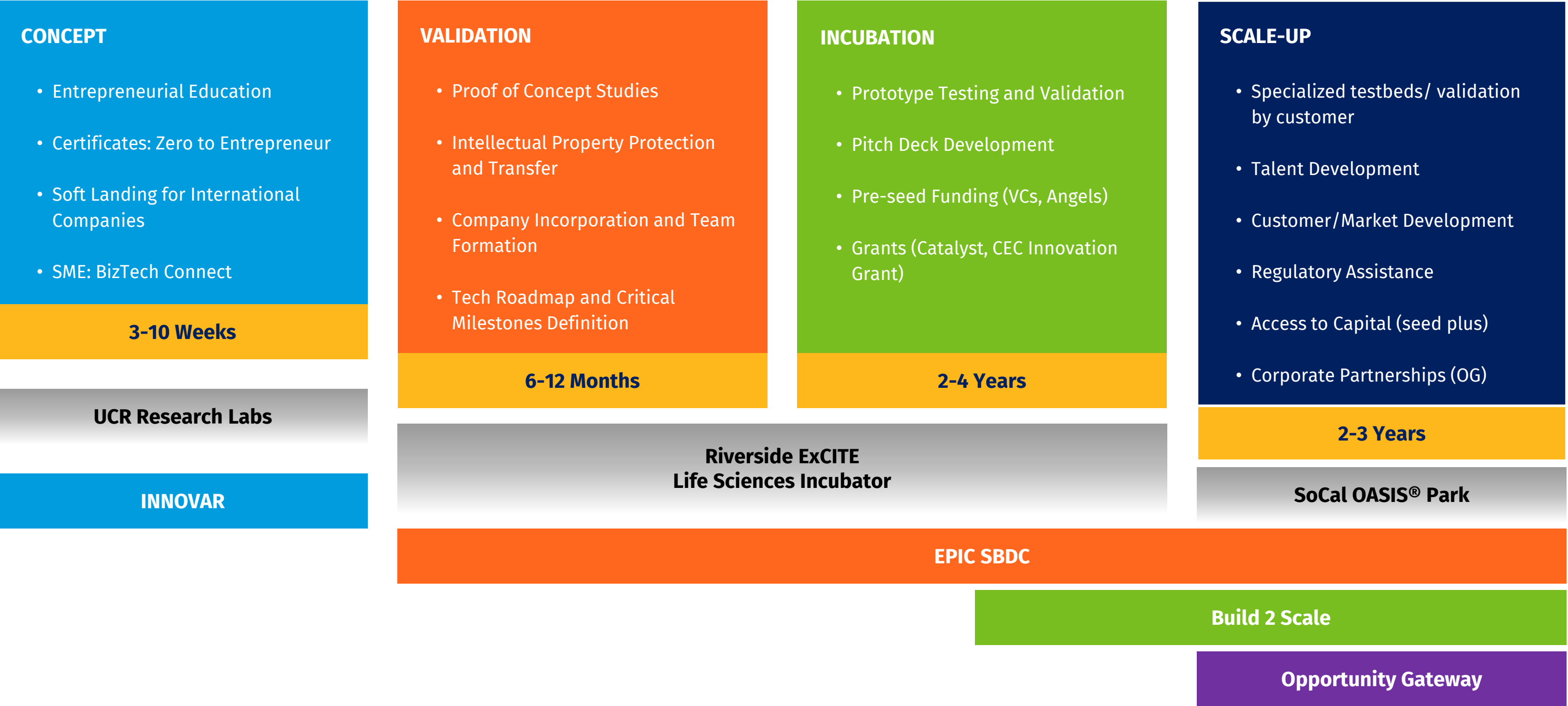
Validation

Incubation

Scale-up



OTP Delivers Comprehensive Support of the Entrepreneurial Journey



Specialized Mentorship Led by an Assigned EIR



620 Startups

Supported since 2016

2,000 Jobs

created or retained

4,000 Students

engaged

\$160 Million

in capital raised

\$72 Million

in SBIR/STTR (35% success rate)



Winners of the 2023 competition shown with judges at SoCal OASIS® Pitch Challenge Finals



Multinational Startup

Startups accelerating growth
through a strategic **international presence** and **exposure**



Soft Landing

Dedicated **assistance** and **support**
for an international presence and exposure in a...

welcoming and connected region

Inland Southern California Provides the Optimal Geographic Entry Point for to the California and US Market

Strategic Proximity:

Direct access to the massive Los Angeles, Orange County and San Diego County market

Economic Advantage:

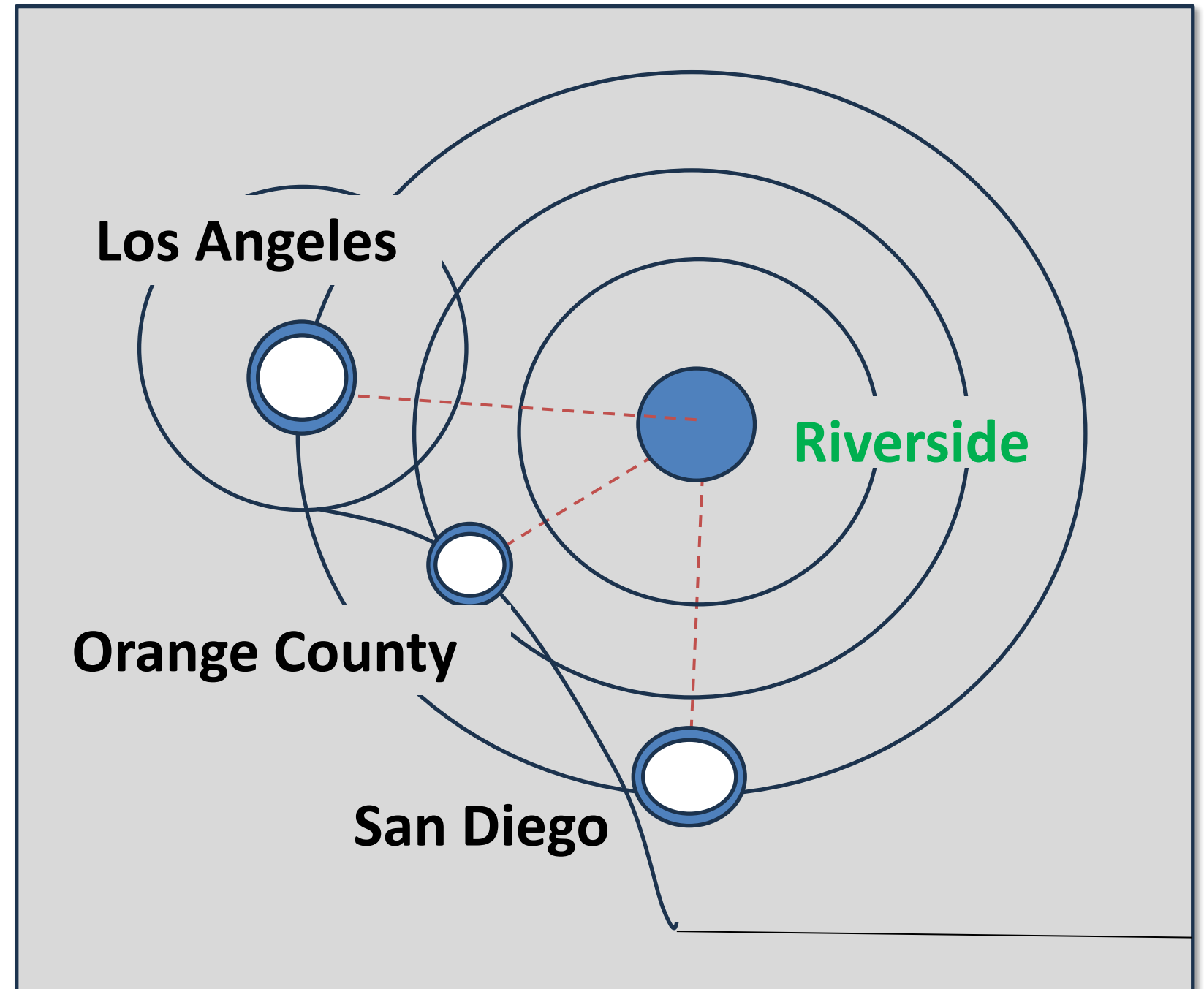
Fastest growing, most cost-effective tech hub in California for multinational companies

Human Capital:

Access to highly skilled, diverse talent from more than 20 Colleges and universities.

Guidance and Support

Access to business mentor, test beds and faculty expertise from UC Riverside



The UCR Soft Landing Platform Operates as a Dual Engine of Market and Technical Validation

Market Acceleration

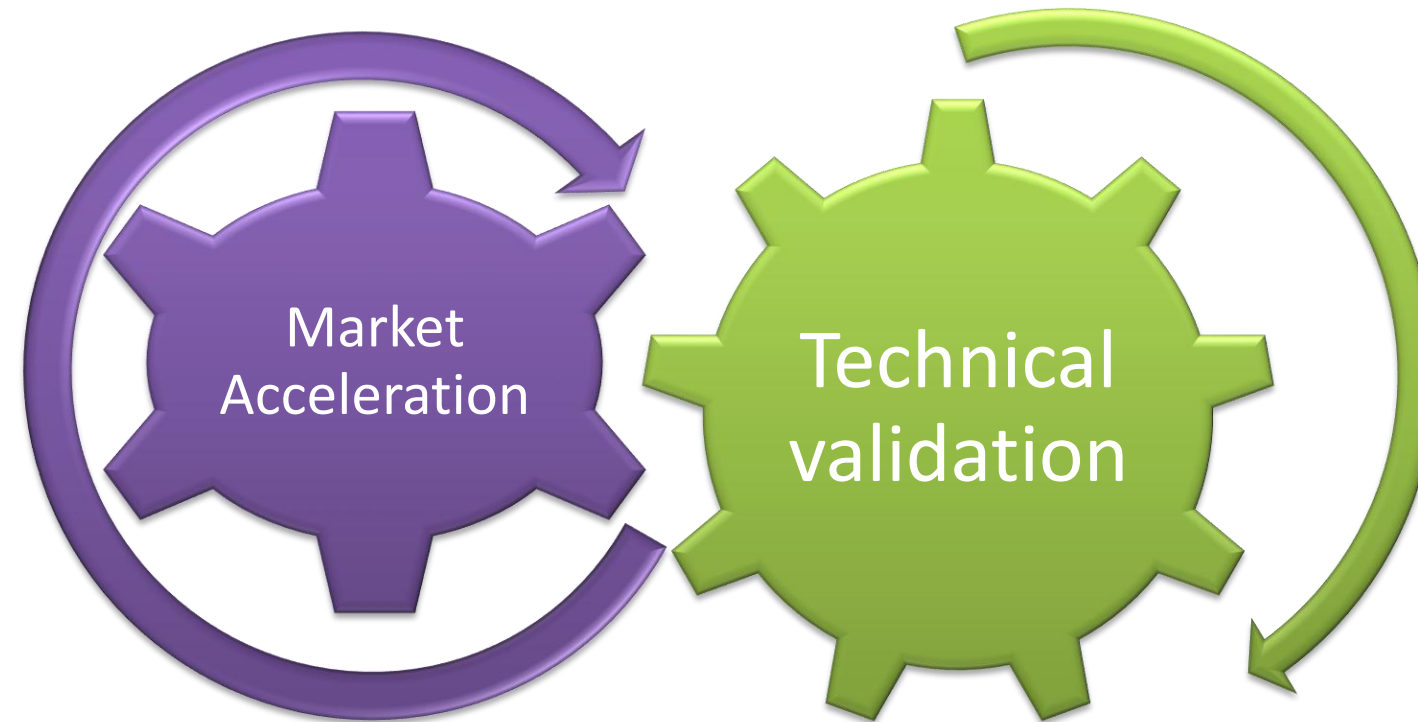
Managed by UCR OTP

**Access to 15+ Seasoned
Entrepreneurs In Residence**

**Extensive international
experience**

**Corporate partnership
development**

**Strong partnership with local
and regional government**



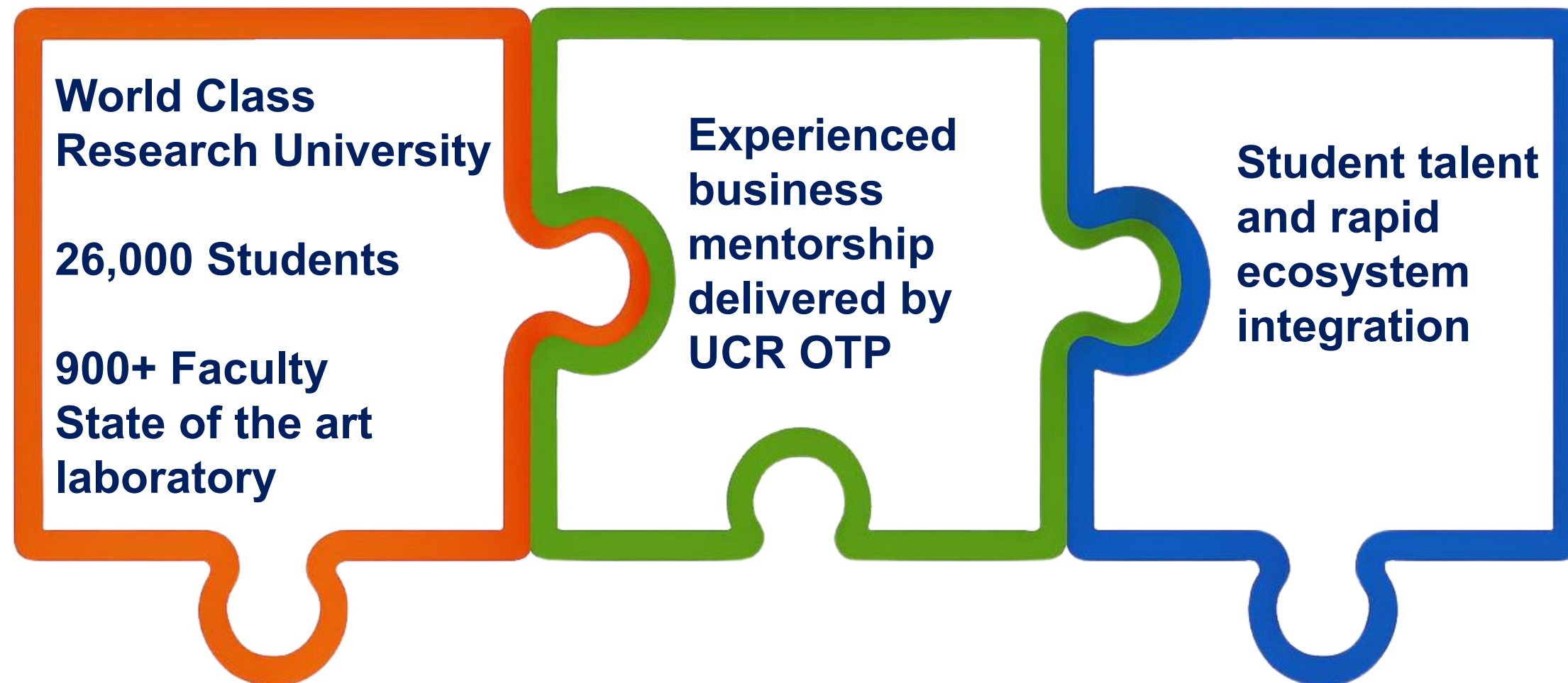
Technical Validation

**World class specialized
laboratory and test beds**

**Access to 900+ faculty
experts and student talent**

**Access to core facilities
and specialized
laboratories**

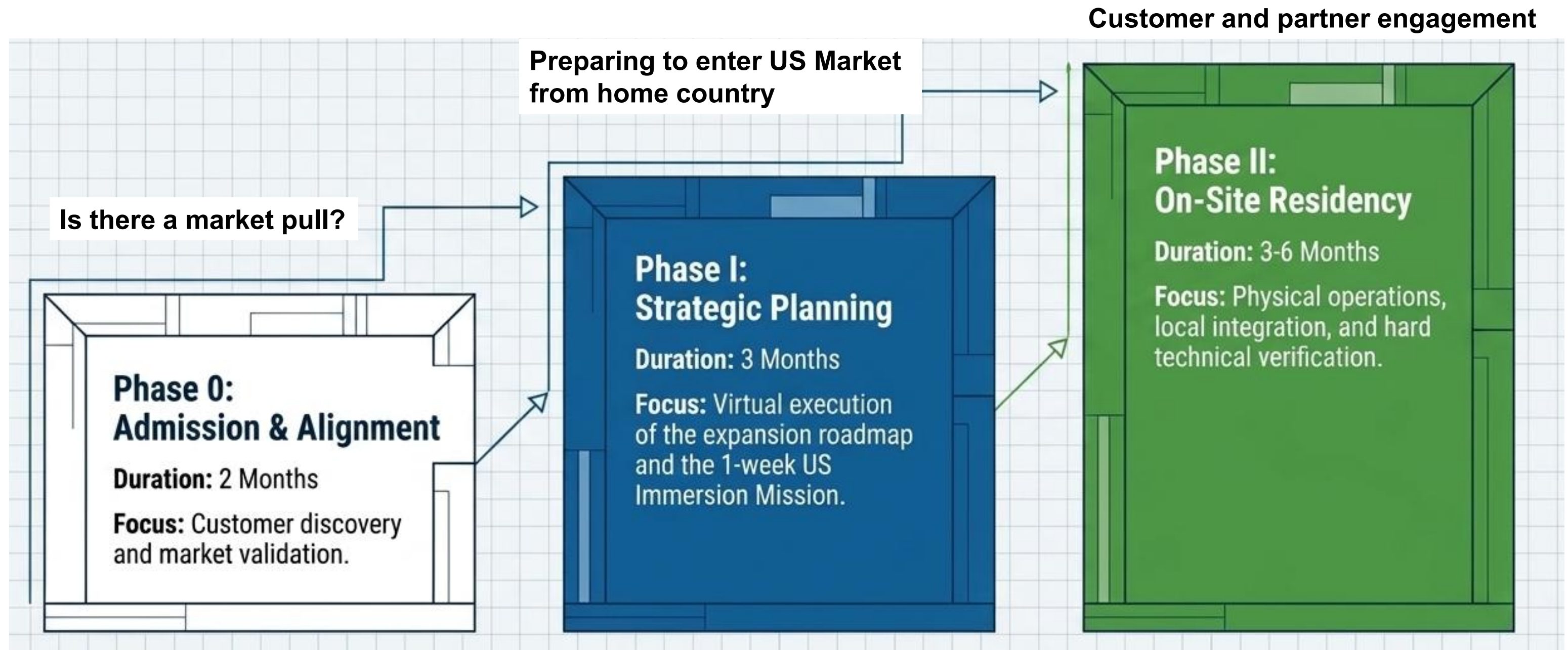
De-Risking US Market Entry Through Integrated Support Platform



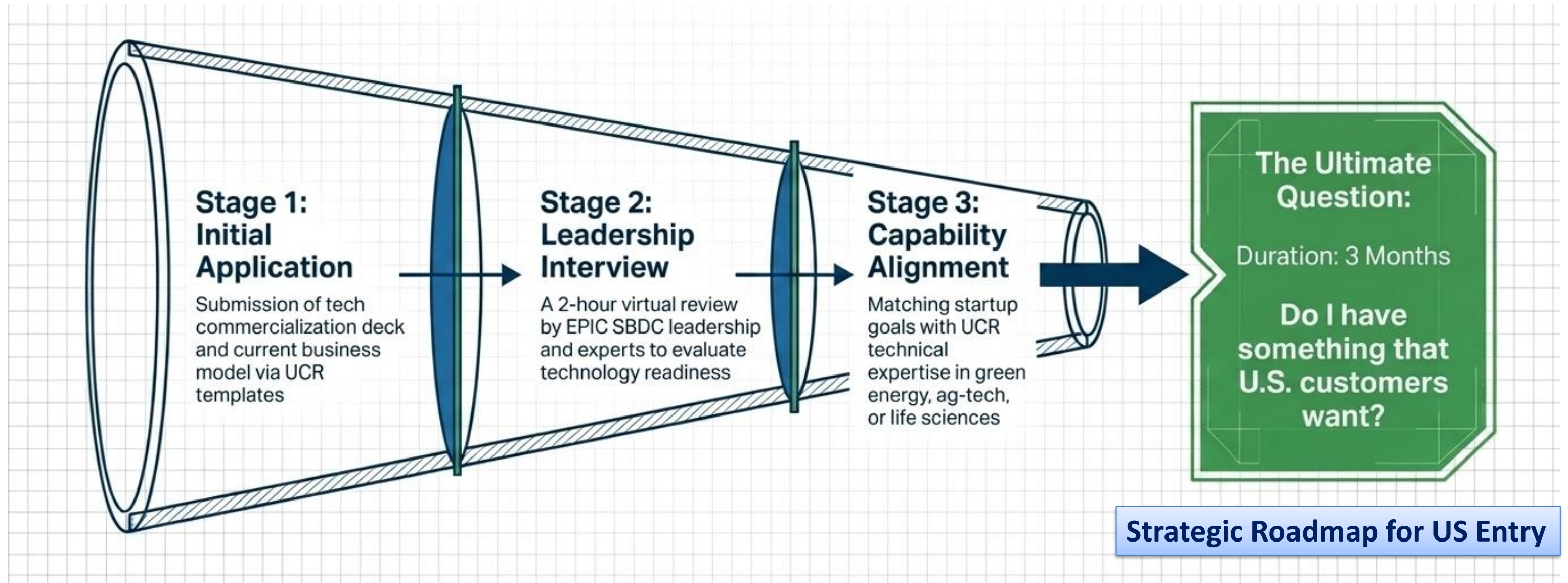
Comprehensive market expansion support from regional partners

Prevent costly market entry mistakes by leveraging UCR's tech commercialization expertise and test beds before deploying significant capital

A Structured Multi-Stage Blueprint to Explore Market Entry



Phase 0 Screening Ensures Rigorous Alignment with Regional Industry Clusters and UCR's expertise Before Capital is Deployed



Phase I Executes Strategic Roadmap Through Intensive, Guided Remote Mentorship from UCR EIRs



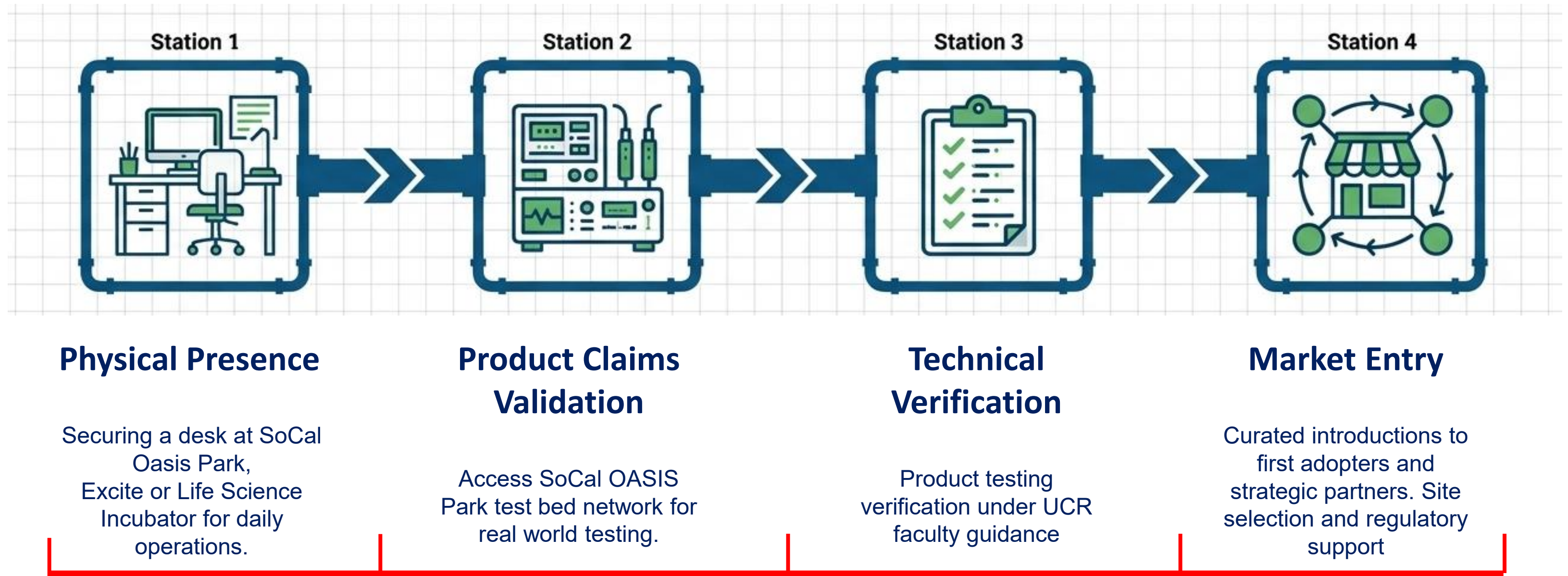
Virtual Execution

- Execution of the 3-6 month roadmap developed in Phase 0
- Targeted customer identification, rigorous preparation for US stakeholder meetings

EIR Support & Metrics

- Mentorship led by assigned EIRs alongside UCR OTP leadership
- Regular virtual meetings, progress reports

Phase II Transitions Startups Into Physical Operations and Hard Technical Verification



Timeline: 3-6 months

SoCal OASISTM Park

University of California Riverside
and regional partners



*...a physical space to promote
interaction and collaboration*

UCR's AgTech Pillars



AG Biotech

Ag Production & Crop
Protection Enhancement

Precision Molecular
Breeding

Genetic Engineering &
Gene Editing

Pest & Disease
Diagnostics



Biologicals

Soil Microbiome Health

Pollinator Health &
Protection

Control of Invasive Species

Insect Control Against
Crop Damage & Vectoring
of Disease



Next Generation Farming

Water & Energy
Conservation

Environmental
Sustainability

Urban Pest Management

Vertical Farming



Digital Precision Agriculture

Data Science

Geographic Information
Systems

Robotics

Sensors

UCR's Sustainable Transportation Expertise



Connected, Automated & Robotic Mobility

Connected & Automated Vehicles

Advanced Perception & Embodied AI Algorithms

Autonomous Robotics & Drones

V2X & Cooperative Systems

Resilient Positioning & Navigation (CARNATIONS)



Intelligent Infrastructure & Grid

Smart Microgrids & Power Systems

V2G, V2H & Grid Integration

Smart Traffic Surveillance & Signal Management

Adaptive Routing & Navigation (TERRAN)

Mini-City Urban Experimentation



Human-Centric Mobility & Policy

Routing for Health & Accessibility

Shared & Inclusive Mobility & Social Policy

Safety & Emergency Response Systems

Human-Vehicle Interaction & Human-Autonomy Teaming

Micromobility & First/Last Mile Solutions



Advanced Validation & Immersive Testing

Immersive Driving Simulators

Hardware-in-the-Loop (HIL) Simulation

Anything-in-the-Loop (XIL) Testing Platform

Digital Twins & Scaled Smart City Platform

Smart Intersection & Riverside Innovation Corridor

Socal OASIS® Physical Infrastructure & Living Laboratories



MICROGRID LIVING LABS



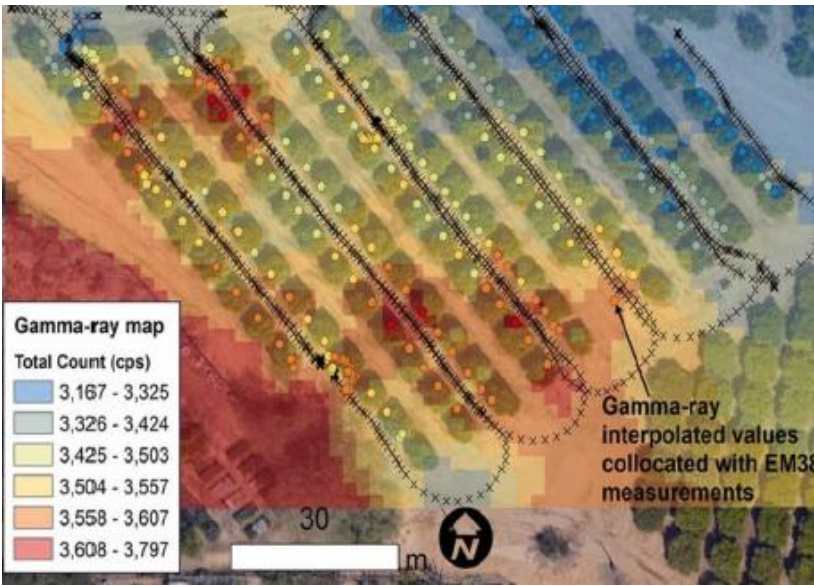
SOCAL OASIS® PARK



INDOOR/OUTDOOR DRONE AREA



NORTHSIDE AGRICULTURE & INNOVATION CENTER

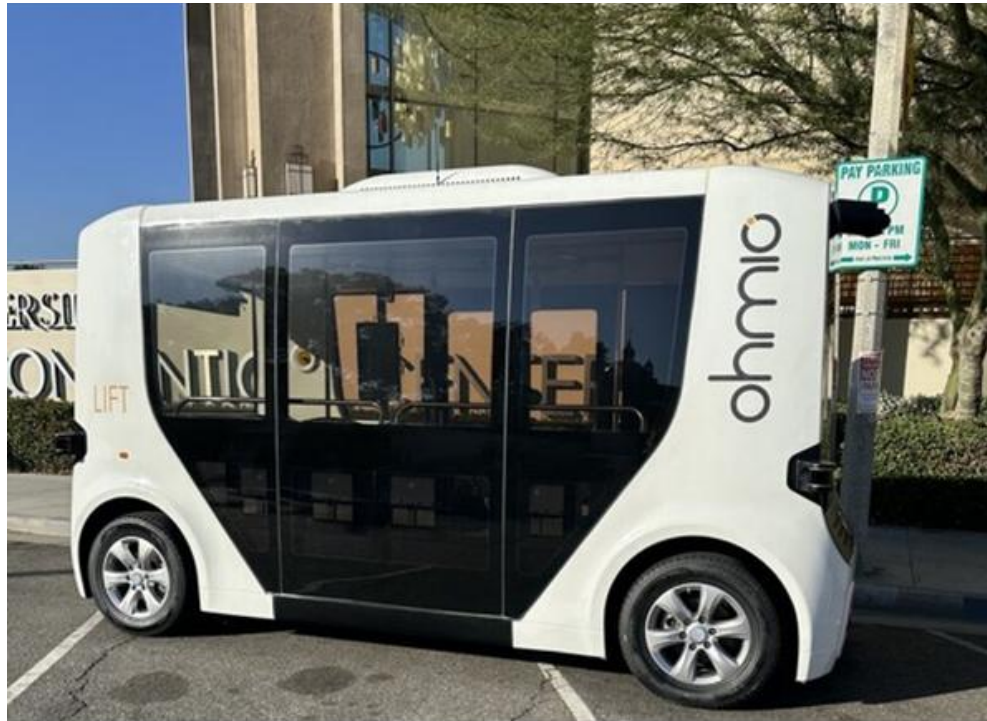


FIELDS OF THE FUTURE



SMART CITY INFRASTRUCTURE

Successful Business Attraction



OHMIO

Sustainable Transportation

New Zealand



SEEDORINA

High Precision Agriculture

Uruguay



VOLTU MOTOR, INC.

Electric Commercial Trucks

Argentina

Comprehensive Suite of Deliverables Spanning Strategic, Operational and Technical Domains

Strategic Outcomes

- US Market Commercialization Roadmap
- Comprehensive competitive analysis
- Value Proposition, market strategy roadmap
- Regulatory approach
- Capital requirements needs

Operational Setup

- Finalized US business presence in Riverside
- Site selection assistance, regional partner connections
- Connections with service providers (legal, accounting, tax)
- Support for access to funding
- Connections to talent and University leadership

Technical Validation

- In-country technical validation supported by experts
- Product claims verification at region's living laboratories
- Skilled talent pool



An Engine of Inclusive Economic Development for Inland Southern California

techpartnerships.ucr.edu