



# THE STRATEGIC LANDING PAD FOR INTERNATIONAL BUSINESS DEVELOPMENT

The New Jersey Business Acceleration and Soft Landing Ecosystem (NJ BASE) program is designed to serve as a landing pad for international companies looking to scale their operations in the United States.

The program aims to attract foreign companies by providing free, high-quality co-working space and targeted business support services.

Additionally, it offers a Business Immersion Program that connects participants with New Jersey's innovation ecosystem and market opportunities.

Located in Jersey City, NJ BASE is strategically positioned next to public transportation and near global markets, accommodating between 12 and 20 companies.

**SCAN TO APPLY**



## NJEDA AND SOSA INVITE YOU TO APPLY TO NJ BASE

How does NJ BASE support New Jersey?

### Grows key state industrial sectors

Clean Energy



Advanced manufacturing

Life sciences



Fintech

Transportation and Logistics



AI and Technology

### Attracts companies headquartered outside the United States

### Supports revenue generating companies ready to expand into the U.S.

and have sufficient capital to support 1-3 employees for 2 years

## What You Get

#### OFFICE SPACE IN JERSEY CITY

Fully funded for up to a year (space permitting), and near major public transit. Strategically located minutes away from Manhattan's financial district and New Jersey's leading corporations.



#### ACCESS TO CAPITAL PROVIDERS

Unlock demand-led matchmaking, and strategic insights needed to identify, reach, and build relationships with the right investors to fuel your long-term growth.



#### MENTORSHIP FOR MARKET ENTRY

Work alongside dedicated mentors to execute your U.S. expansion strategy, with expert office hours and hands-on workshops designed to accelerate sales, growth, and market entry.



#### PLUG INTO THE ECOSYSTEM

Engage with enterprise leaders through curated launch events, demo days, and innovation panels, and unlock partner benefits to accelerate your U.S. expansion.



NJ BASE including its 6-month Business Immersion Program is powered by the New Jersey Economic Development Authority (NJEDA) and operated by SOSA, the global innovation execution partner for governments, corporations and startups

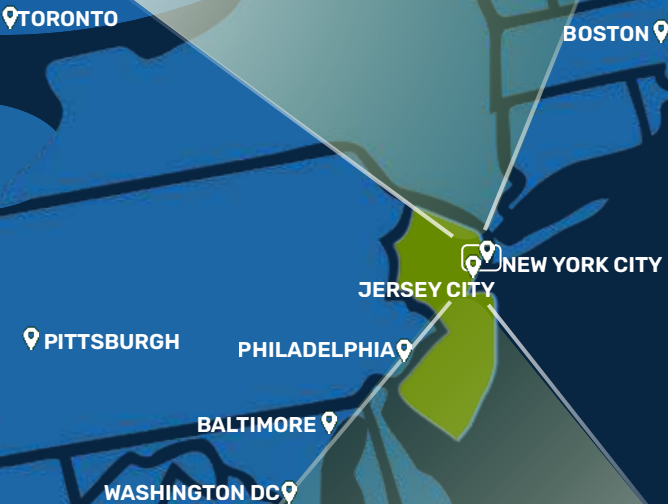
For more information drop us a note: [applications.njbase@sosa.co](mailto:applications.njbase@sosa.co)





# Launch Your U.S. Expansion in the Innovation Capital of the East Coast

Expanding to the U.S. market is a critical milestone for any global tech company. New Jersey offers the perfect blend of world-class talent, robust infrastructure, and unmatched state support to accelerate your growth. With NJ BASE, the state's flagship international landing pad and NJEDA program, operated by SOSA, founders have a fully subsidized, high-speed runway to land, scale, and thrive in the American economy.



## The New Jersey Advantage By the Numbers

**#1**

Concentration of scientists and engineers in the country

**#1**

Busiest port on the East Coast of the United States

**#1**

State with the highest income per household

**#6**

in private equity funding (\$29.9 billion)

**>\$7B**

invested in economic growth since 2018

**TOP 10**

for VC funding (\$2.6 billion) in the United States



**THE HIGHEST PERCENTAGE OF OUT-OF-STATE INVESTORS IN THE UNITED STATES**

# NJ BASE

New Jersey Business Acceleration and Softlanding Ecosystem

## Ecosystems Built for Disruption

New Jersey is actively investing in high-growth key sectors, making it a natural home for tech, finance, and life sciences innovators

### Technology and AI

Backed by a skilled workforce and strong partnerships with academia, the local tech sector is revolutionizing advancements in AI, cybersecurity, telecoms, and fintech

### Advanced Manufacturing

Pioneering new supply chain solutions, New Jersey is driving local economic growth by producing everything from food and building materials to computers and electronics

### Financial Services

Located minutes from Wall Street, the state offers the connectivity of the world's financial capital within a highly competitive and cost-effective business climate