

## Executive Master Class EMC 2025

Total Immersion Program for Growth-Stage Innovators to Enter U.S. Market

The Transatlantic Venture Association (TAVA) is a unique and dynamic initiative designed to facilitate US-market entry for European growth-stage companies by providing them with access to expertise, insights, strategic networks, resources and mentorship. It focuses on fostering growth through tailored guidance, industry expertise, and opportunities for collaboration with investors, corporates and ecosystem partners. The program aims to accelerate the market-entry & expansion of high-potential ventures, enabling them to achieve sustainable impact and market success in the United States, by putting boots on the ground in Southern California.

How to seize the current tariff situation and get my business deeper into the USA?

How do I find investors, clients and business partners as well as the right resources?

Do you think your clients and your product/market fit are the same in the US than back home? Think twice!

### Get Expert Guidance: Join the TAVA EMC Total Immersion Program

With ever shifting global dynamics, fewer growth alternatives and increased risks, the U.S. is the ultimate opportunity for European companies to capitalize on their IP and scale fast. But success in this fiercely competitive market demands thorough preparation. Pave the way to conquer the U.S. market with this top-tier masterclass program for C-Suite leaders of European growth-stage companies in innovation-based, technology sectors.

### The TAVA Accelerator Journey



A full cycle consists of the 2-week EMC Total Immersion Program in Southern California, eventually followed by a 6-month market readiness and funding phase focused on Seed or Series A rounds in the U.S. This is ideally complemented by a land-and-expand operational market entry phase, which spans a maximum of 24 months, physically located at our Orange County Accelerator Hub.

### The Executive Master Class (EMC) | DISCOVERY

Our inaugural EMC will take place at our campus facilities in Orange County, California. This two-week, boot camp-style program for C-Levels begins on **Sunday, January 11, 2026**. The program is deeply integrated into Southern California's ecosystems, offering unparalleled access to resources in strategy execution, operational excellence, cultural adaptation, funding, and expert networks—all essential for successfully launching your U.S. venture.



TAVA EMC Campus - Irvine

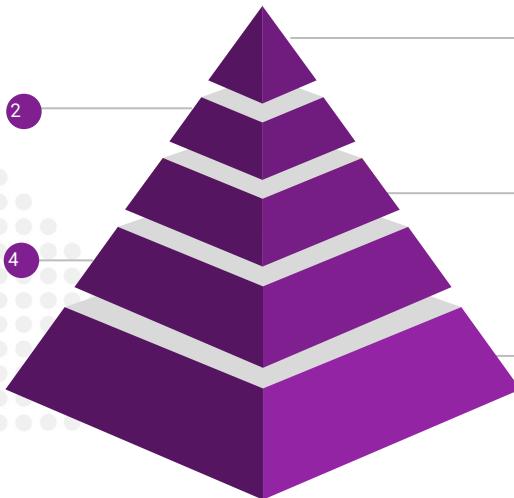
## The EMC Building Blocks

### Highlights

The VC Pitch Night, the Kick-Off with an Ambassador-hosted Dinner Reception, and the CEO Dinner-Roundtable in Orange County are just a few of the unrivaled highlights of the program.

### Thought Leadership & Mentoring

Experienced coaches provide personalized guidance and support throughout the bootcamp. Our lecturers and subject matter experts during the class hours are some of the most sought after KOLs in their field.



### Key Assets Development

Each participant will return home with an in-depth, proven and challenged go-to-market strategy, a financial plan and thorough - already VC-pitched - investment proposal to discuss with the Board of Directors & shareholders.

### Funding Track

Our pronounced “funding track” throughout the EMC will enable you to establish relationships with key investors in your industry and tailor your value proposition accordingly.

### Adaptation & Integration

Multiple field trips, networking events and “hands-on” interaction with various regional community organizations, such as Chamber of Commerce, Economic Development Agencies, Investment Funds, University Leadership and more, will give a in-depth understanding what else is required to succeed in the U.S. other than just technology.

## Curriculum Day Structure

Early Bird (6-9am)	Morning (9-12pm)	Half-Time (12-1.30pm)	Afternoon (1.30-4.30pm)	In-Between (4.30-6pm)	Evening (6-9pm)
Business as usual, or Activation Time	Market Explorer or Subject Matter Program	Business as usual, hosted networking lunch	Market Explorer or Subject Matter Program	Business as usual, individual time, transfers	Market Access - Networking Events

The EMC core concept focus on developing your “Right to Win,” which is access, expertise and cultural immersion, but also assures that you can keep track of your business back home. You will team up with 2-3 fellow participants throughout the curriculum, building a competitive squad coached by one of our Sr. Advisors, and strive to develop the most consequent strategy and investment story.

## Snapshot of Subject Matter Experts & Partners\*

 <b>Imran Currim</b> Prof. of Marketing UC Irvine Customer Centric Marketing	 <b>Suzi Engwal</b> CEO Health Tech Strategies Medical Device Sales Strategies	 <b>PEPPERDINE</b> Graziadio Business School	 <b>ORANGE COUNTY</b> Business Council	 <b>GUPTA EVANS &amp; AYRES</b>	 <b>TCA</b> VENTURE GROUP
 <b>Dionne Meyer</b> CEO Revenue by Design Strategic & Tactical Sales in the U.S.	 <b>Leonard D. Lane</b> President LL Lane Global Consult Dynamic Target Operating Model	 <b>unicorn anchor</b>	 <b>Swiss-American Chamber of Commerce</b>	 <b>SWISS USAccelerator</b>	<b>McDERMOTT + BULL</b>

\*This list is preliminary and not exhaustive

## Application Process

For more information, please visit [www.tavasocal.org](http://www.tavasocal.org) and schedule a meeting with us. You can also send your inquiries to [info@tavasocal.org](mailto:info@tavasocal.org). Registration for our 2026 EMC from 01/11 to 01/23 is now open.