**mHUB Accelerated Incubation**

*General Marketing Language for Partners*

***About the mHUB Accelerated Incubation Program***

*Headlines for website and newsletters*

[STARTUP-FACING]

“Are you the next 100M hardtech startup?”

“[COMPANY] is working to close the seed-stage funding gap for hardtech startups”

“[COMPANY] is driving early-stage investment in hardtech startups”

[PARTNER/INVESTOR/ECOSYSTEM]

“Do you know the next 100M hardtech startup?”

“Help us close the seed-stage funding gap for hardtech startups with mHUB Accelerated Incubation”

“Help us connect hardtech startups to funding and business development with mHUB Accelerated Incubation”

“Join us in accelerating early-stage hardtech innovation with mHUB Accelerated Incubation”

*Body copy for website and newsletters*

mHUB Accelerated Incubation is a six-month, hands-on startup accelerator focused on the product development and commercialization of early-stage, high-potential hardtech startups. mHUB will focus on startups building and growing demand-driven technologies in industries such as Industrial Internet of Things (IIoT), medical devices, connected buildings and home, communication technologies, smart cities, smart mobility and energy technology.

The first cohort focused on IIoT technologies, supported by corporate partners AVNET and Panduit, will begin accepting applications in late September at [www.mhubaccelerator.com](http://www.mhubaccelerator.com) with teams anticipated to land onsite in March 2021.

***About the Importance of Manufacturing Innovation***

*Headline Options*

“[COMPANY] is strengthening the U.S. supply chain with mHUB”

“Join [COMPANY] in investing in American smart manufacturing”

“We believe in strengthening smart manufacturing in the U.S. Join us”

*Body Copy*

A lesson from the COVID-19 pandemic is the need for more U.S.-based manufacturing innovation and supply chain. mHUB's Accelerated Incubation Program will support a new generation of smart manufacturers to help fuel the economic recovery.

Starting a physical product business is capital intensive and yet, there’s a huge disparity (15:1) in funding between hardtech and software, especially pre-Series A. The program will accelerate emerging technologies that help to position the Midwest to lead as we enter industry 4.0 and fuel smart manufacturing and manufacturing innovation. The first cohort focused on Industrial Internet of Things (IIoT), supported by strategic partners AVNET and Panduit, is open for applications now. Learn more at [www.mHUBaccelerator.com](http://www.mHUBaccelerator.com).