**mHUB Accelerated Incubation**

*Language for Partners*

***About mHUB***

* As a leading independent hardtech and manufacturing innovation center, mHUB exists to convene the entrepreneurial ecosystem around physical product innovation to ensure that the manufacturing industry continues to accelerate, grow and thrive.
* The mHUB community includes over 350 active and alumni startups and small businesses supported by a deep talent pool of product designers and developers, entrepreneurs, engineers and manufacturers, corporate leaders, industry experts, mentors and investors.
* mHUB provides a hyper-resourced environment to entrepreneurs with the goal of commercializing new hardtech innovation that will lead to new businesses, intellectual property, investment, revenue and job creation.

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

* 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.
  + The program will source 10 demand-driven startups from across the country to participate in the program that includes product development and prototyping, mentorship, business modeling and piloting.
* The first cohort focused on IIoT technologies will begin accepting applications today at [www.mHUBaccelerator.com](http://www.mhubaccelerator.com/) and is supported by strategic corporate partners Avnet and Panduit.
* The startups will focus on solutions to IIoT problem areas observed by mHUB, Avnet and Panduit. **Any disruptive solutions that improve efficiencies in the industrial sector will be considered**. Examples include tech driving efficiencies in:
  + Electrical and network infrastructures
  + Operational management and security
  + The manufacturing value chain
* By engaging the cohort’s high-potential startups with corporate partners throughout the incubation, mHUB works to establish market demand for the startups’ solutions from the get-go.
* The IIoT cohort is the first of six. Subsequent cohorts over the next three years will center around medical devices, connected buildings and home, communication technologies, smart cities, smart mobility and energy technology.

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

* 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 accelerator 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.
* 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.