



IC² Institute's Global Commercialization Group (GCG), in conjunction with the United States-Mexico Foundation for Science (FUMEC), operates a technology business accelerator at The University of Texas at Austin. The program, TechBA-Austin, is sponsored by the Mexican Ministry of Economy.

TechBA-Austin brings representatives of established Mexican technology businesses to Austin and provides them with office space and support for accelerating their businesses in the U.S. or international markets. Additionally, TechBA-Austin works with companies based in Mexico who are preparing for expansion, but are not yet ready to open a U.S. office. These "pre-acceleration" companies receive training and support via seminars and consultations in both Mexico and Austin.

Since 2005, more than 130 companies have received remote training. Of that group, 45 have entered into the accelerator and generated more than \$33M in revenue for their companies.

Program Components:

Dedicated business development team: A team of GCG business development experts is in residence full-time within the TechBA accelerator. This team works daily to forward the acceleration plans of both resident and non-resident companies—identifying U.S. customers or potential partners, providing information on market potential, coaching company representatives on strategy, and arranging meetings and preparing company representatives for the overall sales process and contract negotiations.

Recruitment of companies: Each year the GCG TechBA team visits with companies throughout Mexico both to inform Mexican businesses on the process of entering the U.S. market and expanding their operations and to identify the businesses that are ready for entry into the acceleration or pre-acceleration program. The GCG TechBA team works with FUMEC to choose the businesses with high potential for success in a U.S. office or in the pre-acceleration program.

U.S. market research: The GCG TechBA team conducts market research relative to the technology of each company admitted to the program. Through interviews and meetings with technology end-users, potential investors, or other potential partners or stakeholders, the team formulates strategies for expansion.

Training: Over 300 Mexican business representatives in total are trained each year through seminars delivered in Mexico at various locations, a week of seminars and intensive consultations in Austin, and webinars delivered throughout the year.

Events and business support: The TechBA program sponsors networking or showcase events for enrolled companies to meet with new customers or partners. The program also ensures that companies are supported with links to service providers, funding sources, and mentors and advisors.

For more information about the Austin program, please contact Sara Patuel, 512.305.0970, spatuel@ic2.utexas.edu.

2009 TechBA Companies by Industry

Call Center

[Telecontacto](#)

Clean energy projects, wind power

[Advanced New Energies](#)

Dentistry Medical Tourism

[Imagen Dental](#)

Educational Software K-11, Bilingual

[EDUSPARK](#)

Healthcare - EHR

[Expert Systems](#)

Internet Marketing

[MarCom Logix](#)

IT Services

Application Development

General

[Altumware](#)

[TaeIT](#)

Microsoft

[ITS Dynamics](#)

[Xemble](#)

SAS

[Stallum](#)

SAP

[Link Systems](#)

Telecom

[Telexpertise \(TXM\)](#)

Web-based

[PCS America](#)

Business Intelligence

[SIS KLE](#)

Business Process Improvement

[bintech](#)

[Consult](#)

Business Process Outsourcing

[Document-os](#)

IT Staffing

[IntraMart](#)

[Near Contact](#)

[TaeIT](#)

Internet service and support

[Communicast](#)

QA & Test

[TaeIT](#)

Service Desk/Support

[Near Contact](#)

Publications Workflow

[Dalai, Inc.](#)

Retail Loyalty Systems

[Loyalty³](#)

RFID Tool Management System

[IDZ](#)

Supply Chain Management Services

[Altumware](#)

[LCI](#)

Wind Power Projects

[Advanced New Energies](#)

Wireless Broadband Services

[WaveMAX](#)

Advanced New Energies provides a wide range of project development services to the wind power industry. From site selection, procurement of equipment, project planning and construction, to operations and maintenance. The company focuses on electrical engineering, including transmission planning and renewable energy grid integration studies. Our staff has 20 years of experience with industrial electrical project development with clients like Samsung, Sempra energy, Daewoo Orion and Mitsubishi. Regional offices in Austin, San Diego and Tijuana. www.anenergies.com

Altumware offers development and implementation of solutions in the areas of logistics, business process automation and industrial automation. Their services cover software architecture and design, quality assurance and testing and project optimization. www.altumware.com

Bintech specializes in cost management and analysis, allowing companies to increase business profitability. Benefits include:

- Accurate cost measurements of whole products, services, projects and customers.
- Identification of business profitability for every activity, customer, product, and distribution channel.
- Design of efficient cost reduction initiatives and commercial strategies.
- Definition of performance indicators for an entire company directly related to cost.

www.codix-abm.com

bioGRASS Extra is a non-toxic and environmentally-friendly solution that cleans oil pollution. The vegetable extract breaks down the hydrocarbon structure of the oil and turns the residue into a fertilizer base. The process has been tested and patented in Mexico and is a superior alternative to current processes that require confinement and removal of the affected area. www.biograssextra.com

Communicast: provides internet service and technical support to business customers. The company has been competitive by offering internet service to customers that are not served by any other service provider. The company also offers technical support to help users remain connected to their network and also monitors their clients' networks to ensure safety and stability of their connection.

Consult is a consulting firm specialized in Business Process Improvement. For over 15 years, it has participated in large, complex projects for banks, retailers, government agencies around the world. Our value proposition is based on three major practices: Information Intelligence (understanding the way you do business); Process Intelligence (improving your way of doing business); and Risk Intelligence (assessing the risk of doing business). We bring this expertise coupled with digital writing solutions to increase efficiencies. www.digital-writing.com

Dalai, Inc. provides technological solutions for the efficient production of printed and online publications produced by a workgroup, such as newspapers, magazine, catalogs, shoppers and books. Client benefits include productivity increases, lower costs, better management capabilities, and cross-media publishing readiness. www.dalai.com

document-os is a business process outsourcing company. We help our clients increase margins and efficiencies by performing many of the back-office processes they previously performed in-house. We have a strong emphasis on high volume, fast turnaround document capture and indexing. With two redundant plants in the interior of Mexico and more than 16 years serving clients in the United States, we are ideally positioned to be your outsourcing vendor of choice. www.document-os.com

EDUSPARK provides world-class, holistic learning technology and content that increases the academic performance of children from pre-K through high school. The learning tools are based on the latest neuropsychological research to develop motor, linguistic, cognitive and leadership abilities. All of the courseware is in Spanish and English.

www.eduspark.com

Expert Systems was founded in 1982 and provides an integrated software solution for the healthcare industry: MedSys. We focus on SMB such as clinics, hospitals, not-for-profits, government and the private sector. We offer an ideal solution for healthcare-related organizations moving to a new business model based on bundled healthcare packages with a fixed price, thereby controlling costs, including electronic medical records and health plans. Member of the Health Level 7 (HL7) organization.

www.expert.com.mx

IDZ Technology, Inc. is an expert in the development and integration of various ID technologies with value-added information management systems. IDZ's Solutions Suite include ITELATIC which provides 100% tool accountability, automatic management, readiness, and FOD (Foreign Object Damage) prevention. Other tools include Real Time (RT) manufacturing suite for real time production line visibility and control, RT Warehouse Management, and RT Tracking. Customers include Nissan, Selther, Lamosa, and Dyess Air Force Base.

www.idzonline.com

Imagen Dental is a one-stop health clinic specializing in world-class, cost-effective dental, optical, and auditory medical care. Services are provided in-house in a convenient and affordable manner. ID currently owns 17 clinics and has extended 2 franchises. ID has treated over 500,000 patients in the past 13 years, and has forged strategic alliances with leading health technology companies such as Siemens, Kerr, and other international companies. Today, the company has 320 employees, including 190 doctors and 40 specialists.

<http://www.imagendental.com>

International Collaboration Systems (ICS) has been developing collaborative solutions since the inception of workflow and groupware. Our Corporate To-Do List (CDL) product allows you to organize your ideas and assign action items to employees within your company. You have control of all non-structured assignments you need to execute in order to run your company. ICS has been an IBM/Lotus Partner for 8 years and all of our engineers are IBM-certified.

www.collaboration-systems.com

IntraMart offers software development outsourcing and IT staffing with emphasis on business intelligence tools for strategic and operational levels. Encouraging our customers to focus on

their [core competencies](#). Our expertise includes Business Activity Monitoring solutions based on ADOBE FLEX, .NET, JAVA, interacting with several databases. We transform printed-reports into real-time dashboards and scorecards delivering control with great performance and usability for better decision-making. www.intramart.com

ITS Dynamics: 20 + years of experience with IT solutions for the fashion, tire, automobile and construction industries. Its certified and experienced team of business consultants has helped more than 120 companies integrate best practices and efficiencies into their processes. As a Microsoft Gold Certified Partner with offices in the U.S., Mexico and Chile, ITSSA has managed international projects and earned the Microsoft President's Club award for 5 consecutive years.

www.it-soluciones.com.mx

www.businesspeopleinside.com

LCI is a 100% on-demand business application solutions provider. Founded in 1996, LCI is a leading provider of Supply Chain Management (SCM) and Global Trade Management Solutions (GTM) for large, medium, and small businesses. Our goal is to enable you to make better, faster decisions in a fiercely competitive global market. With LCI, companies can unite their departments and all elements of the supply chain in a single, powerful, global application.

www.supply-track.com

Link Systems provides customers with in-depth expertise in SAP services both domestically and internationally. Today, companies require IT business solutions that are competitive, efficient, and add value to their products and services. Link Systems provides a nearshore software development factory for carrying out your IT initiatives by improving software development productivity and lowering your IT Investment with SAP staff augmentation and help desk services. www.linksystemsusa.com

Loyalty³ helps retailers and restaurant chains generate more revenue from existing customers. With over 10 years of experience combining marketing and technology, Loyalty³ has developed a new generation of loyalty programs focused on maximizing the profitability of business-customer relationships. Loyalty³ integrates customer information, rewards, direct communication and marketing into a single solution. It helps track and address loyalty opportunities throughout the customer lifecycle: from retaining first-time customers to improving customer experience; from increasing the frequency of visit to maximizing customer's average spending. www.loyalty3.com

MarCom Logix - Simple communication for complex innovations. MarCom Logix is a marketing firm specialized in new media solutions to market high-tech products and innovations. With proven experience marketing to engineers, developers, scientists and CIOs, the company helps high-tech firms build compelling product messages that *truly capture qualified leads in target markets*. Through a balanced mix of certified methodologies and creative services, MarCom Logix delivers real business connections that no traditional agency can match.

www.marcomlogix.com

Near Contact For more than 14 years, Near Contact has delivered successful IT services to small, medium and large companies. Technical Support/Customer Service: we build dedicated technical support/customer service teams around your product, technology or campaign for internal staff/end users. Software Development: .NET and JAVA technologies using CMMI-MLII standards. Network Support: Cisco premier certified services with customized support policies. www.nearcontact.com

PCS America is a software development enterprise, specialized in web-based solutions. PCS America helps lower your operating costs and increase your profitability through the optimization of your processes. PCS America offers customized applications and solutions for CRM, help desk, distribution management, medical scheduling, and biometrics. PCS America does not replace the software that you already own, but coexists with them in order to maximize your investments, and in order that our products can exchange information with other applications. www.pcs-america.com

SIS KLE provides a sophisticated IP for Business Intelligence integrated into customers' POS, Merchandising and Supply Chain management systems. Founded with an attitude of doing things differently by offering quantifiable benefits to clients with information systems technology projects. As part of our competitive strategy, SIS KLE has developed OEM relationships with IBM and Microstrategy in the U.S. as value-add partners, in order to provide solutions that are tailored to the specific client business processes. www.siskle.com

Stallum provides efficient and effective staffing services for your SAS projects. We are the original SAS partner in Mexico and Latin America, with more than 11 years of experience. Our certified consultants have participated in complex business intelligence and warehousing projects. Stallum's aim is to successfully contribute to strengthening our clients' business through professional talent, excellent service and business intelligence tools. www.stallum.net

TaeIT Tae IT provides clients with professional IT services and solutions, bringing together the talent of more than 150 IT professionals with more than 25 years of experience. With business presence in the US, Mexico and Spain, we offer services and technologies including software development (Java, .Net, Oracle and COBOL/CICS), software testing, business intelligence, MS SharePoint, Oracle and SQL Server DBA's, and Oracle ERP implementation. We offer staffing, fixed price engagements and on-site or nearshore outsourcing services. www.taeit.com

Telecontacto is a provider of Business Processes Outsourcing (BPO). We are dedicated to the implementation and development of business strategies focused on Customer Service, Telemarketing, Call Automation, Direct Marketing, Promotion and Sales of products and services. Our services include: Customer administration, Telemarketing sales and promotion (Up-sell, Cross-sell), Collections, Back office processes: data capture, item processing, Automatic outbound messaging, Multi-Channel response: Telephone, E-mail, Chat, Fax, IVR, Web call-back. www.telecontacto.com.mx

Telexpertise (TXM) is a telecom software services firm with extensive experience implementing Operation Support Systems solutions (OSS) and Value Added Service (VAS). Our domain

expertise covers a wide range of OSS including: fulfillment, assurance and billing. Our range of services covers systems integration, product development, outsourcing, quality assurance and solution support. www.txm.com

WaveMAX Corporation provides a broad portfolio of business and technology solutions to help its clients implement broadband internet wireless projects in unserved and underserved areas. We have developed an integral solution including WiMAX-based technology, VoIP core, AAA, OSS/Billing, Network Management for a cost-effective turnkey system that provides wireless broadband internet with voice and data services. WaveMax Corp provides assistance in processing the USDA/NTIA loan application including comprehensive consulting services. www.wavemaxcorp.com

Xemble Technologies, Inc. is a leading provider of business integration solutions using BizTalk Server and Service Orientated Architecture (SOA). They help enterprises of all sizes to cost-effectively streamline operations by connecting people, processes, and applications with their customers and suppliers. Xemble has been a Microsoft Certified Gold Partner in the BPI Solutions Group since 2003. The nature of their solutions is horizontally process-centered, and applies across multiple vertical markets. www.xembletech.com