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## Press release

### LEAD assigned to run Accelerator in the US

To create a landing zone for Swedish start ups, the Swedish governmental agencies Innovationsbron and Vinnova are opening an Accelerator in San Diego USA. The Accelerator goes under the name of Accelerat.us and will be run by the Swedish business incubator LEAD. The purpose of the accelerator is to give Swedish high-tech start-ups the opportunity to establish and grow in the US market.

- Swedish high-tech start-ups with great potential for development must have access to international markets. It is important, especially in these times, to build and strengthen bridges to the emerging markets, such as the US and to make concrete progress. San Diego will be a solid location for creating this great opportunity for Swedish start-ups within the US, says CEO of LEAD Christian Berger.

Accelerat.us is a unique opportunity for young Swedish companies to get access and contact with relevant markets and establish a physical presence in the U.S. Similar to the way LEAD operates in Sweden, the companies will receive adaptive coaching, office space and access to industry-specific networks and events.

- USA is by nature a very interesting market for Swedish start-ups. Not only for its size but also culturally and linguistically, and the industrial infrastructure is very similar to Sweden, says Tomas Hagenfeldt from LEAD, whom will be responsible for Acceleratus.

The Acceleratus office is located in San Diego close to businesses like SALK Institute, Qualcomm and others. San Diego is one of the largest high-tech regions in the U.S. Access to venture capital is good and the region is center for the microelectronics, medical technology, biotechnology and defense industries. Furthermore, Silicon Valley which is home to many of the world's leading software companies is not that far away.

For more information please contact:

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**LEAD is a Swedish business incubator** supporting the development of unique and innovative start-ups with high growth potential within the fields of life science, electronics and visualization. Through a quality assured process, LEAD supports start-ups for a three year period. The process is lead by qualified business coaches that prepare the companies for sustainable growth. [www.leadincubator.se](http://www.leadincubator.se)