



CHOOSE NEW JERSEY

# TECHNOLOGY INDUSTRY GUIDE

choose:  
new jersey

# TECH INNOVATION

Launch, test, invent and make history in New Jersey



BIRTHPLACE OF  
DIGITAL  
CELLULAR  
TECHNOLOGY



INVENTED C++  
COMPUTING



9 NOBEL PRIZE  
WINNERS FROM  
BELL LABS



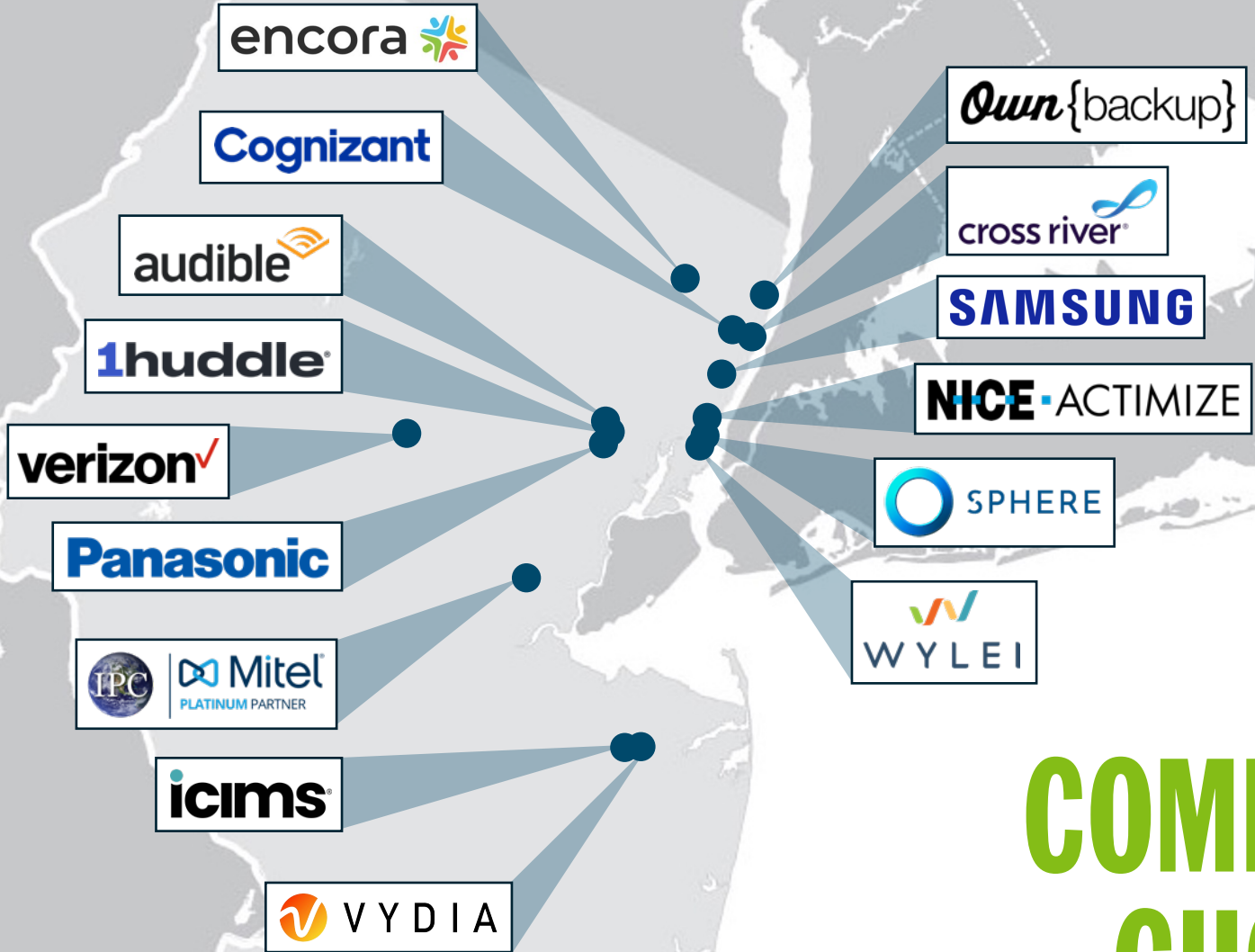
HOME TO AUDIBLE'S  
INNOVATION  
CATHEDRAL

80,000 sq. ft. work  
space inside a  
restored church  
housing 400  
employees



LARGEST IT  
TELECOM PROJECT  
IN U.S. HISTORY

iconectiv



# TOP TECH COMPANIES ALREADY CHOSE NEW JERSEY

Be among your peers growing here



**NEWARK**

Train times from Newark Penn Station

# LOCATION

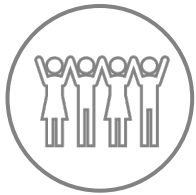
Discover a global gateway to greatness

**38M** Consumers within 150 miles/241 km

**\$2.9T** In GDP within 150 miles/241 km



HIGHEST CONCENTRATION  
OF SCIENTISTS AND  
ENGINEERS IN THE U.S.



42% OF RESIDENTS HAVE  
BACHELOR'S DEGREES  
OR HIGHER



#2 HIGHEST CONCENTRATION  
OF STEM DEGREES AWARDED  
IN THE U.S.



# TOP TALENT

We are the Smartest State in America for a reason

# WORKFORCE

Hire from a robust labor pool

|                         | NEW JERSEY | NEW YORK-NEW JERSEY<br>MSA | BOSTON-CAMBRIDGE<br>MSA | SAN FRANCISCO-<br>BERKELEY-OAKLAND<br>MSA | SAN DIEGO-CHULA<br>VISTA-CARLSBAD MSA |
|-------------------------|------------|----------------------------|-------------------------|---|---------------------------------------|
| TECH DEGREES<br>AWARDED | 41,000     | 103,000                    | 47,000                  | 22,000                                    | 20,000                                |



# HIGHER EDUCATION

Advancing tech breakthroughs



- ▶ #1 university in the U.S. for 11 consecutive years



- ▶ \$750.8M in R&D spending & 1,300+ patents in 2019



- ▶ Home to South Jersey Technology Park (SJTP)



- ▶ Established 6 industry-facing innovation divisions

# NEW JERSEY'S ECOSYSTEM

A robust community supporting  
the tech industry

PROPELIFY  
Annual festival for  
innovators on the  
Hoboken waterfront

LEADING VCs  
Newark Venture Partners  
Edison Partners  
Tech Council Ventures  
HAX



GOLDEN SEEDS  
NEW JERSEY CHAPTER  
Raising capital and  
mentoring for women  
entrepreneurs

NJ TECH COUNCIL  
Advocacy organization  
that provides business  
development, education  
& networking





# OUR STARTUP CULTURE

Entrepreneurs are thriving in New Jersey



TOP 10 STATE FOR VC DOLLARS INVESTED, TOTALING \$5.5B IN 2021



WORLD'S HIGHEST PERCENTAGE OF FEMALE STARTUPS – JERSEY CITY



TOP 10 BEST U.S. CITIES FOR COMPUTER PROGRAMMERS BASED ON COST OF LIVING AND JOB OPPORTUNITIES – NEWARK

# INCUBATORS & COWORKING SPACES

New Jersey can accommodate companies at every stage of growth



## NEWARK VENTURE PARTNERS LAB

12-week bridge-to-seed accelerator program that gets startups to scale successfully

## KEARNY POINT BUILDING 78

Loft-style flexible offices and coworking space for small companies in a converted shipyard

## VENTURELINK@NJIT

New Jersey's largest incubator and coworking space with mentoring services for entrepreneurs

## SOUTH JERSEY PARK (SJTP) INCUBATOR AT ROWAN UNIVERSITY

Tenants receive funding, marketing and licensing guidance within Rowan's expert network

## COLABS AT BELL WORKS

Think big, get creative, and exchange ideas within a historic metroburbs

# BUSINESS ASSISTANCE

NJEDA offers funding and mentoring to help you grow

## NJ FOUNDERS & FUNDERS

Held biannually, entrepreneurs meet with venture investors one-on-one to give honest, open feedback on business models, strategy and technology.

## NJ COVEST FUND

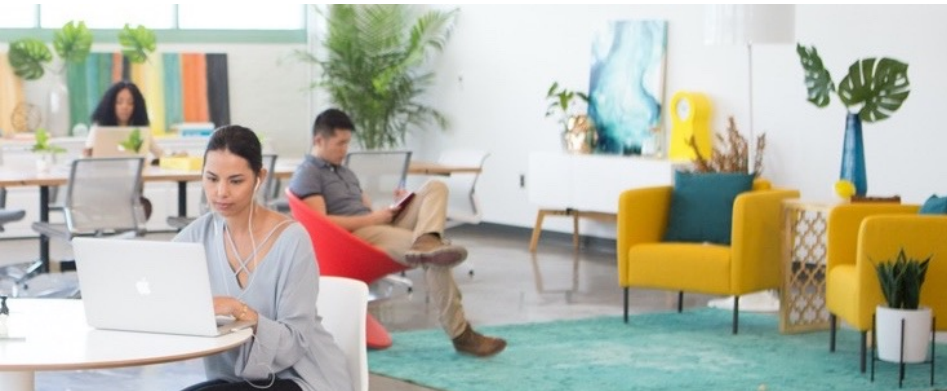
Seed funding between \$100,000 – \$250,000 is available to New Jersey life sciences companies to further commercialize their technology and scale revenues.

## EDISON INNOVATION FUND

Structured as convertible debt, early-stage companies are provided growth capital to directly fund hiring key staff, product marketing and sales.

## NJ IGNITE

Entrepreneurs are eligible for free rent support in qualified coworking spaces.



"Thanks to the money we're saving on rent with NJ Ignite, we'll be able to hire additional engineers to build out our product line. Our space in Kearny Point is perfect for our current needs, but also affords us the necessary space to grow."

Vadim Gurevich, CEO, Carbon22

# BUSINESS ASSISTANCE

NJEDA provides the support for your business to thrive

## ANGEL INVESTOR TAX CREDIT PROGRAM

Enables qualified, unprofitable New Jersey-based tech companies with fewer than 225 U.S. employees (including parent company and all subsidiaries) to sell a percentage of net operating losses (NOL) and R&D tax credits to unrelated profitable corporations for at least 80% of their value.

## TECHNOLOGY BUSINESS TAX CREDIT TRANSFER (NOL)

Investors in a qualifying New Jersey tech business may benefit from a 20% investment tax credit. An additional 5% bonus is available for a business located in a qualified opportunity zone, low-income community, or is certified as minority or women-owned.

The logo for RADIUS8, featuring the word "RADIUS" in white and the number "8" in orange, set against a dark blue background with a blurred image of a person in a suit.

## RADIUS8

Princeton-based Radius8, Inc., a localization platform that enables retailers to better reach consumers, credits these NJEDA programs for its ability to scale up and attract major global clients like Adidas.

# WHAT WE CAN DO FOR YOU



## MARKET INTELLIGENCE

Receive customized Request for Information (RFI) responses



## SITE SELECTION ASSISTANCE

Find and tour properties that meet your requirements



## STATE RESOURCES INFORMATION

Benefit from New Jersey incentives and workforce development initiatives



## INTRODUCTIONS TO PUBLIC + PRIVATE PARTNERS

Meet Higher Education experts and legal, staffing or accounting providers



## PUBLIC RELATIONS SUPPORT

Publicize your good news after you locate in New Jersey

# GET TO KNOW US

We guide businesses in establishing or expanding operations in New Jersey. We help companies find opportunities for growth and innovation.

We market New Jersey - The State of Innovation - around the world as the best place in the U.S. to live, work, play and do business.

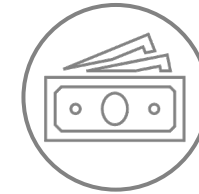
Our results since 2010:



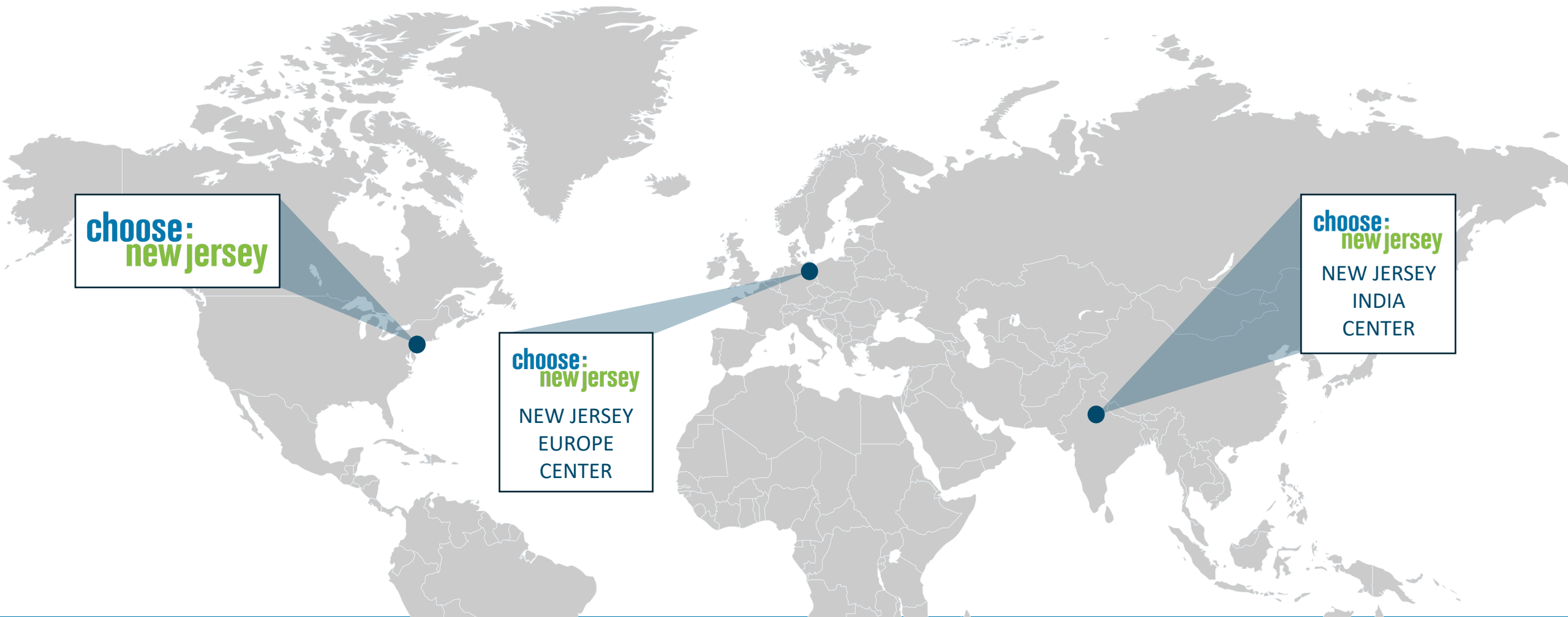
335 COMPANIES  
LOCATED OR  
EXPANDED IN NJ



39,000 NEW &  
RETAINED JOBS



\$7.7B IN CAPITAL  
INVESTMENT



**choose:**  
new jersey

**choose:**  
new jersey

NEW JERSEY  
EUROPE  
CENTER

**choose:**  
new jersey

NEW JERSEY  
INDIA  
CENTER

# CHOOSE NEW JERSEY OFFICES

A world of opportunity



# LET'S GET STARTED

Ready to take your business to the next level? We're here to help.



**BILL NOONAN**

Business Development Director

Office: +1 609.297.2192

[wnoonan@choosenj.com](mailto:wnoonan@choosenj.com)



# OUR LEGACY OF INNOVATION CONTINUES WITH YOU

**choose:  
new jersey**

LEARN MORE AT [WWW.CHOOSENJ.COM](http://WWW.CHOOSENJ.COM)