



**New Jersey Economic Development Authority
New Jersey Business Acceleration and Soft Landing Ecosystem
Notice of Funding Availability**

The New Jersey Economic Development Authority (“NJEDA or “Authority”) will begin accepting applications for the competitive New Jersey Business Acceleration and Soft Landing Ecosystem program (“NJ BASE” or “Program”) on May 4, 2026 at 10:00 am EDT. Applications must be submitted by June 15, 2026 5:00 pm EDT.

The Program will make available a three (3) year leased office space by NJEDA that is valued at \$1,287,990 to serve as high-quality co-working space, targeted business support services. This office space will support a Business Immersion Program (“BIP”) that connects participants with New Jersey’s innovation ecosystem and market opportunities for international companies scaling their operations in the United States. Additional details regarding BIP can be found below.

No application fees will be charged for this program. The application can be accessed at: [NJ BASE - NJEDA](#).

Purpose and Overview

On June 11, 2025, the Authority’s Board approved the Request for Proposals and the lease of the New Jersey Business Acceleration and Soft Landing Ecosystem, which is an NJEDA-led initiative to serve international companies that wish to scale their operations and enter United States market. This program is funded by the NJEDA and will allow international companies that are selected to receive office space as a “landing pad” in New Jersey and support services free of charge. NJ BASE Program’s support of companies will lead to more investment, jobs, and innovation, which will contribute to the growth of the state's economy. This Program also increases New Jersey’s competitiveness with other U.S. states that offer programs and incentives to attract Foreign Direct Investment (FDI).

In September 2025, the Authority’s Board approved the award of the New Jersey International Landing Center Contract (2025-RFP-252) to SOSA USA LLC (“SOSA” or “Operator”), to serve as the Operator for NJ BASE. SOSA will guide companies into the U.S. market from New Jersey by creating and managing the BIP, leading on marketing materials, and leveraging their global network for participant recruitment. Further, SOSA will rely on the NJEDA’s fully subsidized rent initiative within the NJ BASE Program to offer office space to the selected participating companies at no cost for a one year term, with an option to reapply for an additional year for a maximum total term of two years.

Located in Jersey City, NJ BASE is strategically positioned next to public transportation and near global markets, accommodating between 12 and 20 companies. The program supports New Jersey's economic growth by attracting top-tier international startups to establish operations in the state, thereby strengthening New Jersey's global reputation as a hub for emerging technologies and

entrepreneurship. Through these efforts, NJ BASE seeks to enable more companies to enter New Jersey, leading to increased investment, job creation, and innovation, ultimately accelerating growth across the state's economy.

Funding

The total funding for this Program is from State Fiscal Year 2023 (SFY23) appropriation.

The total funding for the available office space with the subsidized rent is based upon current information about funding availability. NJEDA reserves the right to increase the funding should additional funds become available.

Program Details

The NJ BASE location includes private offices and open workspace. Given this capacity, the **inaugural** BASE cohort 1 will be comprised of a minimum of 12 companies, with each company allotted up to three workspace seats. If one or more of the 12 selected companies elects to bring fewer representatives, the remaining space will be offered to the next highest scoring applicants, providing them the opportunity to join the cohort and utilize the available workspace, up to a maximum of 20 companies. The Operator will make recommendations based on the Scoring Criteria below, and final awardees will be selected by NJEDA. NJEDA has full discretion on the placement of participating companies in the office space.

The composition and size of the first Cohort will directly impact the structure of the programming. If SOSA fills the available space with the first cohort and provides companies with a full year in the space (as per NJEDA's preference), the Program would run structured programming during the year for the initial cohort, which will include access to office hours and events.

Graduation from the Business Immersion Program

Graduation marks the successful completion of a company's participation in the Business Immersion Program (BIP) and its readiness to continue independent operations within the United States, preferably with an ongoing presence in New Jersey.

Participants are expected to remain in the NJ BASE program for the full duration of their assigned cohort, as defined in their License Agreement and Grant Agreement. During this period, each company will work with the Operator to pursue the objectives and milestones established in its individual participation plan.

At the conclusion of the program term, the Operator will review each participant's performance and level of engagement. The review will consider factors such as:

- Progress toward the goals and milestones identified at the beginning of the program.
- Level of participation in required events, meetings, and mentorship sessions.

- Demonstrated commitment to expanding within New Jersey and integrating into the state's innovation ecosystem.
- Achievement of measurable business outcomes such as partnerships, client development, funding, or product advancement.

Following this review, the Operator will provide NJEDA with a written summary recommending whether the participant has successfully completed the Program and qualifies for graduation. NJEDA retains final authority to approve a participant's graduation status.

Participants who successfully complete the program will be formally recognized as NJ BASE graduates and may be invited to take part in promotional activities, alumni events, or networking initiatives managed by NJEDA and the Operator. Graduates may also be referred to additional NJEDA programs and partner organizations to support their continued growth in New Jersey.

Eligibility

Eligible applicants for the NJ BASE program are high growth international companies seeking to establish operations in New Jersey. The program specifically targets innovative technology companies across global ecosystems, aiming to attract and select those aligned with New Jersey's economic priorities. Applicants must have and maintain an international headquarters, defined as a company's primary office located outside of the borders of the United States.

Exclusions from the Program include companies that already having a presence in the U.S., except for a different subsidiary or business line. Companies that require specialized space beyond the standard office space provided by NJ BASE, such as laboratories or manufacturing facilities, are also ineligible to participate in the Program.

Specific types of applicants that **are ineligible** to apply for the NJ BASE program, even if otherwise eligible, include those whose product or prototype is not commercially available, whose product or service does not support the English language, and those engaged in activities that may violate the terms of the grant agreement and the license agreement included therein with NJEDA.

Eligibility requirements also include compliance with U.S. Federal laws, including that applicants must not be in violation of those under the U.S. Department of the Treasury and the Office of Foreign Assets Controls (OFAC), a foreign activities assessment conducted on all applications managed by NJEDA, and completion of mandatory NJEDA program requirements, including New Jersey business registration and tax clearance certification. Please refer to the NJ BASE landing page [NJ BASE - NJEDA](#) for additional information for this application process.

Application Submission and Review Process

Applications for this competitive Program will be accepted through the program's online application portal at: [NJ BASE - NJEDA](#), from May 4, 2026 9:00 am EDT to June 15, 2026, 11:59 pm EDT.

Applications will be accepted in cohorts with specific deadlines to be determined and published, for interested companies .

To apply, an applicant must register and log into the online application portal, complete all required application questions fully, and upload all required documents, which includes a pitch deck, and other supporting documents.

SOSA will review all applications for completeness and eligibility. Incomplete applications, including missing required documents, may not be considered. SOSA reserves the right to request clarification or additional information from applicants. Applicants that fail to provide required information will be given 10 business days to cure those deficiencies and to provide the requested information before a final completeness and eligibility review. Following this review, applications that are incomplete, including those that do not provide responses to all required questions or fail to provide all required documentation, will be rejected. Applications that do not meet the applicant eligibility criteria will be declined and will not proceed to scoring. Applicants who meet the eligibility standards will advance to the next phase of consideration.

Scoring Criteria

Applications will be evaluated using a structured scoring framework including U.S./New Jersey expansion readiness, commercial traction, level of innovation, team capability, and strategic alignment with New Jersey’s economic priorities. Finalists will be invited to structured interviews.

Each applicant will be assessed by SOSA across quantitative and qualitative criteria according to the following categories and point structure:

Category	Sub-Category	Points
1.Strategic Reasoning Behind Expansion	1.1. Clarity and logic behind expansion rationale (why the U.S., why now, and why New Jersey)	10 points
	1.2. Maturity of expansion plans (business plans, market feasibility studies, hiring plans, etc.)	5 points
2. Business Strength and Performance	2.1. Adequate capitalization and access to funding	10 points
	2.2. Financial performance and growth trajectory	10 points

	2.3. Notable clients, pilots, or partnerships that demonstrate market traction	10 points
3. Product and Technology Advantage	3.1. Key competitive advantage and differentiation	10 points
	3.2. Depth and uniqueness of technology or intellectual property	5 points
4. Team	4.1. Founding team’s track record and relevant sector experience	10 points
	4.2. Roles and team members participating in NJ BASE	5 points
5. Market Potential	5.1. Defined total addressable market (TAM) and relevance in the U.S. context	5 points
	5.2. Alignment with New Jersey’s priority industries (See: EDA landing page: NJ BASE - NJEDA ; SOSA landing page: NJ BASE - International Landing Center)	10 points
6. Motivation and Presentation Quality	6.1. Level of effort and thoughtfulness in the application	5 points
	6.2. Quality of presentation materials (pitch deck, videos, etc.)	5 points

Total Possible Points: 100

Each eligible application will be evaluated by two members of the Operator’s team. The applicant’s final score will be determined by calculating the average of the two evaluators’ scores.

Applications for each cohort may include additional or modified criteria to reflect specific sectoral or strategic objectives of New Jersey. Any such modifications will be defined and agreed upon in advance by NJEDA and the Operator before the NJ BASE application marketing and recruitment activities begin.

After scoring is completed, a summary report of SOSA’s recommendation of the short-listed companies and all applications, including scores, evaluator notes, and justifications, will be submitted to NJEDA for the Authority’s review. NJEDA retains full and final authority to approve,

reject, or request additional evaluation review of any company based on SOSA's recommendations.

Applicants will be notified whether they are awarded funds as soon as practicable upon completion of approvals and declinations and the completion of all possible appeals. Awarded companies will receive a uniform approval letter from NJEDA, delivered by SOSA, indicating acceptance into the program.

Post Award Compliance and Lease Renewal Options

Participation in NJ BASE is subject to the terms and conditions that will be set forth in the NJEDA License Agreement and Grant Agreement, which must be executed by all participating companies prior to program participation. Participant engagement and program participation may be monitored and tracked throughout the duration of the Program to ensure adherence to NJ BASE Program requirements.

Upon completion of the first year, a Participant may request to remain in the Program for a second year by reapplying to the NJ BASE Program through the same eligibility, selection and approval process outlined above. **No Participant may remain in the NJ BASE program for more than two years in total.** Participants may exit the premises early, based on criteria to be set forth by the Authority with recommendation from the Operator.

Applicants must have an international headquarters, defined as a company's primary office located outside of the borders of the United States. If at any point throughout the leasing term the Participant no longer has an international headquarters, NJEDA must be notified and reserves the right to terminate the Agreement and License.

Fees

No application fees will be charged for this program.

Additional Requirements and Information

Information about the New Jersey Business Acceleration and Soft Landing Ecosystem is available at [NJ BASE - NJEDA](#) and [NJ BASE - International Landing Center](#).

Questions concerning this Program and the application may be submitted to: applications.njbase@sosa.co.

State and Federal Requirements

Funding for this grant is subject to State and Federal statutes including, but not limited to, the following, which may impact affiliates: N.J.S.A. 52:32-60.1, et seq., which prevents the New Jersey government entities from certain dealings with businesses engaged in prohibited activities in Belarus or Russia; Compliance with the list of "Specially Designated Nationals and Blocked Persons" promulgated by the Office of Foreign Assets Control ("OFAC"), <https://sanctionssearch.ofac.treas.gov>; N.J.S.A. 24:6I-49 which provides that the following are not

eligible for most State or local economic incentives (a) a person or entity issued a license to operate as a cannabis cultivator, manufacturer, wholesaler, distributor, retailer, or delivery service, or that employs a certified personal use cannabis handler to perform work for or on behalf of a cannabis establishment, distributor, or delivery service; and (b) a property owner, developer, or operator of a project to be used, in whole or in part, by or to benefit a cannabis cultivator, manufacturer, wholesaler, distributor, retailer, or delivery service, or to employ a certified personal use cannabis handler to perform work for or on behalf of a cannabis establishment, distributor, or delivery service; and N.J.S.A. 52:13D-12, et seq., which prohibits a member of the Legislature or a State officer or employee or their partners or a corporation in which they own or controls more than 1% of the stock to undertake or execute any contract, agreement, sale, or purchase of \$25.00 or more, made, entered into, awarded or granted by any State agency, with certain limited exceptions including grant awards by the New Jersey Commission on Science, Innovation and Technology.