



The Board's Guide to US Expansion:  
**A Strategic Framework  
for European Boards  
Overseeing Venture-  
Backed Tech Companies**

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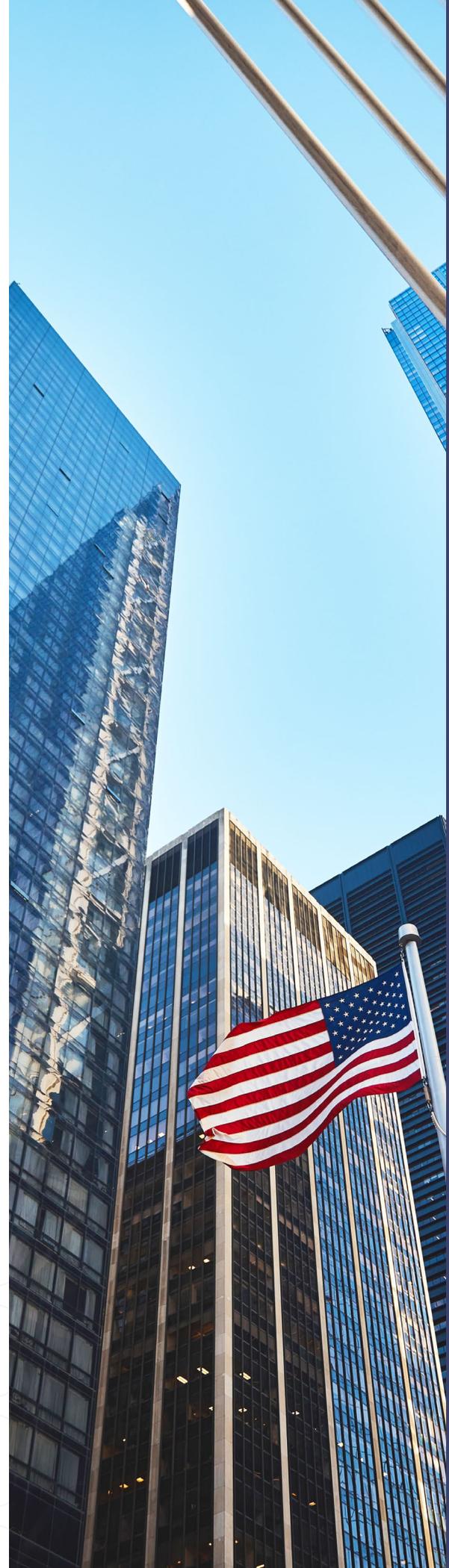
Why 70% Fail & How to Beat the Odds

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# Introduction

## Every European board of directors eventually faces the same inevitable question: “When do we expand to the United States?”

For venture-backed tech companies pursuing billion-dollar outcomes, the answer is straightforward—US market entry isn’t optional. With 332 million consumers, \$27 trillion in GDP, and access to both venture capital (\$300B annually) and public markets (NYSE & NASDAQ), the US typically represents over 50% of global TAM for most technology categories. Simply put, European companies cannot achieve the exit multiples investors expect without conquering the American market.

Yet the execution challenge is severe. According to Harvard Business Review and Gallup research, 70% of first-time international expansions fail or are delayed by 12-24 months—delays that can prove fatal in competitive markets and drastically impact valuation trajectories.

## The Predictable Failure Patterns

These delays aren’t random. They stem from four predictable mistakes that boards repeatedly fail to catch early enough:

Copying European go-to-market strategies without localization for US buyer behavior

Underestimating US operating costs by hundreds of thousands of dollars

Hiring the wrong US talent due to inadequate preparation for American employment sophistication

Misunderstanding US sales culture, decision-making cycles, and competitive dynamics



Each of these mistakes compounds exponentially. A weak first hire leads to poor customer acquisition, which leads to budget overruns, which leads to loss of investor confidence—and suddenly, a 12-month delay becomes 24 months, or the expansion is quietly shelved.

## The Board's Fiduciary Responsibility

As directors, you bear governance responsibility for assessing expansion readiness and maintaining strategic oversight throughout execution. This requires a different level of inquiry than you apply to home market operations. US expansion represents a parallel company launch—complete with new legal structures, employment frameworks, market positioning, and operational infrastructure—while simultaneously maintaining home market momentum.

The question isn't simply "Should we expand?" but rather "Are we prepared to succeed?"—and distinguishing between ambition and readiness requires systematic evaluation across multiple dimensions.

## This Guide's Purpose

**This document provides a board-level framework for assessing US expansion readiness and maintaining effective governance throughout execution. It is organized in two parts:**

**Part 1** evaluates your company's current state across five critical dimensions: market opportunity sizing, product-market fit signals, capital adequacy, existing US demand, and executive team depth.

**Part 2** assesses preparation quality across four strategic imperatives: founder commitment and site selection, financial planning, talent infrastructure, and go-to-market strategy.

Used together, these frameworks enable boards to make informed approval decisions, ask the right questions during execution, and identify red flags before they become existential threats.

The difference between companies that successfully scale across the Atlantic and those that stumble isn't luck or market timing—it's preparation quality and governance discipline. This guide provides both.



## Part 01

# Assessing the Current State of the Company

Before evaluating US expansion preparations, boards must first confirm the company has achieved sufficient maturity to support a parallel market launch. This assessment examines five fundamental readiness indicators that predict expansion viability.

## 01. US Market TAM Assessment

US market opportunity must be substantial enough to justify the investment and executive attention required for successful expansion. Boards should evaluate what percentage of the company's total addressable market resides in the United States.

**Decision Threshold:** If the US represents more than 50% of global TAM, it should be the company's top expansion priority. Below 30%, boards should question whether US entry provides sufficient return on the required investment.

### Board Questions to Ask:

- What methodology did management use to calculate US TAM?
- How does this compare to competitors' US revenue as percentage of total?
- Are there regulatory or product adaptation barriers that might reduce addressable market?

## 02. Home Market Product-Market Fit Assessment

Companies must demonstrate strong product-market fit in their home territory before attempting US expansion. Trying to achieve PMF simultaneously in two markets is a common startup killer—each market provides different signals, and management attention becomes fatally divided.



#### Key PMF Indicators:

- **Total ARR:** Minimum £2-3M ARR demonstrates repeatable sales motion
- **Revenue Growth Rate:** 12-month CAGR exceeding 100% indicates strong market pull
- **Sales Performance:** >70% of sales reps meeting or exceeding quota
- **Inbound Lead Velocity:** Consistent month-over-month growth in qualified inbound leads
- **Retention Metrics:** Net revenue retention >110%, gross retention >90%

▶ **Risk Flag:** If sales productivity is inconsistent or quota attainment is below 60%, the company has not yet achieved the repeatable sales motion required for US expansion.

#### Board Questions to Ask:

- Can management articulate why customers buy and what specific problems we solve?
- What evidence suggests our value proposition will resonate in the US market?
- Have we tested messaging with US prospects, or are we assuming transferability?

## 03. Capital Requirements and Runway

US expansion requires dedicated capital beyond normal operating needs. Companies must maintain sufficient runway for home operations while funding a parallel US launch that will consume 12-18 months before generating material revenue.

#### Capital Adequacy Framework:

- **Minimum Home Market Runway:** 18-24 months of operating capital at current burn rate
- **Dedicated US Expansion Budget:** \$1.5M-\$3M for Year 1 (location-dependent), held separate from operating capital
- **Contingency Buffer:** Additional 25-30% above projected US budget for inevitable cost overruns

**Critical Insight:** European companies consistently underestimate US costs. Geographic location decisions can create \$250K+ annual variance in operating expenses. Without proper contingency planning, budget overruns force premature capital raises under time pressure—materially impacting valuation.



### Board Questions to Ask:

- Has the US budget been validated against actual market data for the target location?
- What assumptions underpin the timeline to first US revenue?
- Do we have contingency capital or a clear path to raise if US costs exceed projections?

## 04. US Market Demand Signals

Existing demand from US customers provides the strongest signal of expansion readiness. Organic US interest validates that your solution addresses American market needs without requiring fundamental product repositioning.

### Demand Indicators to Track:

- **Current US Customers:** Number of paying US accounts (minimum 5-10 demonstrates repeatability)
- **US Revenue Percentage:** US ARR as percentage of total (>10% indicates substantial pull)
- **Revenue Velocity:** Quarter-over-quarter growth rate of US bookings
- **Inbound Lead Quality:** Volume and quality of US direct and partner-sourced leads

**Strategic Consideration:** Companies with zero US customers face higher risk but can still succeed with strong PMF in home market plus clear evidence that target US customer segments face identical pain points. However, this requires more extensive US market validation before commitment.

### Board Questions to Ask:

- How did our current US customers find us, and what does that reveal about market pull?
- What common characteristics unite our US customers—are they a coherent segment?
- Have we conducted discovery calls with US prospects to validate problem-solution fit?

## 05. Executive Team Depth and Founder Commitment

Successful US expansion requires the founder to personally lead market entry—this is non-negotiable. The founder must identify product-market fit, close initial customers, recruit the US team, and build investor



relationships. This creates a critical dependency: home market operations must continue without the founder's daily presence.

#### **Executive Team Assessment:**

- **Operational Leadership:** Identify which executive will lead home country operations during founder's US focus
- **Decision Authority:** Confirm this executive has authority to make time-sensitive decisions without founder approval
- **Team Confidence:** Validate that department heads trust and respect the designated operational leader
- **Founder Availability:** Founder must commit to 50-75% time in US for minimum 12-18 months

**Risk Flag:** If the founder cannot commit to prolonged US presence, or if no executive can credibly lead home operations, delay expansion until team depth improves. Half-measures guarantee failure.

If your company demonstrates strength across these five dimensions, it has achieved the foundational readiness for US expansion consideration. The next step is evaluating the quality of expansion preparations—the strategic and operational frameworks that will determine execution success.

#### **Board Questions to Ask:**

- Is the founder genuinely committed to prolonged US presence, or seeking to delegate?
- Who specifically will lead each home market function during the founder's absence?
- What mechanisms will maintain strategic alignment between US and home operations?



## Part 02

# Assessing Preparation for US Expansion

Readiness to expand differs fundamentally from preparedness to succeed. This section evaluates whether management has developed the strategic infrastructure required to execute effectively from day one—or whether the company is rushing to market with dangerous gaps.

## 01. Founder-Led Expansion Strategy

US market entry is not operational execution—it is strategic entrepreneurship under unfamiliar conditions. The founder must lead personally because success depends on capabilities that cannot be delegated: pattern recognition from the home market launch, credibility with customers and investors, and authority to make rapid pivots as market feedback arrives.

### **Non-Delegable Founder Responsibilities:**

- **Product-Market Fit Discovery:** Conducting initial customer conversations to identify which messaging resonates and what adaptations are required
- **Site Selection Leadership:** Making US HQ location decisions that balance costs, talent access, and strategic positioning
- **Initial Customer Acquisition:** Closing first 5-10 customers personally to understand sales cycle and objection patterns
- **Strategic Partnership Development:** Building relationships with channel partners, system integrators, or technology partners
- **US Team Recruitment:** Personally recruiting the first 3-5 US employees, particularly the sales leader
- **Investor Relationship Building:** Developing connections with US venture capital firms for future funding rounds

▶ **Red Flag:** If the founder plans to “set up” the US operation then return home, or delegate market entry to a hired executive, the expansion will almost certainly fail. No external hire possesses the pattern recognition, customer credibility, or organizational authority required to navigate initial market entry.



### Board Questions to Ask:

- What specific commitment has the founder made regarding US presence duration and focus?
- Does the founder's calendar reflect this commitment, or is it aspirational?
- What mechanisms prevent the founder from being pulled back to home market operations?

## 02. US Headquarters Site Selection

Location decisions have permanent consequences for operating costs, talent access, and market credibility. Yet most European companies approach site selection with preconceived assumptions rather than systematic analysis, defaulting to expensive coastal markets without evaluating alternatives.

A data-driven site selection process is fundamental to US expansion success—where you establish operations determines talent accessibility, operational efficiency, and market penetration velocity. Without systematic evaluation of critical location factors, boards risk approving expansion strategies built on assumptions rather than market intelligence, undermining the investment's probability of success.

### Critical Site Selection Criteria:

- **Time Zone Alignment:** Eastern Time Zone provides 3-4 hour overlap with UK/EU headquarters for daily collaboration
- **Operating Cost Structure:** Combined tax rates, salary benchmarks, and real estate costs vary dramatically by location (\$250K+ annual difference)
- **Tech Sector Concentration:** Presence of sector-specific tech clusters improves talent quality and partnership opportunities
- **Talent Pool Accessibility:** Depth and quality of available talent in target roles, particularly enterprise sales
- **Startup Ecosystem Maturity:** Density of other tech companies, service providers, and investors
- **Transportation Infrastructure:** Direct international flights to Europe and convenient access to major US business centers
- **Business Climate:** Tax policies, regulatory environment, and government support for tech companies

**Cost Example:** A company with 5 enterprise sales representatives and 1,500 square feet of office space will spend approximately \$871,500 annually in New York City versus \$616,250 in Research Triangle Park, North Carolina—a \$255,000 difference that compounds over time.



### Board Questions to Ask:

- What methodology did management use to evaluate location options?
- Have we quantified the cost differential between top location candidates?
- How does each location align with our target customer concentration?
- Are we defaulting to Silicon Valley or New York out of prestige rather than strategic fit?

## 03. US Pro Forma Model and Expense Budget

European tech companies consistently underbudget US expansion by hundreds of thousands of dollars due to fundamental misunderstanding of American market cost structures, creating strained cash flows and derailed plans that expose boards to fiduciary risk. Detailed pro forma models accounting for location-specific costs are essential not only for internal governance but also for satisfying VC due diligence requirements— inadequate financial projections can delay fundraising and undermine investor confidence in management's market understanding.

The fundamental budgeting error is attempting to create financial projections before conducting site selection. Without knowing the operating location, cost assumptions become guesswork—and consistently optimistic guesswork at that.

### Comprehensive Pro Forma Requirements:

- **Compensation Structures:** Base salaries, commission rates, and bonus structures benchmarked to specific geographic market
- **Benefits Packages:** Health insurance premiums (employer and employee portions), 401(k) matching, PTO policies
- **Payroll Taxes:** Federal, state, and local employment taxes (vary significantly by jurisdiction)
- **Real Estate Costs:** Office rent, utilities, furniture, and technology infrastructure
- **Legal and Compliance:** Entity formation, employment law compliance, contract review, IP protection
- **Professional Services:** Accounting, HR administration, benefits, insurance policies
- **Travel and Logistics:** Founder and team travel between US and home country, customer visits, conference attendance
- **Marketing and Sales Enablement:** Demand generation programs, sales tools, CRM systems, event sponsorships
- **Revenue Projections:** Conservative, moderate, and aggressive scenarios with clearly articulated assumptions



**Typical Year 1 Budget Range:** \$1.5M-\$3M depending on location, team size, and go-to-market intensity. New York or San Francisco operations will trend toward the high end; secondary markets like Austin, Atlanta, or Research Triangle Park toward the lower end.

### Board Questions to Ask:

- Has this budget been validated against actual market data, or is it extrapolated from European costs?
- What contingency percentage is built in for inevitable cost overruns?
- When do revenue projections assume first dollar of US ARR, and what supports that timeline?
- How will we respond if Year 1 burns through budget with insufficient revenue traction?

## 04. Federal and State Compliance Framework

US regulatory compliance represents one of the most underestimated challenges facing European companies during market entry. Unlike the European Union's harmonized regulatory framework, the United States operates as a complex federation where each of the 50 states maintains distinct tax codes, employment regulations, and filing requirements—creating a compliance landscape exponentially more intricate than what European boards typically oversee.

The compliance challenge is compounded by jurisdictional fragmentation: corporate income tax obligations differ across states, payroll tax rates and requirements vary by location, sales tax nexus rules change based on business activities, employment regulations impose state-specific mandates, and regulatory filing deadlines operate on independent schedules. This complexity creates substantial operational and financial risk for companies unprepared to navigate multi-jurisdictional compliance.

### Critical Compliance Domains:

- **Corporate Income Tax:** State-level corporate income tax rates ranging from 0% to 11.5%, with different calculation methodologies, apportionment formulas, and filing requirements across jurisdictions
- **Payroll Tax Compliance:** Federal, state, and local payroll tax withholding requirements, unemployment insurance tax rates varying by state and company history, and disability insurance mandates in specific states
- **Sales Tax Nexus and Collection:** Economic nexus thresholds triggering sales tax obligations, varying rates across 45 states with sales tax, product taxability differences by jurisdiction, and marketplace facilitator rules
- **Employment Law Compliance:** State-specific wage and hour laws, paid sick leave mandates, anti-discrimination regulations, background check limitations, and non-compete agreement enforceability varying by state



- **Regulatory Filings and Reporting:** Annual report filings with state agencies, beneficial ownership reporting under federal law, foreign qualification requirements when operating across state lines, and industry-specific licensing

## The Fragmented Advisory Ecosystem Problem

European companies entering the US market typically engage multiple service providers—corporate counsel for entity formation and contracts, accounting firms for tax compliance, payroll processors for wage administration, HR consultants for employment matters, and benefits brokers for insurance. Each provider operates within their specialty domain, creating dangerous gaps in oversight where no single party maintains accountability for comprehensive compliance monitoring across all jurisdictions and regulatory domains.

## Compliance Failures and Consequences

Compliance failures in US market entry create both direct financial penalties and indirect operational damage. The direct costs include tax assessments with interest and penalties, fines for missed regulatory filings, back-payment of wages for employment law violations, and legal defense costs. The indirect costs prove more damaging: management distraction from revenue activities, delayed fundraising as investors discover compliance gaps during due diligence, reputational damage in customer and partner relationships, and board attention diverted to remediation rather than growth strategy.

▶ **Risk Flag:** Compliance failures discovered during fundraising due diligence can delay financing by 3-6 months while remediation occurs, or reduce valuation as investors discount for cleanup costs and management distraction. Boards must ensure systematic compliance infrastructure exists before problems arise.

## Governance Framework for Compliance Oversight

### Board Oversight Requirements:

- **Unified Compliance Coordinator:** Confirm management has designated a single point of accountability responsible for monitoring US compliance across all domains and coordinating specialist advisors
- **Compliance Calendar and Monitoring:** Verify existence of comprehensive compliance calendar tracking federal, state, and local filing deadlines, tax payment dates, and regulatory reporting requirements
- **Multi-State Activity Tracking:** Establish protocols for identifying when business activities trigger compliance obligations in new states (hiring, sales, physical presence, inventory)
- **Quarterly Compliance Reporting:** Require management to provide quarterly compliance status reports identifying new obligations, upcoming deadlines, and any gaps or risks



### Board Questions to Ask:

- Who is responsible for monitoring compliance across all domains, and do they have authority to engage specialists?
- What states have we triggered compliance obligations in, and how do we systematically track this?
- Have we missed any filing deadlines or tax payments in the past 12 months, and what remediation occurred?
- How much time is the founder spending on compliance coordination versus revenue generation?
- When was our last comprehensive compliance audit, and what gaps were identified?

## 05. Talent Acquisition Readiness

Unlike European markets, US at-will employment creates workforce sophistication about compensation and benefits. American candidates—particularly experienced sales professionals—ask detailed, probing questions during interviews because they understand employment security depends on arrangement specifics, not statutory protections.

### Required Employment Infrastructure:

Before posting a single job in the US market, companies must have crisp, confident answers to comprehensive employment questions across multiple domains:

- **Compensation Architecture:** Base salary ranges benchmarked to market, bonus structures, commission plans, and OTE calculations
- **Health Insurance Programs:** Plan options (HMO/PPO/HDHP), premium cost sharing, deductibles, coverage waiting periods
- **Retirement Benefits:** 401(k) plan structure, company matching percentages, vesting schedules
- **Paid Time Off Policies:** PTO accrual rates, carryover limits, holiday schedules
- **Equity Compensation:** Stock option grants, vesting schedules, exercise windows, secondary market policies
- **Human Resources Policies:** Performance review processes, termination procedures, professional development support
- **Remote Work Frameworks:** Office attendance expectations, home office stipends, collaboration tool standards
- **Sales-Specific Policies:** Territory assignments, quota setting methodologies, commission payment timing, partner deal handling
- **Travel and Expense Policies:** Reimbursement processes, spending limits, per diem rates



**Critical Insight:** When candidates ask these questions and receive vague or uncertain responses, they conclude the company is not ready for the US market. Top-tier talent has multiple options—they choose companies that demonstrate operational sophistication through confident, detailed answers.

**Typical Timeline:** Enterprise sales representatives require 6-9 months to reach full productivity. Hiring the wrong person costs \$150K-\$200K in direct compensation plus 6-12 months of lost opportunity. Getting talent infrastructure right before beginning recruitment is not optional.

### Board Questions to Ask:

- Can the founder or hiring manager confidently answer detailed questions about each employment area?
- Have we engaged US benefits advisors and established relationships with insurance providers?
- Is our compensation package competitive for the target location and seniority level?
- What is our contingency plan if initial hires underperform or leave within the first year?

## 06. US Go-To-Market Strategy

The US market rewards direct, ROI-focused communication; values speed of execution over consensus building; and operates with shorter decision cycles but longer evaluation processes than most European markets. Companies that fail to adapt messaging and sales approach discover these differences too late—after burning through initial capital and losing credibility with prospects.

### Comprehensive GTM Framework Requirements:

- **Market Research and Validation:** Precise ICP definition for initial 2-3 target segments, competitive analysis of 3-5 direct competitors, TAM/SAM/SOM sizing, regulatory landscape mapping
- **Value Proposition Localization:** Messaging adapted for American communication preferences emphasizing clear ROI, terminology aligned with US market conventions, pricing strategy validated against competitive benchmarks
- **Go-To-Market Motion Selection:** Sales-led, product-led, or partner-led approach based on product complexity and price point; partnership strategy for accelerated market entry
- **Demand Generation Strategy:** Content marketing tailored to US audience interests, industry event presence strategy, digital marketing mix across paid and organic channels, emphasis on US customer testimonials and social proof
- **Sales Enablement Framework:** Product training emphasizing US value proposition, sales collateral designed for American buyers, technology stack including CRM and sales intelligence tools, technical support protocols



- **Team Structure and Operations:** Core function prioritization (typically sales, customer success, technical support), territory planning and quota assignment, compensation structures, forecasting methodologies
- **Customer Success Infrastructure:** Systematic onboarding process, support model accounting for time zone differences, value realization programs
- **Target Account Strategy:** Initial prospect list of 100 target companies with specific buyer contacts, outbound campaign messaging testing

**Performance Benchmarks:** Establish clear expectations for sales ramp-up cycles (typically 6-9 months to full productivity), annual sales productivity targets, and average contract values. These benchmarks enable early identification of when strategy adjustments are required.

**Red Flag:** If the GTM strategy document is thin, focuses primarily on tactics rather than strategy, or lacks clear hypotheses about why the US market will respond differently than the home market, delay expansion until strategic thinking matures.

### Board Questions to Ask:

- Has management spoken with 10+ US prospects to validate problem-solution fit?
- What specific changes to messaging and positioning are required for US buyers?
- How will we measure GTM effectiveness in the first 6 months before revenue materializes?
- What triggers a GTM pivot versus persisting with the current strategy?



## Conclusion

# From Assessment to Action

## The Governance Imperative

US market expansion represents one of the most consequential decisions a European board will make—and one of the most complex to oversee. Unlike organic growth in familiar markets, transatlantic expansion demands simultaneous excellence across strategy, operations, finance, and talent management, all while navigating unfamiliar regulatory frameworks and cultural contexts.

The 70% failure rate exists not because companies lack ambition or capability, but because they underestimate preparation requirements and overestimate the transferability of home market success patterns. Boards that apply the same light-touch oversight they use for European operations inevitably discover problems too late to course-correct without significant capital and time losses.

## The Two-Part Assessment Framework

This guide has provided a structured approach to expansion readiness:

**Part 1: Current State Assessment** confirms the company has achieved sufficient scale, capital, product-market fit, US demand signals, and executive depth to support a parallel market launch.

**Part 2: Preparation Assessment** validates the company has developed the strategic infrastructure—founder commitment, location strategy, financial modeling, talent frameworks, and localized go-to-market strategy—required to execute successfully from day one.

Companies that clear both assessments don't eliminate risk, but they dramatically shift the probability distribution toward success. They enter the US market with eyes open, resources allocated appropriately, and governance structures that enable rapid learning and adjustment.

## The Board's Ongoing Role

Approval of US expansion is not the end of board engagement—it's the beginning of intensive strategic oversight. As directors, your role includes:



- **Monitoring Leading Indicators:** Pipeline development, hiring velocity, burn rate versus plan rather than waiting for lagging revenue data
- **Ensuring Founder Focus:** Protecting founder's US market attention from home market operational distractions
- **Protecting Capital Adequacy:** Catching budget overruns early and adjusting plans before cash runway becomes constraining
- **Validating Strategic Pivots:** Evaluating when market feedback requires strategy adjustment versus execution persistence
- **Managing Investor Communication:** Setting appropriate expectations about timelines and milestones with current and prospective investors

**Recommended Governance Cadence:** Monthly board reviews with weekly founder check-ins during the first 6-12 months of US operations.

## Next Steps

For boards ready to begin this assessment:

- **Conduct the Current State Evaluation** using the Part 1 framework. If gaps exist, develop a timeline to address them before proceeding.
- **Commission the Preparation Assessment** using the Part 2 framework. This work should be led by the founder with support from experienced US expansion advisors.
- **Establish Governance Cadence** for ongoing oversight once expansion is approved.
- **Consider External Assessment** through specialized advisory partners who can provide quantitative scoring, market intelligence, and accountability throughout preparation and launch phases.

## The Stakes

Your portfolio companies have built remarkable technology and achieved impressive traction in Europe. The US market represents the opportunity to transform regional success into global category leadership—and venture-scale outcomes.

But opportunity without preparation is simply risk in disguise.

The frameworks in this guide help you distinguish between companies ready to seize the American market and those that need more time to build the foundation for success. That distinction—made early, with discipline—is what separates boards that create value from those that destroy it through premature expansion.

The US market rewards the prepared and punishes the presumptuous. Your role is to ensure your companies are the former, not the latter.



## About US Expansion Partners

US Expansion Partners (USXP) specializes in helping European tech scaleups successfully enter and scale in the US market. As launch-to-revenue experts, our team of experienced operators guides companies through the entire lifecycle of US expansion—from initial readiness assessment through operational launch and revenue scale.

### USXP Readiness Assessment

USXP has developed a comprehensive US expansion readiness assessment and quantitative scoring model to answer the inevitable question: “When are we ready for US expansion?”

Our assessment includes an onsite evaluation of 8 key focus areas, resulting in an overall quantitative readiness score for the company and each focus area. This systematic approach enables boards to make data-driven expansion decisions based on objective criteria rather than subjective enthusiasm.

### Assessment Deliverables

- Quantitative readiness score
- Readiness scorecards with detailed recommendations
- Customized US expansion playbook addressing identified gaps
- Year 1 expense budget and revenue forecast validated against market data
- Site selection analysis with recommendations for three optimal locations

### Our Services

- **US Readiness Assessment:** Onsite evaluation of 8 key areas with quantitative scoring, customized expansion playbook, site selection recommendations, and year 1 budget
- **US Launch Services:** End-to-end operational launch including entity formation, regulatory filings, banking, accounting setup, insurance, and benefits selection
- **US Business Operations:** Ongoing management of US accounting, HR, talent, compliance, and headquarters integration to free your team for product and revenue focus
- **US Scale-Up Advisory:** Strategic guidance for GTM strategy & execution and US VC fundraising

### Contact USXP

To learn more about assessing US market entry readiness or USXP services, please contact us.

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