



ACCESS TO US MARKET

The United States is the world's largest economy, the world's largest market, and has the world's best purchasing power. The US is the world's center for product development, capital raising and growth.

Read more on www.converzion.com

With the speed at which new products, innovative technologies and exciting new services are produced; with the global, easily accessible range of products and solutions; with constantly new competitors and comparable products, "the window of opportunity" for success becomes smaller and smaller

You must react quickly, grow rapidly and constantly adapt and develop.

The traditional approach of some years in the domestic market, followed by some years at close by markets and then to the overseas markets is no longer valid - especially not in technology and with online services.

We offer office environment with access to receptionist, support, community with other Danish companies and local sellers.

Proven Track-Record

The United States is not for everyone, and the United States is a demanding and challenging market. The requirements for product adaptation, the need for high levels of service and the constant pressure for capital and insurance are high - but if you get success on the American market, your company will grow a lot faster than conquering the European market with small countries, many languages and huge cultural differences

In Converzion, we know and love the American business culture, but we are just as happy to save companies for bad investments by not recommending an US entry, as with creating success on the US market. Too many advisers and consultants will create an unrealistic expectation and with need of too many activities and investments.

We are not afraid to recommend a no, it may actually save you a lot of trouble and money!

We have over 20 years of experience in creating good US startup for Danish companies – and we prefer to become a partner rather than a consultant. We are not afraid to get to work, to do the dirty work, invest time and effort, and fight for a common cause with a good upside.

4 Step Process

- **Step 1:** Short but specific and targeted market and competitor analysis. Assessment of sales potential, sales channels and main elements of a Go To Market strategy (GTM)
- **Step 2:** Implementation of a study trip, where we during 5-7 days via trade shows, conferences and customer meetings, presentations and exploratory events create a hands-on understanding of opportunities and challenges in the US market
- **Step 3:** Follow-up on study trip in relation to customers and potential partners and develop a concrete GTM with specific actions, milestones, budgets, etc.
- **Step 4:** Physical start-up in the US with practical and hands-on assistance for corporate deployment, staff recruitment, office lease, bank and all back office tasks such as liability insurance, product descriptions, billing etc

These four steps have specific, concrete outputs and deadlines, and they typically take a month each and cost typically \$20,000 dollars (not included travel, attorney's fees, etc.)

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