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Avoid Disaster: The Three Truths of U.S. Market Entry

Lessons Learned, Success Secured

Have you ever learned a lesson so impactful that it shaped every decision you made afterward? Mistakes, while painful, often become the most valuable guides to success.

With over 12 years of experience helping international B2B and B2G companies establish traction and scale in the U.S., we've identified three critical truths. These truths, born from real-world failures—including financial losses and personal hardships—offer a blueprint to:

- ✓ Avoid costly pitfalls
- ✓ Validate product-market fit
- ✓ Scale effectively in the competitive U.S. market

What You'll Learn

Master the three essential principles that drive successful U.S. market entry:

- **Customer Density:** Understand audience concentration and behavior to target effectively.
- **Founder-Driven Sales:** Leverage leadership's direct involvement to establish trust and traction.
- **Agile Marketing Communications:** Adapt your messaging to meet evolving market needs.

Workshop Outline

Setting the Table

How to prepare for a seamless market entry.

Customer Density

Pinpoint where your audience is most concentrated and engaged.

Founder-Driven Sales

Discover why leadership involvement is essential in early-stage U.S. growth.

Agile Marketing Communications

Learn to quickly adapt messaging to resonate with the dynamic U.S. market.

