



© esi Techtrans, Inc.

## **esi Techtrans US Incubator and Business Development – an overview**

esi Techtrans is a rather unique entity. Existing nomenclature and business models fail to properly describe who we are and what we do. So here is a try at doing so.

Think of as a team you would send to the US to test the market, drum up some business and establish a US office. We have the advantage of already being here, ready to start instantly. We can tailor our involvement to the market situation and to your budget, by only working on a part time basis.

We do the same things your team would do.

### **TESTING THE POSSIBILITIES**

We develop an understanding of how your industry functions here, who the main competitors are, and how they sell, distribute and market their products. We learn about key buyers and key influencers. And we gain indications of how your product or service would be received, if available here. All such information is then used to create an Entry Strategy. See further MARKET MAPPING.

### **MAKING YOUR PITCH**

If the Market Mapping gives rise to optimism, your team would likely set up a trip, to more officially get in front of people who would be in position of a prospective buyer. Unless you have products cleared to be sold here, it isn't really a sales meeting, but has a clear resemblance. See further VISITOR PROGRAM.

### **EXHIBITING AT TRADE SHOWS**

An alternative to a Visitor Program, or a complement, would be to get a booth and exhibit at a major trade show, to sign up customers, find Partners and/or Distributors (never just one!). See further TRADE SHOW.

### **SETTING UP A PRESENCE**

Assuming these activities are taking you in the direction of wanting a presence, and more actively launch a US operation. You would find space, obtain business licenses, and probably even incorporate the business. See further VIRTUAL OFFICE & US SUB.

Note that the Process above is at the same time both flexible and focused. You take one step at the time, listen and learn, evaluating next steps. Pretty much, as stated, just like a team you would send out here would do. So what is the difference?

### **esi TECHTRANS – THE DIFFERENCE**

Setting up, growing and managing a US headquarters and operation, is a complicated and time consuming effort. And it may very well take some time before that office is fully up and running, with sales supporting the staff, overhead and business development investment needed.

**WE ARE ALREADY HERE.** No need to send some of your best people, possibly with families, worrying about housing, schools, visa, insurances, expatriate compensation package, etc. We are already here, ready to start on a moment's notice.

**WE HAVE THE OFFICE.** No hunting for a suitable and affordable office space, understanding and signing long term leases. No need to find administrative staff, getting phone lines and IT that works, with furniture, conference rooms and storage space.

**BEEN HERE A LONG TIME.** From afar, the US looks very much like Sweden in many ways. Once here however, you start learning how so much is truly different. After decades here, we have seen, experienced and learned how business is done on a daily basis. If we don't know the answers, we are likely to know where to get them, or know who in our network can.

**MANY US START-UPS BEHIND US.** We have plenty of start-ups behind us, both those we created for ourselves, and over the years, for many for our clients. Many rather successful, but not all. Either way, both are valuable experiences for any future launches.

**PART TIME = COST SAVINGS.** Starting a business takes time. Even when you have a product, ready and available for sale, growing a small office with all it entails, takes time. Moving a sale from prospecting, piloting to securing a steady income stream, takes time. Regulatory approvals, take time. Developing sales pitches, turning them into marketing messages, designing marketing and sales materials to be produced, takes time. Our staff can focus on key activities, and then turn their attention to other clients, thus reducing unproductive time. We can run as fast as budgets and the market allow, not wasting time waiting for things to happen.

**esi Techtrans – your US incubator is ready for takeoff.**

**esi Techtrans, inc.** doing business with Scandinavia and the US since 1984

5161 Overland Ave Culver City CA 90230, USA 1 - (310) 841-0481 [www.esitechtrans.com](http://www.esitechtrans.com)