



Strategic guidance and hands-on expertise for mid-size companies ready to capture opportunities in the US market.

Explore Our Solutions

We specialize in guiding established businesses through every phase of US market entry. Our expertise spans market analysis, regulatory compliance, business structure optimization, and strategic partnerships. Whether you're considering your first US venture or expanding existing operations, our tailored solutions ensure a confident approach to American market opportunities.



by Bruno Rousselin

Business Assessment

Our systematic evaluation process determines your US market readiness and creates a strategic roadmap for successful expansion.

Foundational Discovery

Through in-depth interviews and data analysis, we examine your current operations, financial health, product-market fit, and organizational capabilities for US expansion.

Strategic Opportunity Mapping

Using market intelligence and competitor analysis, we identify high-potential market segments, optimal entry points, and product adaptation requirements for the US market.

Action-Oriented Roadmap

Deliver a comprehensive assessment report with specific recommendations, timeline projections, resource requirements, and prioritized next steps for market entry.





Market Analysis

A comprehensive analysis of the US market landscape to validate expansion opportunities and identify strategic entry points for your business.

1

Market Overview

Evaluate US market size (\$2.1T retail sector), growth projections (4.2% CAGR), and key regional opportunities in Northeast and West Coast markets.

2

Customer Analysis

Profile target US consumers aged 25-45, focusing on urban professionals with \$75K+ income and strong preference for innovative products.

3

Competitor Analysis

Map direct competitors in your sector, including market leaders and emerging startups, with detailed SWOT analysis of top 3 players.

4

Recommendations

Develop targeted market entry strategy, including optimal pricing structure, distribution channels, and potential strategic partnerships with US retailers.

Business Strategy: Define Objectives

Following our market analysis, we need concrete objectives aligned with current market opportunities and internal capabilities.

Align with Market Analysis

Based on identified market trends, our primary objective is to capture 15% market share in the growing digital analytics sector by Q4 2024. This aligns with our strengths in data processing and the expanding customer demand for real-time insights.

Set Actionable Targets

Key performance targets include increasing enterprise client base by 25% within 12 months, achieving 40% growth in recurring revenue, and maintaining a 95% customer retention rate through enhanced service delivery and product innovation.

A woman with long brown hair, wearing a red top, is looking at a tablet. The tablet screen shows a 2x2 grid of colored squares with the following text: Top-left (orange) 'SWOT', Top-right (pink) 'Exclints', Bottom-left (red) 'SWOT', and Bottom-right (blue) 'Diagram'.

Strategic success depends on a thorough analysis of your competitive position and a clear understanding of where you can win in the market.

Business Strategy: Opportunities and Challenges

SWOT Analysis

Evaluate core strengths (proprietary technology, brand recognition), address operational weaknesses (supply chain gaps, skill shortages), pursue growth opportunities (emerging markets, digital transformation), and prepare for threats (new competitors, regulatory changes).

Market Focus

Target high-potential segments where your capabilities provide competitive advantage. Prioritize markets that align with your 10% growth target and offer scalable revenue opportunities through both online and offline channels.



Business Strategy: Customer-Centric Approach

Transform market analysis into actionable customer strategies by implementing a proven three-step framework that aligns with your competitive strengths and drives measurable business growth.

1

Target Segmentation

Identify 2-3 high-value customer segments using demographic, behavioral, and purchasing data. Focus on segments where your SWOT analysis reveals strongest competitive advantage.

2

Value Propositions

Create segment-specific offerings that leverage your core strengths. Example: Premium service packages for enterprise clients, streamlined solutions for SMBs, and specialized support for high-growth startups.

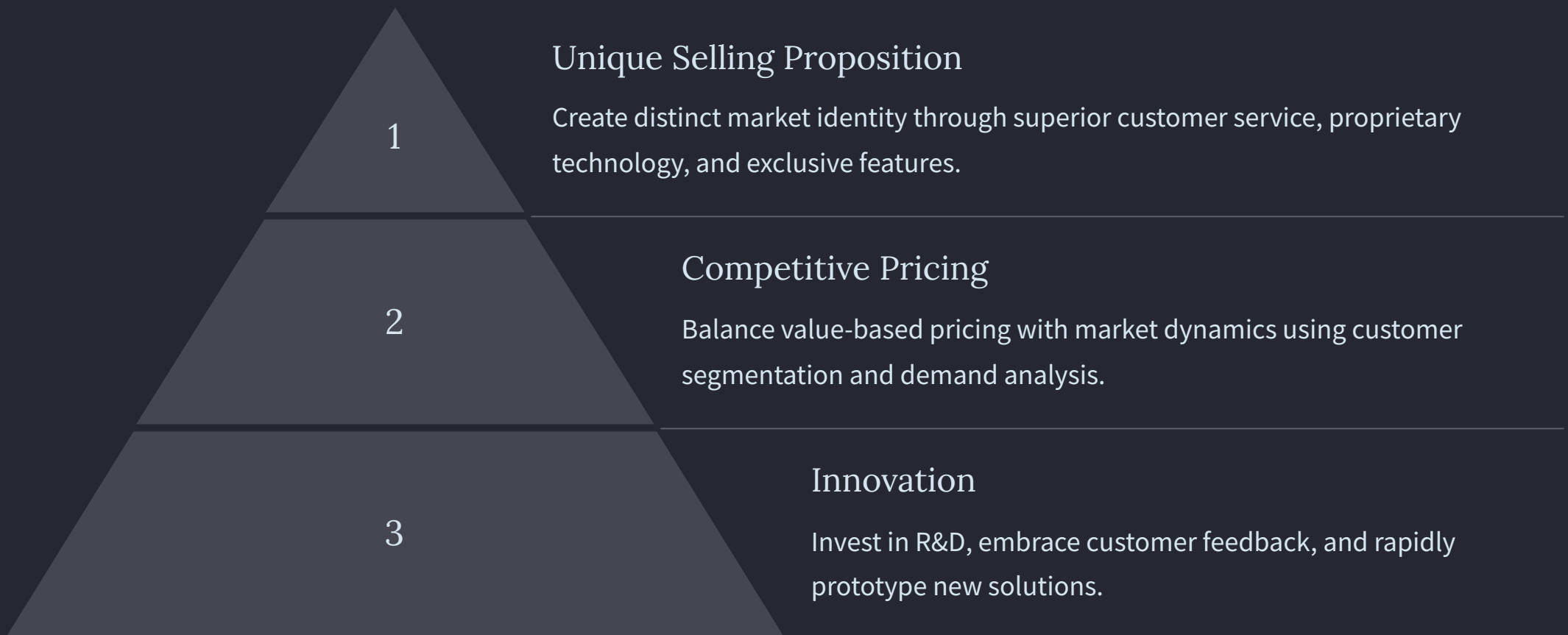
3

Engagement Strategies

Deploy targeted multichannel approach with measurable KPIs: 70% digital touchpoints for tech-savvy segments, 40% personal consultation for enterprise clients, maintaining 85% engagement rate across channels.

Business Strategy: Competitive Positioning

Establish market leadership by developing unmistakable brand value, implementing data-driven pricing models, and fostering continuous innovation to stay ahead of market trends.



By focusing on these three pillars, businesses can build sustainable competitive advantages that complement their customer-centric approach while preparing for successful market positioning prior to incorporation.



Incorporation Services

End-to-end professional guidance for establishing your business entity, from strategic structure selection to regulatory compliance management, ensuring your business foundation aligns with long-term growth objectives.



Entity Selection

Expert analysis to determine optimal structure (LLC, C-Corp, S-Corp) based on tax implications, liability protection, and investment potential.



Filing Documents

Comprehensive document preparation including Articles of Incorporation, Operating Agreements, and state-specific requirements with guaranteed accuracy.



Compliance Support

Proactive maintenance of corporate records, annual report filing, tax registration, and industry-specific licensing requirements across multiple jurisdictions.

Talent Recruitment

A comprehensive approach to identifying and evaluating regulatory and compliance professionals through our proven four-step process, ensuring both technical expertise and cultural alignment.

Job Role Analysis

Create detailed competency matrices and regulatory compliance requirements, including specific certifications and industry experience needed.

1

Talent Sourcing

Leverage specialized compliance networks, industry associations, and targeted LinkedIn campaigns to attract qualified regulatory professionals.

2

Screening

Evaluate technical qualifications, verify regulatory certifications, and conduct preliminary compliance knowledge assessments.

3

Assessment

Perform thorough technical evaluations, case studies on regulatory scenarios, and team compatibility sessions with compliance leadership.

4

Regulatory & Compliance

Comprehensive regulatory services ensuring product compliance and approval through strategic planning, risk management, and thorough documentation, with expertise in FDA, ISO, and international standards.

1 Regulatory Strategy

Create customized regulatory pathways including 510(k), De Novo, or PMA submissions. Develop phase-gate approval processes aligned with FDA and international requirements.

2 FDA Compliance

Guide products through Class I, II, and III medical device classifications. Ensure compliance with QSR 21 CFR Part 820, including Design Controls and cGMP requirements.

3 Risk Management

Execute comprehensive ISO 14971:2019 risk management programs, including FMEA analysis, risk-benefit assessments, and post-market surveillance planning.

4 Documentation

Develop complete Technical Files, Design History Files (DHF), and Device Master Records (DMR). Create detailed 510(k) submissions and Clinical Evaluation Reports (CER) for EU MDR compliance.



Acquisitions Services

Expert guidance through the M&A process that has helped clients complete over \$2B in successful transactions, with 90% of deals closing within planned timelines.

1

Strategic Planning

Create detailed 12-24 month acquisition roadmaps aligned with growth targets, including market analysis, financial modeling, and stakeholder alignment.

2

Target Evaluation

Screen 50-100 potential targets using our proprietary 20-point evaluation matrix, focusing on strategic fit, financial performance, and synergy potential.

3

Due Diligence

Execute 360° company assessment covering financial, operational, legal, and cultural aspects, with detailed risk mitigation strategies and integration planning.

4

Negotiation

Lead deal structuring and negotiations, including valuation analysis, term sheet development, and post-closing adjustment mechanisms to protect client interests.



Corporate Relocation Services

End-to-end relocation support for executives and their families, ensuring smooth transitions during corporate acquisitions and expansions.



Executive Housing Assistance

Coordinate luxury temporary housing, arrange property viewings in premium neighborhoods, and manage full-service moving logistics including white-glove packing services.



Premium Family Integration

Priority placement in elite private schools, spouse career counseling with top recruiters, and connection to exclusive social networks and professional organizations.



Strategic Location Orientation

Personalized area tours of top school districts, exclusive residential areas, and key business hubs. Private guidance on local business networks and social clubs.

