

IS THERE AN OPPORTUNITY IN THE US FOR OUR COMPANY?

ARE WE READY NOW FOR THE US MARKET?

HOW LONG WILL IT TAKE TO GET TO MARKET AND HOW MUCH WILL IT COST US?

Silaroca Partners makes US market entry accessible and affordable to European companies.

Our global team “sets the table” for successful US entry by arming companies with the right message, materials, and approach to present to a pre-selected US team of professionals at a meeting we arrange. Our approach removes the cultural, linguistic, and commercial barriers that often prove insurmountable for European companies looking to expand to the US.

OUR PEOPLE have more than 100 years of combined senior-level business experience and deep cross-border experience — each team member has worked extensively in both US and European markets. We walk with our clients through the entire process, providing coaching, consultation, and the support required to get the most out of initial meetings in the US.

OUR NETWORK is the product of established professional relationships developed over decades with US decision-makers, advisors, and trustees. Their expertise and experience facilitates rapid market access, efficient quality outcomes, and immediate benefits for our clients.

OUR PROCESS accelerates the time to US market entry through an economical, streamlined method that opens immediate doors to the right connections for achieving a company’s sales, financial, partnering, and other strategic objectives. It affords companies the unique opportunity to meet targeted key players in the US market and identify real opportunities.

OUR DELIVERABLES:

- Two-hour meeting in the US with up to 10 senior executives identified for their expertise and connections in appropriate markets and their ability to open the right doors.
- Executive summary for presentation at US opportunity meeting.
- Two presentations, strategically compiled from existing materials, interviews, and online research, arranged with a focus on US market entry, and suitable for use in future US dealings — a master presentation with pertinent information to create subsidiary decks for partners, investors, and end-user clients, and a smaller overview presentation suitable for high-level US meetings.
- Post-meeting gap analysis and wrap-up call to define action items.

INTAKE & INITIAL ASSESSMENT (2 weeks)

- Brief introductory interview with Silaroca team member(s)
- Completion of questionnaire and internal review by Silaroca Partners to assess viability
- Anonymous preliminary check with US connections regarding potential interest
- Intake session with Silaroca team members

GO/NO GO DECISION

If the Silaroca team decides not to proceed, the company will receive a Gap Assessment detailing reasons for the decision and outlining “needs” to be addressed in order to gain US market entry.

PREPARATION FOR OPPORTUNITY MEETING IN THE US (2-3 months)

If the company qualifies and wishes to proceed, the Silaroca process results in introductions to US executives who are able to help the company achieve local success. We walk our clients through the preparation of appropriate materials, we coach them on how to present, and we select and prepare the right audience members for a high-level consult meeting in the US.

PARTICIPATION AT US MEETING

Silaroca attends and facilitates the opportunity meeting in the US, and provides post-meeting support to define next steps and facilitate resulting introductions.



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