

# IS THERE AN OPPORTUNITY IN EUROPE FOR OUR COMPANY?

## ARE WE READY NOW FOR THE EUROPEAN MARKET?

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

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

Our global team arms companies with the right contacts, message, materials, and approach to establish cost-effective operations in selected European countries. Our approach facilitates market entry in Europe by removing the cultural, linguistic, commercial, and practical barriers that can prove insurmountable for US companies looking to navigate this expansion without a well-informed, well-connected guide.

**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.

**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 European 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.

#### OUR DELIVERABLES:

Our typical deliverables include a range of products and services tailored to our clients' specific needs:

- Needs assessment to develop scope of work and execution plan.
- Target market assessment to determine viability of offering.
- Recommendations for market entry, including identification of suitable potential business partners.
- Professional services as needed, including interim management.
- Executive summary for presentation at European opportunity meetings.
- Two presentations, strategically compiled from existing materials, interviews, local partner discussions, and online research, arranged with a focus on European market entry, and suitable for use in future European 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 European meetings.

#### INTAKE & INITIAL ASSESSMENT

- Brief introductory interview with Silaroca team member(s)
- Completion of questionnaire and internal review by Silaroca Partners to assess viability
- 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 European market entry.

#### OUR PROFESSIONAL SERVICES PORTFOLIO

Silaroca provides a complete array of local and pan-European professional services designed to provide companies with a turnkey solution to market entry and development, with a focus on immediate execution, reduced time to market, and economic efficiency:

- Interim management with skilled local and international senior managers who cover all key functions within the organization, thereby affording companies the opportunity to defer local hiring costs and focus instead on going to market
- Lead generation services to begin setting meetings with potential customers
- Pre-sales and sales support services with local, skilled, strategic salespeople
- Marketing and communication services to tailor messages to local market expectations
- Procurement of local strategic partnerships through Silaroca's network
- Back-office support services, including logistics, infrastructure, and local vendor services



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