

# U.S. Market Readiness Checklist

For European Brands Expanding to the U.S. | ScaleSmart Program | \$1–2M in Revenue

---

## 1. Strategic Planning

- ☐ We've allocated **6–12 months** for U.S. expansion planning and execution.
  - ☐ Our team has aligned on **specific U.S. market goals** (revenue, brand awareness, channel expansion).
  - ☐ We've chosen initial **U.S. launch region(s)** based on buyer density and market opportunity.
  - ☐ We've defined our **U.S. Ideal Customer Profile (ICP)** and buying personas.
- 

## 2. Market & Customer Research

- ☐ We've conducted **10–20 U.S. buyer interviews** to validate needs, positioning, and buyer behavior.
  - ☐ We've completed an in-depth **competitive landscape analysis**, including pricing, value props, and distribution.
  - ☐ We understand key **market trends**, regulatory nuances, and how U.S. buyer expectations differ from Europe.
- 

## 3. Branding & Messaging

- ☐ We've performed a **U.S. branding review** to ensure our brand name, visuals, tone, and positioning resonate with U.S. customers.

- ☐ We've adjusted **taglines, claims (and packaging)** to meet U.S. cultural and regulatory expectations.
  - ☐ We've aligned our **brand promise and story** to match U.S. buyer motivations (e.g., speed, innovation, ROI, lifestyle).
- 

#### 4. Sales & Marketing Readiness

- ☐ We've developed a **U.S.-tailored sales deck** with compelling storytelling, buyer-relevant pain points, and proof points.
  - ☐ Our **website is localized** — with U.S. English copy, appropriate pricing, testimonials, case studies, (shipping/returns), and CTA language.
  - ☐ We've planned **multi-channel GTM** (e.g., Ads, Content Strategy, PR, DTC, Partners (Amazon, retail, wholesale, B2B)).
  - ☐ We've set a **U.S. GTM budget of \$100k–250k** for launch, marketing, and partnerships.
  - ☐ We've compiled a **CRM of warm leads, partner contacts, and advisors** to support U.S. entry.
  - ☐ We've outlined a **cold outreach strategy** using AI-powered tools (e.g., Clay, Apollo) to reach target ICPs.
- 

#### 5. Sales Pipeline Development

- ☐ We've built a **U.S.-specific sales pipeline** with stages, ICP qualification, and sales velocity targets.
- ☐ We've defined our **outreach messaging**, email cadences, and follow-up tactics for warm intros and cold leads.
- ☐ We've enabled our founder(s) or commercial lead to drive early **founder-led sales conversations**.

- ☐ We're tracking **conversion metrics** (booked meetings, trials, POCs, etc.) for optimization.
- 

## ✓ 6. Founder Visibility & Online Presence

- ☐ We have decided **which founder will be the in the US** and have reviewed and updated all **founder social profiles (LinkedIn, Twitter/X, Crunchbase)** for U.S. investor and buyer visibility.
  - ☐ We've developed or are executing a **U.S. thought leadership or PR plan** to elevate founder credibility.
  - ☐ The founder is prepared to **pitch, sell, and represent the company in the U.S.**, including speaking or demo opportunities.
- 

## ✓ 7. U.S. Fundraising Strategy (if applicable)

- ☐ We've decided if we'll raise **capital from U.S. investors**, and at what stage.
  - ☐ We understand it this requires a **Delaware flip** and have discussed this with our tax advisors, legal partners and our board.
  - ☐ We've created a **Silicon Valley-style pitch deck**: narrative-first, traction-focused, clean design.
  - ☐ We've identified relevant **angels, VCs, and strategic investors**, and started warm introductions.
  - ☐ We understand **U.S. investor expectations**, fundraising mechanics (round sizes, valuation norms), and storytelling dynamics.
- 

## ✓ 8. Logistics, Legal & Compliance for Physical Products

- ☐ We've explored **3PL, warehousing, and fulfillment options** for the U.S.

- ☐ We understand **tariffs, customs, and labeling requirements** for our product category.
  - ☐ Our product meets **U.S. regulations** (FDA, FTC, GDPR/CCPA for data, HIPAA, labeling, etc.).
  - ☐ We've chosen the right **U.S. legal structure** (e.g., Delaware C-Corp) and understand tax and employment requirements.
- 

## ✅ 9. KPIs, Feedback Loops & Adaptability

- ☐ We've defined **success metrics** (CAC, ROAS, MRR, conversion rates, etc.).
- ☐ We have tools in place to **capture buyer feedback and test messaging rapidly**.
- ☐ We're ready to **iterate product, positioning, or pricing** based on early results.

## 🚀 Ready to Check Every Box?

The **EIT ScaleSmart Program** is designed to take your European startup from “curious about the U.S.” to **confidently scaling in the U.S. market** — with expert guidance, proven playbooks, and real-world support.

Whether it's refining your pitch for Silicon Valley, or building your first U.S. sales pipeline — **ScaleSmart gives you the structure, shortcuts, and strategic advice to confidently say “YES” to every item on this checklist.**

### 👉 Join ScaleSmart and get:

- A proven framework for U.S. go-to-market
- Hands-on sales and pitch support from U.S. operators and mentors
- Expert reviews of your sales deck, and outreach plans
- Access to 1:1 mentoring from operators, partners, and investors
- A pitch that lands with U.S. VCs and customers

**Apply now and turn your U.S. expansion from guesswork to growth.**

Because smart scaling isn't about moving fast — it's about moving smart.