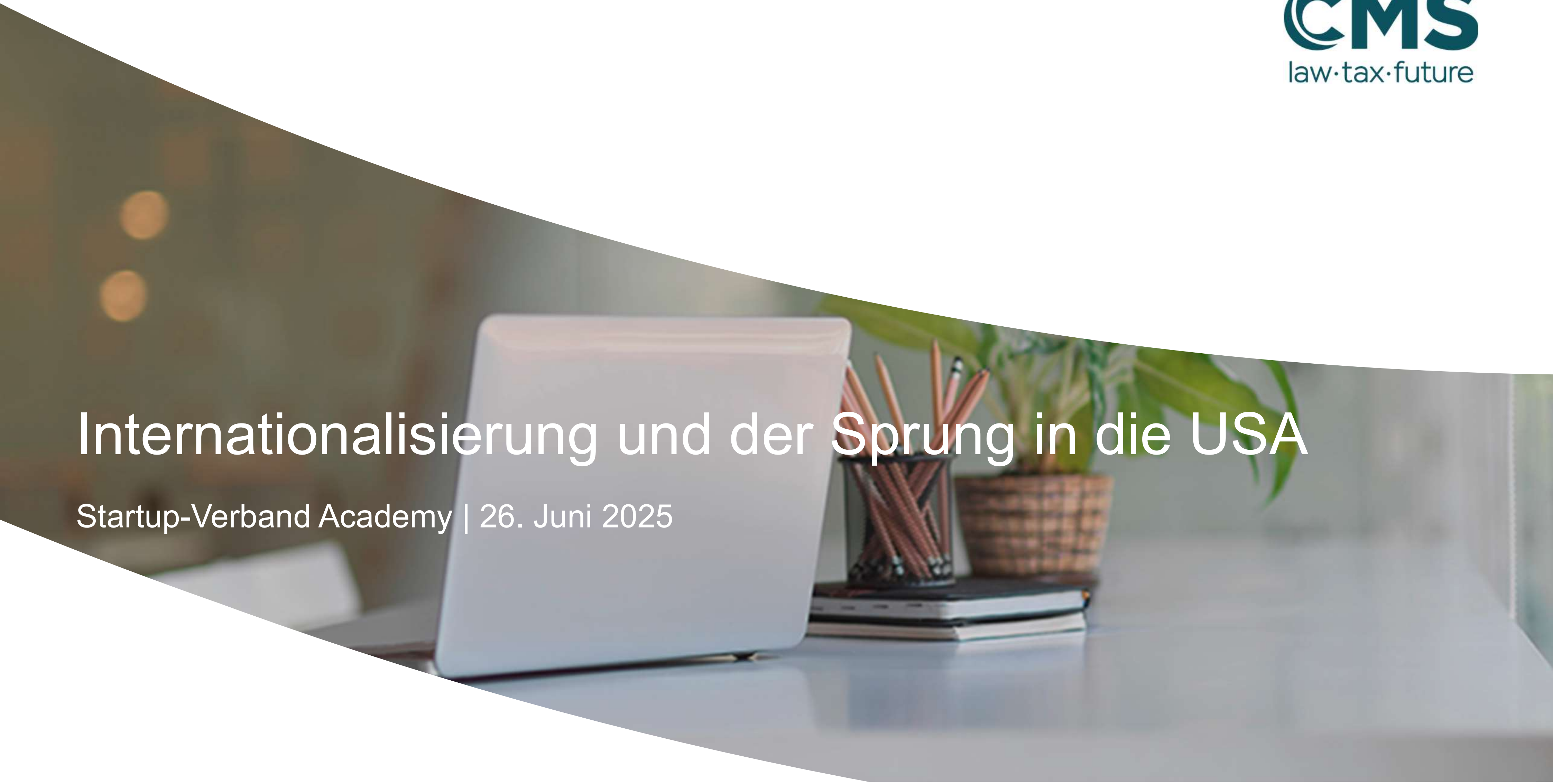

Internationalisierung und der Sprung in die USA

Startup-Verband Academy | 26. Juni 2025

Today's Speakers

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Go International (or go home)

1. **Avoiding legal pitfalls**
2. **Overcoming practical hurdles**
3. **Going to the USA**

Avoiding Legal Pitfalls

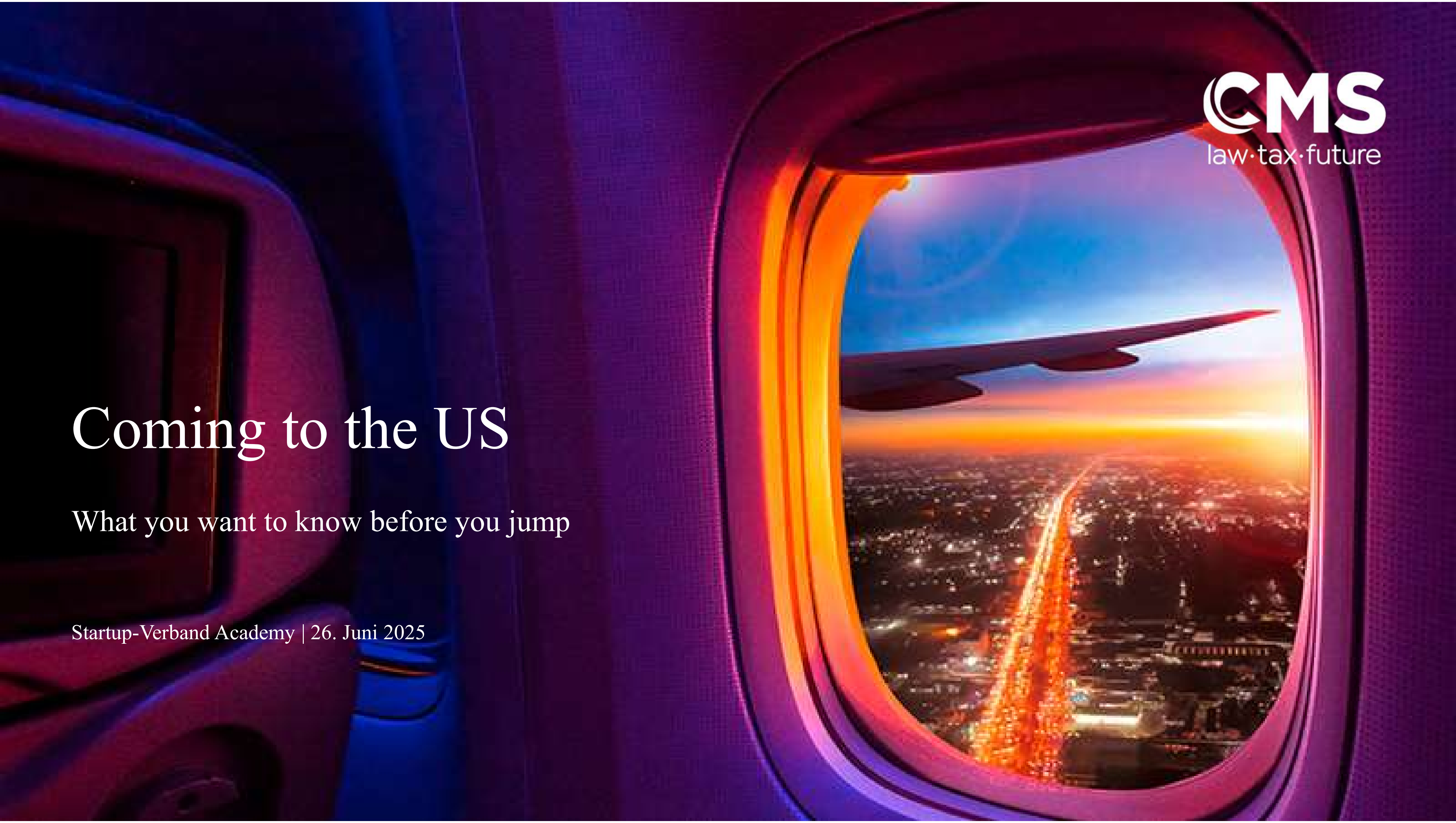
Different legal systems mean different laws and different obligations. Which legal issues you need to pay particular attention to when internationalizing.

- Regulatory environment (e.g. permits and notifications)
- Intellectual property protection / data protection
- Taxes and customs duties
- Financing / repatriation of profits
- Subsidiary / permanent establishment / Joint Venture
  - Requirements regarding shareholding levels
  - Limitation of liability / risks of piercing the corporate veil
- Secondment of employees / labour law
- Choice of law for contracts

Overcoming practical hurdles

Soft factors often have a decisive influence on the success of Internationalization.

- "When in Rome, do as the Romans do" – Understanding cultural differences
- "It's all Greek to me" – Managing language barriers
- "same, same but different" – Adaptation to different market conditions and customer needs
- "You'll never walk alone" – Building networks and learning from the experiences of others



Coming to the US

What you want to know before you jump

Startup-Verband Academy | 26. Juni 2025


Coming to the US
What you want to know before you jump
Why | Country | Culture | Law | Pitch | Support | Obstacles


Coming to the US
What you want to know before you jump
Why

Why

"Typical" Reasoning for coming to the US

Investors:

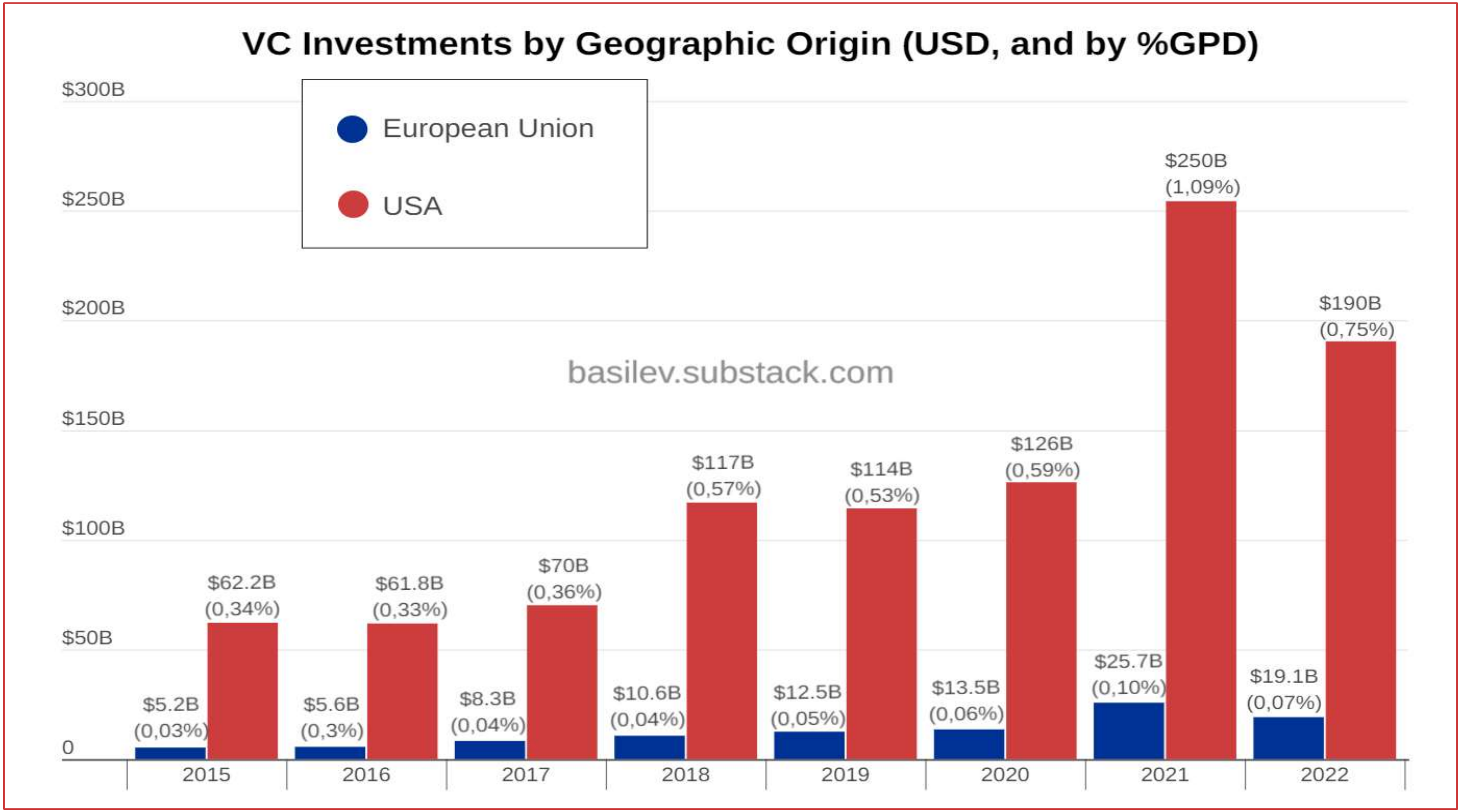
- Very different VC and PE culture
- "Easy to get funding"
- Ticket sizes are extremely high
- "US investors don't invest internationally"

Market:

- The biggest (western) market
- Scalability: B2B and B2C with very high volumes
- High spendings

Innovation friendly environment:

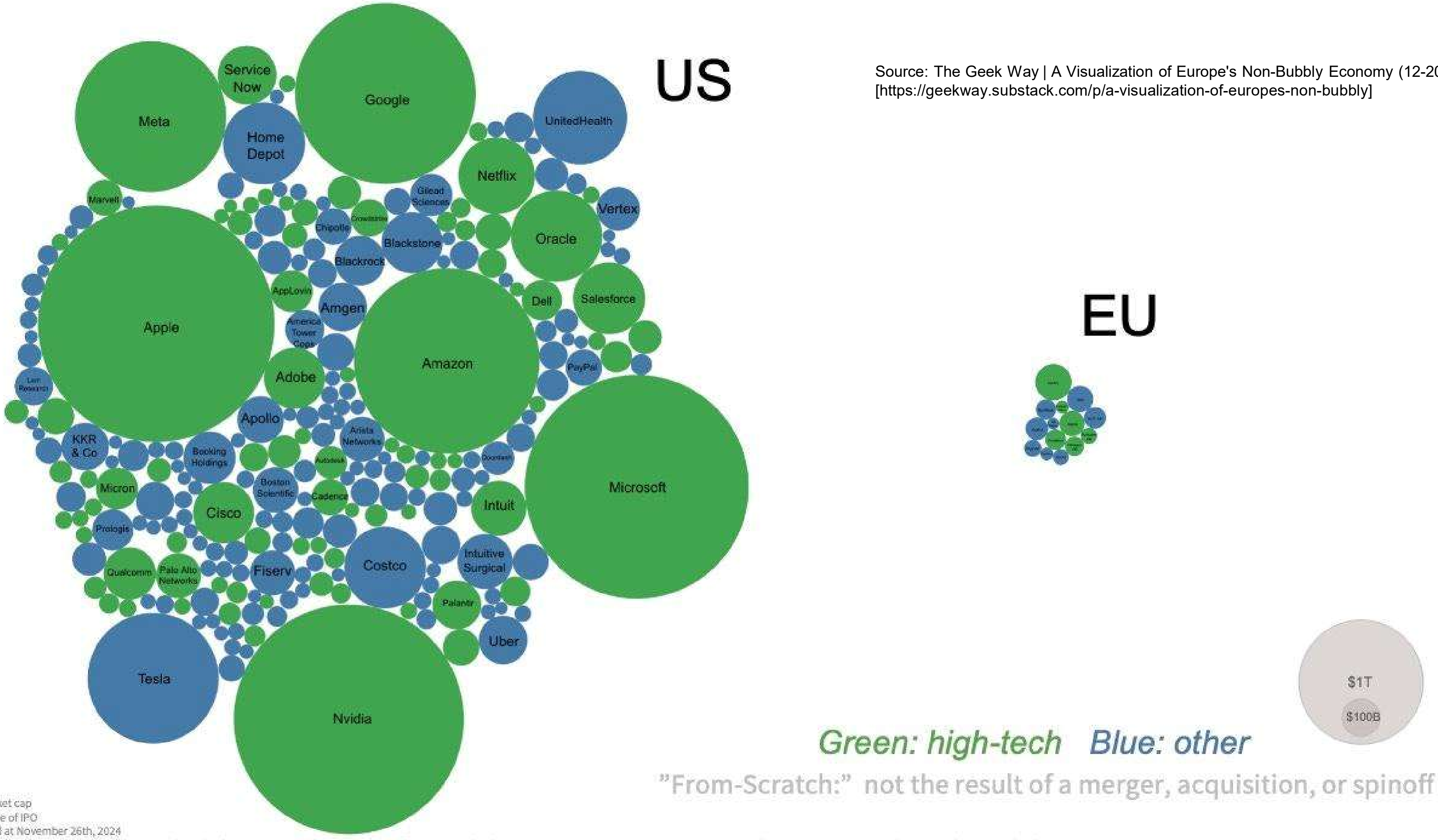
- Embracing innovation
- Investors | Industry | Consumers



Source: European Industrial Policy – Venture Capital in Europe versus United States (10-2023) referring to OCDE Source [https://basilev.substack.com/p/venture-capital-in-europe-versus?utm_campaign=post&utm_medium=web]

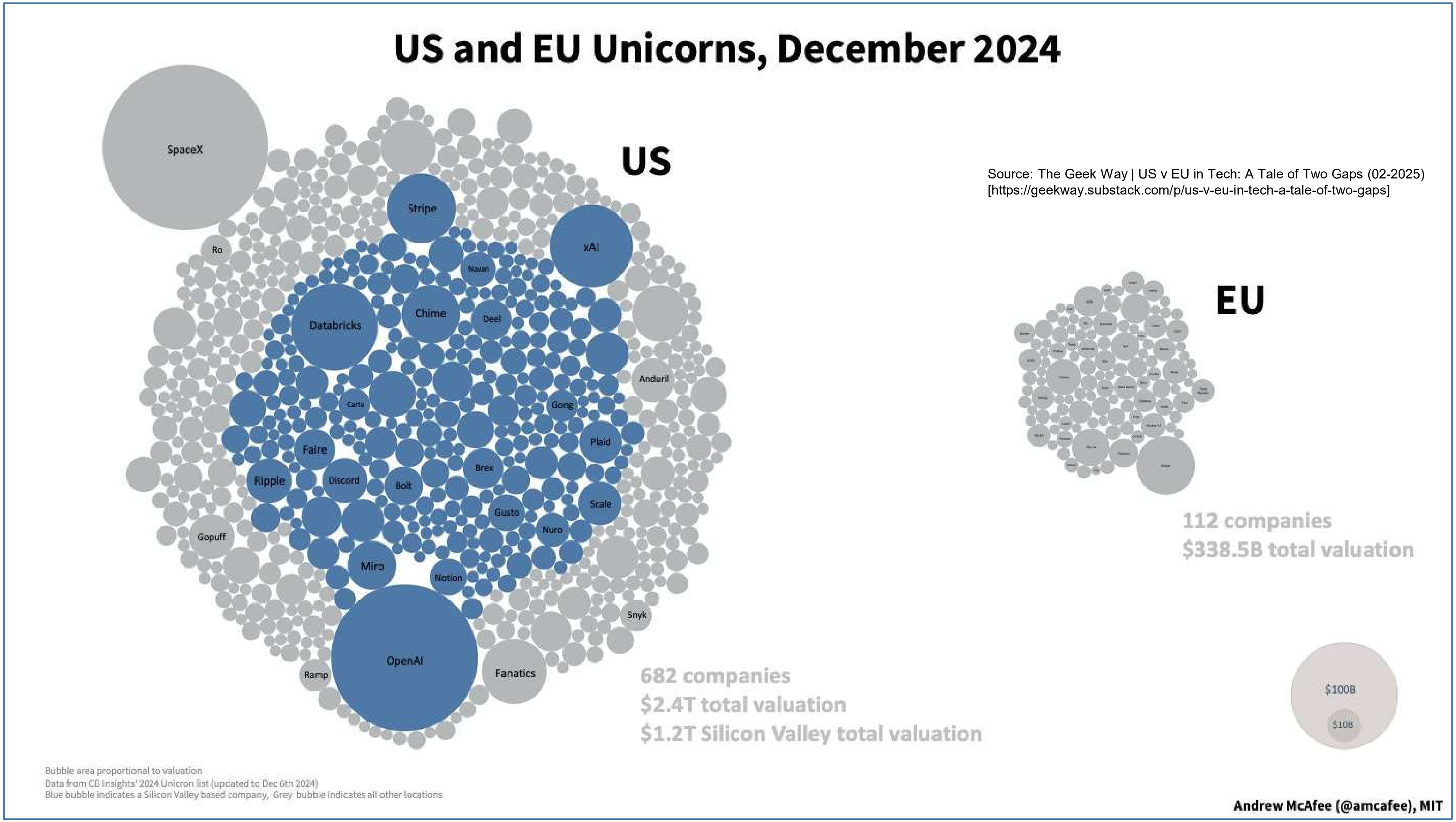
Public From-Scratch US and EU Companies Less than 50 Years Old with $10B+ Market Cap

Source: The Geek Way | A Visualization of Europe's Non-Bubbly Economy (12-2025)
[https://geekway.substack.com/p/a-visualization-of-europes-non-bubbly]



Bubble area proportional to market cap
Companies grouped by HQ at time of IPO
Market cap in 2023 USD, assessed at November 26th, 2024
Green bubble indicates a company in a "tech" industry: Software, Packaged Software, Internet Software/Services, Information Technology Services, Data Processing Services, Interactive Media & Services, Internet Retail, Direct Marketing Retail, Telecommunications Equipment, Electronic Equipment/Instruments, Computer Processing Hardware, Computer Peripherals, Semiconductors, Semiconductor Equipment. Blue bubble indicates all other industries

Andrew McAfee (@amcafee), MIT



Source: The Geek Way | US v EU in Tech: A Tale of Two Gaps (02-2025)
[https://geekway.substack.com/p/us-v-eu-in-tech-a-tale-of-two-gaps]

Country

Country

Pick the Region that is right for You

Topics to consider:

- What is your business – do you need to be in 'the' cluster ?
- Where are your customers – is it required to be close to them ?
- Who are your (future) investors – do they want you to be close ?
- Where do you find talents – is remote a sustainable alternative ?
- What is your budget – calculate your burn rate !
- Time zones and necessary overlap with teams.

Pick the region that is right for you and your business

Culture

Culture

Mind the Gap

Continents and Regions

- Most definitely not Germany
- "The American"

Give and Take

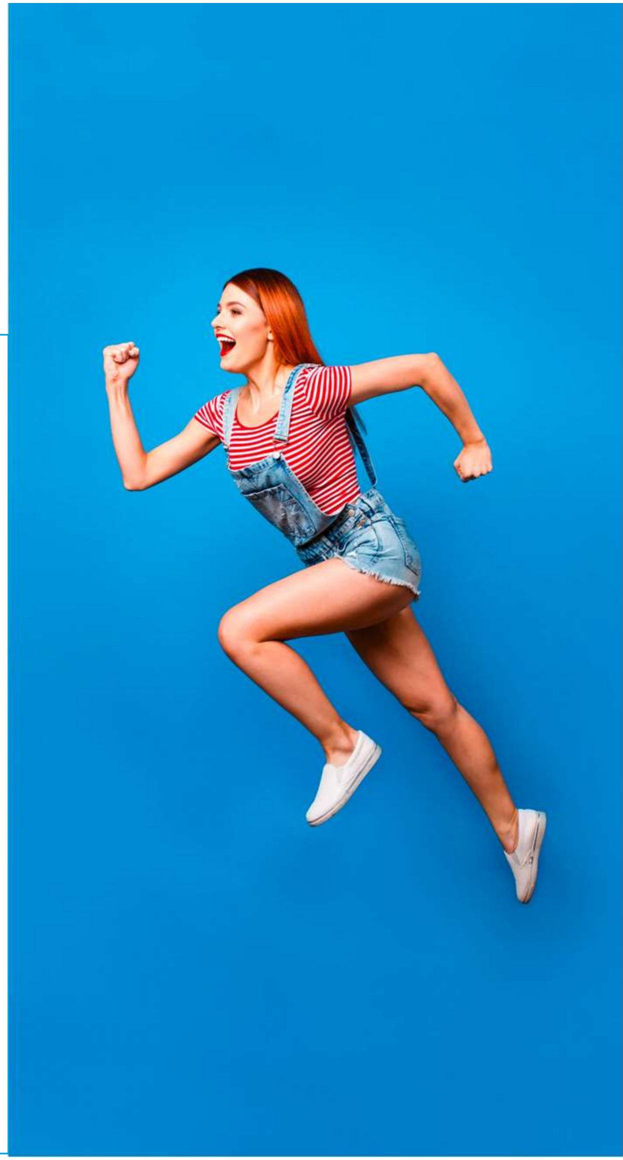
- Sharing is everything
- Do not disappoint

Get connected

- It's all about knowing the right people
- Be persistent and not "German"

Risk Culture

- Failure is success in progress
- Move fast and break things
- Venture Capital vs. Wagniskapital



Coming to the US
What you want to know before you jump

Law

Law

The Easy Way

Incorporation

- As easy as it gets
- Do it yourself ?

Delaware Flip

- Requested by investors (?)
- Tax Implications for German entrepreneurs

Regulatory

- Much less regulation | less guardrails | R&D Freedom
- Strong Consumer Protection (California)
- 50 States (!)

Lawyers

- Make the right choice
- CMS US - how we can help

Pitch

Pitch

Reach your goal

Empathize with your Audience

- Individualize: Who are you pitching to ?
- Anticipate: What do they want from you ?

Market

- Know the market potential of your solution
- Growth vs. Revenue

Pitch Tips

- Make it personal – get emotional | use anecdotes & reflections
- Make it visual – easy to digest
- Present your Big Idea in a clear, concise, and compelling way
- Include a Call to Action
- Less is more (elevator pitch – you might be cut off)
- Test your story using the '5 Whys Method'

Support

Support

Don't do it all by Yourself

Accelerator Programs

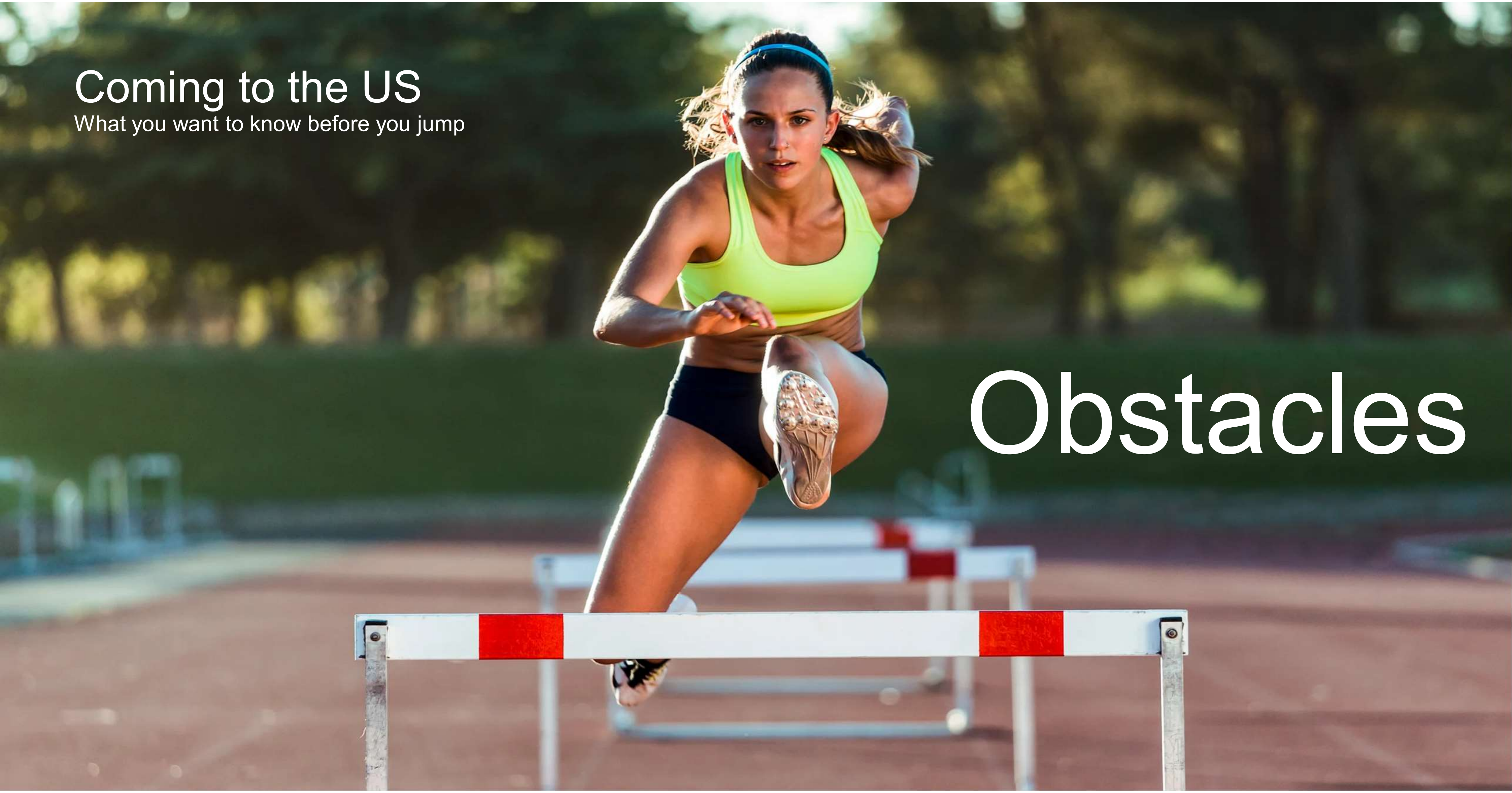
- PLUGandPLAY Tech Center
- Y Combinator | Tech Stars | 500 Startups | StartX
- German Government: Start2 (https://www.start2.group/)
- AHK Startup Launchpad (https://www.gaccwest.com/services/startups)
- German States: e.g. SH Überflieger (https://startupsh.de/ueberflieger/)

Law Firms

- Much more than legal
- VC match making

CMS

- Providing the right connections
- Matching with suitable advisors



Obstacles

Obstacles

Recent developments in the US

Industries

- ESG
- Cyber Security
- Artificial Intelligence
- Crypto

Market Climate

- US Economy | Inflation | Interest Rates |Tariffs
- VC and PE in times of uncertainty
- Exits

Immigration

- Visa situation
- Talents
- R&D | Universities

Coming to the US

What you want to know before you jump

Are You Ready to Jump?

Make the Readiness Test before you Jump

Strategy + business model validation → Product market fitness validated ?

Marketing segmentation, competitor search, market tests → Marketing plan ready ?

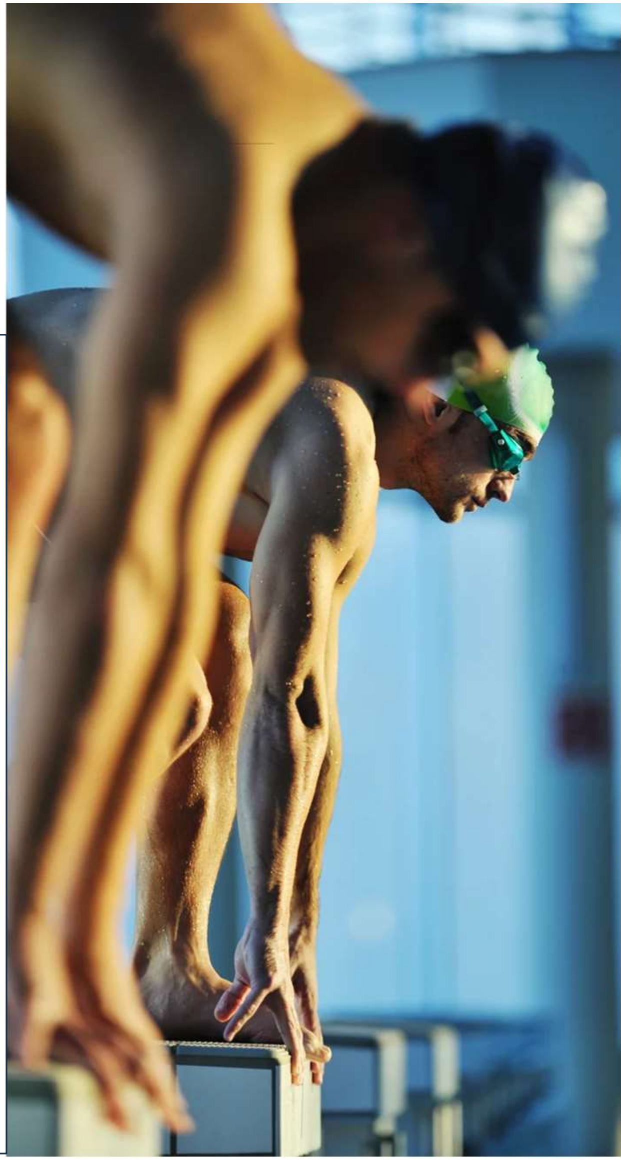
Sales channels selection, territories + compensation plans → Sales Plan ready ?

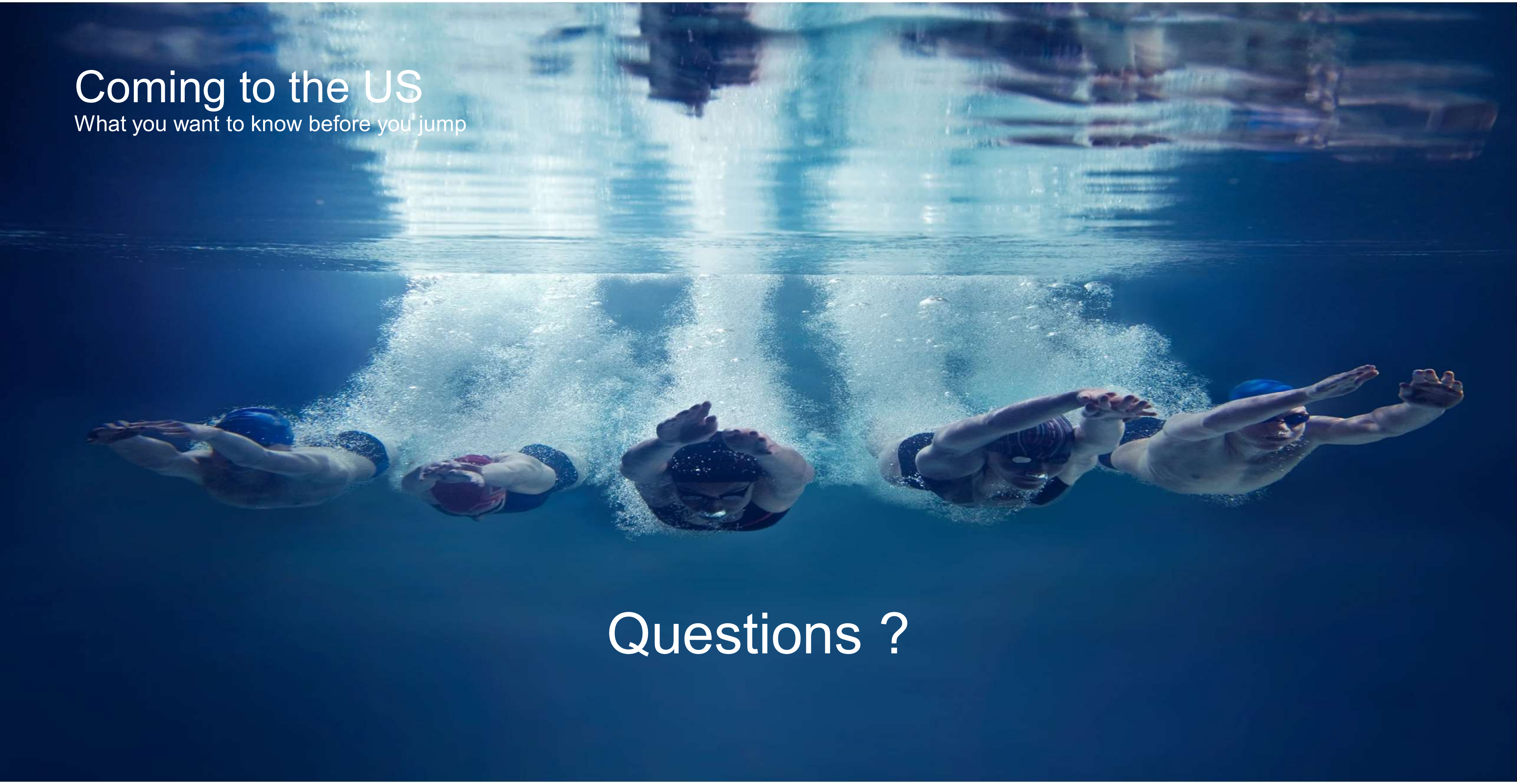
Lead generation config + A/B testing → Sales pipeline ready to create revenue ?

Technology modifications + implementation plan → Product roadmap ready ?

Backoffice: regulations, tax, payroll, finances, legal → Plans ready ?

Fundraising strategy + US style pitch preparation → Warm investor intros made ?

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Questions ?

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