

USA Market Success

Accelerate and De-risk Your US Expansion

Proposal «VALIDATE» and “EXECUTE” Modules



USA Launching Pad

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Proposal for VALIDATE + EXECUTE Modules

Introduction

The **USA Launching Pad** is a methodical program to help accelerate and de-risk the entry into the US market for high-potential Lithuanian companies.

The **“VALIDATE” Module** finetunes an existing US Go-to-market plan with our 12-point GTM framework and establishes gaps in a US roadmap. At the same time it collects a thousand+ contacts of potential customers, which we hand over to the company for prospecting. This abbreviated module is ideal for companies who already some US sales and want to validate these initial experiences before moving into systematic selling.

The **“EXECUTE Module”** focuses on go-to-market execution: Continuous outreach to create leads for a US sales pipeline and to open dialogues with potential partners. Creating the playbook for training and enablement of sales teams. Designing the US marketing & sales operations team, assisting with recruiting, compensation plans, and coaching the teams and leaders for success.

The USA Launching Pad methodology systematically tests and determines the relevant components of a US marketing and sales strategy. The VALIDATE module finetunes the outreach and marketing communications, while the EXECUTE module jumpstarts the sales team. In combination they achieve a successful positioning in the hyper competitive US market.

Our method accelerates the expansion. Our experience reduces the risks.

We look forward to working with you. Welcome to America!

Gert Christen & Matt DiMarsico, Founders

Proposal USA Launching Pad

“VALIDATE” Module

Outreach to at least 1000 contacts according to existing ICPs and company profiles. Appointment setting & structured discovery interviews to test existing hypotheses. Documentation in proven 12 Point Go-to-market Framework.

Duration: 6 weeks, fully remote or hybrid

“EXECUTE” Module

Outreach to at least additional 1000 contacts for pipeline development, appointment setting & support with prospecting. Documentation of go-to-market plan and playbooks to enable marketing & sales teams. Design of sales organization & US business operations, assistance with hiring, coaching to success.

Duration: 6 weeks. Last 2 weeks on site in San Francisco

Price: EUR 35'000

Terms: Payment in advance.

Concurrent order for minimum 3 companies: 50% to confirm the order. 50% at the end of each project.

Optional:

- Additional customer segments or products: **EUR 8000 per segment or product**
- A/B testing with US Landing Page: **EUR 5000 including content marketing**

Includes:

- 1 dedicated employee in San Francisco for duration of Launching Pad.
- 2000+ contacts for one customer segment or product. More can be added at a reduced additional cost.
- Offices for 2 persons in San Francisco.
- CRM tool and program management dashboards.
- CRM export of all contacts at the end of the program.

Not included: Travel expenses

VALIDATE Methodology

Generates customer insights through discovery interviews directly with potential US customers.

Confirms pain points & decision makers.

Adapts marketing messages & sales documentation to address US pain points.

Validates overall offering & product features for US customers.

Creates a repeatable sales process and provides leads for the US sales funnel.

Enables conclusions for US organization, business setup & financial plan.



EXECUTE Go-to-market Framework

Product & Features

- US feature prioritization
- US feature gaps

Customer Outreach

- Target segments & ICPs
- Lead generation

Value Proposition

- Save money, make money
- Intangible value propositions

Price & Conditions

- US prices & business model
- Sales packages

Direct Channels

- Targeting, pricing, commissioning
- Messaging

Decision Makers

- Their roles & interests
- Purchasing process

Deployment, Support & Partnerships

- US service level expectations
- Make, partner, buy

Indirect Channels

- Targeting, pricing, commissioning
- Messaging

Influencers

- Their roles & interests
- Information needs

US Business Setup

- Roles & job profiles
- Playbooks & enablement

Online Channels

- Targeting, pricing, commissioning
- Messaging

Regulations & Industry Rules

- Regulations
- Immutable market conditions



USA Launching Pad

Solutions Overview

VALIDATE Module

USA Launching Pad:

Create Outreach, Discover, Validate, Build Your US business



Customer Outreach creates discovery interviews with potential customers.

Marketing is adapted with insights from customer discovery interviews.

Product feature needs are collected and compiled for a US roadmap incl. gaps.

Sales channels are validated, partners identified, leads built & processes scaled.

Business setup & job profiles are aligned to execute the US business operations.

VALIDATE Module of USA Launching Pad

Overview: Module is intended for companies with first clients in the USA who want to grow into a full US Go-to-market plan and need to finetune their marketing and sales approaches.

Prerequisites: First clients won in the USA and initial marketing campaigns run

- Data on target segmentation and ICPs in the USA.
- US marketing campaign and requisite collateral.
- Experience with market entries.



VALIDATE Module Activity:

Objective - turn the first US successes into a US go-to-market plan:

- Systematically refining the target profiles, ICP, messaging, and channels with potential US customers
- Conduct structured discovery interviews with USA Launching Pad methodology
- Validate US offering and complete the Go-to-market roadmap
- Create US Go-to-market plan and US market entry roadmap in 12 Point GTM Framework

VALIDATE Module

Adapt Customer Profiles, ICPs and Messaging for US market fit



US customer discovery interviews to finetune marketing, messaging & product offering.

Duration 6 weeks: 2 weeks onboarding + 4 weeks discovery. Remote or in-person in San Francisco.

Start anytime.

Contents

- Outreach for 4 weeks to at least 1000+ target contacts.
- 1 dedicated employee in San Francisco.
- Structured discovery interviews with regular debriefs to extract insights.
- Optional:
- Additional segments or products can be added to expand the accessible market or to pivot.

Outcomes depend on customer situation and can include

- US customer pain points
- US company, ICP & buyer profiles
- US marketing messages & communication channels
- US feature roadmap
- US sales & support channels
- US Go-to-market plan



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EXECUTE Module of USA Launching Pad

Overview: Module is intended for companies who have validated their USA Go-to-Market and are ready to execute the USA market entry.

Prerequisites: 12 Point GTM Framework for the USA

- Have a defined target segmentation and ICP in the USA.
- Have a tested US marketing campaign and requisite collateral.
- A product offering adapted for US clients.
- US reference customers.



Execute Module Activity:

Objective: Build USA sales pipeline, begin opportunity identification and development, build US team

- Lead Generation with 1000+ validated contacts
- Document Go-to-market in proven 12-point Framework, and playbook for enablement
- Define the US organizational structure & funding plan
- Assist with hiring US team members and developing compensation plan structures

EXECUTE Module

Build sales pipeline & create US organization fit



Prospecting to build a sales pipeline and creating the US marketing & sales business operations.

Duration 6 weeks.

4 weeks remote + 2 weeks in San Francisco.

Cohorts or individual program.

Contents

- Lead generation with 1000+ contacts continues.
- 1 dedicated employee in San Francisco.
- Office space for 2 persons in San Francisco.
- Sales prospecting with focus on top of funnel & conversions.
- Documentation of Go-to-market plan and marketing & sales enablement playbooks.
- Marketing & sales organizations definition, hiring and compensation plans, design of back office, budgeting.
- CRM & project management tools.

Outcomes

- Ready US go-to-market plan
- Playbooks to enable channels
- Lead generation & sales process
- US sales pipeline
- US teams trained to execute on repeatable sales process

Your USA Launching Pad Team



Gert Christen, Overall relationship
Commercial relationship, founder of USA Launching Pad.



Matt DiMarsico, Marketing & Sales
US sales organization builder. Co-founder of USA Launching Pad.



Sergio Mazariegos, Program Manager
Project plans, project staffing, deliverables. In charge of process.



Mar Navarro, Project Manager & Business Development
Life science client project manager, business development Europe.



Sophie & Jordan, Web Masters
Storytelling & US Landing Page development.



Jen Lum, User Research
UX research professional. In charge of interview guides & research methodology



Senior Advisors
Industry experts: Tech and Internet, Online, Media, MedTech, Healthcare, Fundraising, CFO, Immigration, etc.





We help you to start selling here.

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