



# Enter and Scale: US Export Acceleration Boot Camp

Presented by the San Francisco Landing Pad and Exit Velocity

## Why you should apply

Going global can significantly improve your growth potential and help protect your business from the risk of decline or cyclical challenges in the domestic market. At the same time entering a new market, especially one as large and complex as the US, takes valuable time and resources away from your domestic operations.

A clear and intentional US market entry plan is key to your success in the US market. Our US Export Acceleration Boot Camp has been curated to assist Australian tech enabled scale ups prepare their US market entry plan.

## How it will help you

Experienced US go-to-market specialists, from our delivery partner [Exit Velocity](#), will set you up for success by offering practical guidance on how to:

- evaluate your business for the US;
- best position yourself for US market entry; and
- prepare a realistic and achievable US market entry plan.

Completing this Boot Camp will put you in a great position to take advantage of additional Landing Pad services as you embark on your US journey<sup>1</sup>.

## What will you learn?

Group workshops will detail:

- US market overview and industry dynamics
- US market validation
- Financial, technical, physical and other resources required
- Determining timing for US market entry
- Assessing your TAM, SAM and SOM for the US
- Competitor analysis and finding the white space
- Customer profiles & research
- Channels to market & developing Go To Market strategies
- Pricing products for the US market
- Testing the market

At the end of this Boot Camp, you will have the necessary knowledge to formulate your US market entry plan and will be able to get feedback on your plan.

You'll also gain access to our Landing Pad Mentor Network and our vast digital resources to support your US market entry.

<sup>1</sup> Additional applications required

## Save the dates

Pre course materials will be distributed in the week commencing January 24<sup>th</sup> and the boot camp will run virtually over three weeks from February 1<sup>st</sup>, 2022 as follows:

**Week 1 – January 31:** 2 x half days of workshops from 9am – 12pm AEDT on Tuesday (1<sup>st</sup>) and Wednesday (3<sup>rd</sup>)

**Week 2 – February 7:** 2 x half days of workshops from 9am – 12am AEDT on Tuesday (8<sup>th</sup>) and Wednesday (10<sup>th</sup>)

**Week 3 – February 14:** 1 x one hour, one-on-one mentoring session with Exit Velocity to apply the boot camp content to your business and discuss your US objectives

## Your side of things

Participation requires:

- Pre-course work and assignments to be completed (approx half a day in your own time)
- Founder availability for online workshops from 9am – 12pm AEDT on February 1, 3, 8 and 10
- Founder availability for a one-on-one mentoring session to apply the boot camp content to your business and discuss your US objectives (times to be mutually agreed)
- Delivery of your written go-to-market/export plan if you would like feedback on your plan

## Get in fast

Apply [here](#).

Applications close at **midnight** on **Sunday January 9** (Sydney time). Successful applicants will be advised of the outcome of their application by Tuesday January 18.