

MARKET EXPANSION USA PROGRAM

A Proven 3-Step Pathway for Global Innovators to Enter, Scale, and Fund in the U.S.

The Market Expansion USA Program by SMART Community Exchange (SCE) provides international founders, high-growth technology companies, and trade delegations with a comprehensive, de-risked methodology to successfully expand, co-innovate, and deploy solutions across the United States.



Strategic Soft Landing
State-by-state entry, corporate structuring, tax planning & regulatory compliance.



Ecosystem Integration
Direct access to U.S. regional Tech Hubs, testbeds, and public-private consortia.



Commercial & Capital Access
1-on-1 introductions to corporate buyers, pilot programs, angels, and VCs.

THE 3-STEP PROGRAM ROADMAP

STEP 01 • FOUNDATION

Strategy, Planning & Readiness

- ✓ **Planning Guide:** Complete the comprehensive Market Expansion USA Planning Guide.
- ✓ **Readiness Assessment:** Evaluate business model, U.S. value proposition, IP, and regulatory positioning.
- ✓ **Commercial Asset Suite:** Refine U.S. investor deck, channel/pricing model, and Tech Hub applications.
- ✓ **Resource Library:** Access the 50-State Soft Landing Guide and Tech Hub Directory.

\$1,200

STEP 02 • ON-SITE

U.S. Immersion Week Cohort

- ✓ **5-Day On-Site Cohort**
- ✓ **Regional Tech Hubs:** On-site intensive inside major U.S. innovation centers and municipal testbeds.
- ✓ **Targeted Cohorts:** Industry-matched tracks (Smart Cities, Energy, AgTech, Dual-Use, AI & Healthcare).
- ✓ **Direct Engagement:** Curated 1-on-1 networking with local civic, university, and enterprise partners.
- ✓ **Ecosystem Immersion:** Gain insider insights into regional procurement, culture, and incentives.

\$2,500*

STEP 03 • EXECUTION

Business Dev & Funding Access

- ✓ **Targeted Deployment**
- ✓ **Commercial Pipeline:** Strategic business matchmaking with qualified enterprise customers and partners.
- ✓ **Capital Introductions:** Curated pitch opportunities with U.S. angels, venture funds, and family offices.
- ✓ **Professional Network:** Direct introductions to top-tier legal, accounting, tax, and visa specialists.
- ✓ **Scalable Growth:** Support securing federal/state grants, pilots, and municipal contracts.

\$2,500

* Step 2 cohort fee billed upon formal acceptance into the regional immersion week. Travel, flights, and lodging are arranged separately (cohort partner rates available).

IDEAL PARTICIPANTS & ELIGIBILITY



International Scale-Ups & Founders:
Tech and hardware enterprises seeking proven market validation and scale in the United States.



Proven Product-Market Fit:
Innovators with commercial traction looking to license, distribute, or manufacture in North America.



Economic Missions & Delegations:
National trade agencies, clusters, and accelerators seeking soft-landing infrastructure for cohorts.

PRIORITY INDUSTRY TRACKS



Smart Cities & Infra



CleanTech & Energy



Dual-Use & Defense



AgTech & Food Systems



AI & Advanced Computing



Digital Health & MedTech



Mobility & Logistics



Water & Resilience

Cohorts run quarterly across key U.S. innovation corridors.



READY TO EXPAND YOUR BUSINESS INTO THE U.S.?

Cohort admissions are reviewed on a rolling basis. Begin Step 1 to initiate your soft-landing assessment.

APPLY FOR NEXT COHORT →

smartcommunityexchange.com/programs-3/market-expansion-usa-program