



Shed light on your innovation choices to imagine and build the world of tomorrow

## INTERNATIONALIZATION SUPPORT



“Erdyn has been helping innovative projects with their strategy and marketing needs for more than 30 years. We know it can be tricky for a small company to unlock resources to assess the potential of an international market beyond an empirical approach. Most available programs are non-specific and will only provide general information. We want to use our own experience of the US market to help you define what is the best strategy for you and support your strategy implementation. As the US manager of our US office, I can’t wait to hear about your international projects”.

**DURET Laetitia**  
**COO**

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## OUR OFFER

### YOU ARE

- \ A French small and mid-size company or a start-up? A technology transfer office (SATT)?
- \ Willing to explore the US market opportunities? Expand your business in the USA?

### BUT

- \ You lack internal resources
- \ The time difference and travel is a significant hurdle
- \ You need access to a local network and personalized advice to define your strategy
- \ You have limited financial resources

## OUR SERVICES

### WE SUPPORT YOU TO:

- \ Analyze your market, the competition, and the local regulation
- \ Define the profile of your potential clients
- \ Identify and interview potential US customers/partners
- \ Generate leads
- \ Adapt your value proposition to the US market
- \ Define the best go-to-market strategy for the US market (direct sales, greenfield, distributor, acquisition, partnership)
- \ Assess the cost and the ROI of your US project

## OUR ADDED VALUE

- \ A team with a presence both in France and in the US to provide support to your teams, allowing to move the internationalization project faster.
- \ A customized team to provide highly personalized and operational advice regarding market/client/partner identification as well as the internationalization and the US market specificities
- \ High-level industries and scientific expertise
- \ A concrete experience of internationalization and the North American market coupled with a local network
- \ The expertise of a consulting firm specialized in innovative solutions marketing with more than thirty years of experience

## REFERENCES

- For an incubator, best practices benchmark to stimulate internationalization of medtech and biotech companies
- For a start-up in the food industry, market research and support to the business model definition on the US market
- For a chemistry company, customer discovery and strategic support regarding the opportunity to expand in the US
- For a polymer company willing to develop international markets, market research on the US market
- For a Life Sciences start-up, market research with analysis of competition and the regulatory environment for the development and reimbursement of in vitro diagnostic tests in Europe and the United States.
- For a competitiveness cluster, strategic support to define its European and international strategy
- For an SME, support to define its growth strategy including the development of international and overseas activities
- For a leading company in sports goods, analysis of the influence of cultural differences on sensory perception between France and Asia and the consumer response to questionnaires
- For a company-oriented research organization, support to define its action plan for international expansion
- Multiple market research, benchmarking and analysis of the regulatory context at the international level