



## News Release

### Traction-USA is Launched To Drive Market Traction For Australian Technology Companies Entering the US

**San Francisco March 8th, 2007** - Traction-USA ([www.traction-usa.com](http://www.traction-usa.com)), a new consulting company specializing in enabling Australian innovative technology companies to gain market traction in the US, was launched today.

From its offices in San Francisco, Traction-USA will work closely with early stage Australian technology companies as they enter the US market. Founded by David Cannington, the past CEO of ANZA Technology Network ([www.anzatechnet.com](http://www.anzatechnet.com)), Traction-USA solves a common problem for most early stage Australian technology companies.

According to David "many Aussie technology companies want to enter the US, but they don't know where to start and they certainly don't want to suffer significant burn while they determine the right approach and channels" Traction-USA provides a cost effective approach to validating the market and leveraging this into initial market traction.

The timing seems right for the launch of Traction-USA. Silicon Valley is vibrant again after a five-year hiatus, and Australian innovation is thriving across a number of fronts such as Green Technology, New Media, Web 2.0 Technologies and niche Software Applications.

"It's a good time to be entering the US, it's not as crazy as it was in the late 90's, but the excitement around Silicon Valley is tangible as companies such as Google, YouTube, MySpace to name just a few create wealth for entrepreneurs, employees and Venture Capitalists" said David Cannington.

Australian companies are better prepared to enter the US these days thanks to efforts of organizations such as Austrade, ANZA Technology Network and the State Governments who have all contributed to education, network development and funding support.

But successful US market traction requires the right blend of new thinking, elevated commitment, financial resources and a winning go- to-market strategy and action plan. Having led successful US market entry for Australian and Canadian companies and advised many companies on the right go- to-market approach, Traction-USA is uniquely qualified to assist companies with their springboard into the US market.

#### Contact Information

Traction-USA.  
*Enabling successful US market traction*  
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