

A photograph of the Golden Gate Bridge in San Francisco, viewed from a low angle looking across the water towards the hills. The bridge's suspension cables and towers are visible against a clear sky.

WE ENABLE SUCCESSFUL MARKET TRACTION FOR INNOVATIVE TECHNOLOGY COMPANIES ENTERING THE U.S.

About Traction-USA

For most globally focused Australasian companies, the US market represents a challenging new frontier. Huge opportunities await companies who are prepared to enter the largest market in the world.

However, the high rate of start-up failures represent a wake up call for companies entering the US market. Just because companies have found success in Australia or any other foreign market is no guarantee for success in the US.

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.

At Traction-USA, we understand the challenges faced by innovative technology companies as they enter the US market. 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.

Traction-USA was founded on the belief that if a disciplined approach to market entry is pursued with executives who understand US market dynamics the chance of successful market traction will be greatly improved.

Traction-USA capabilities are grounded in years of first hand experience of developing the US market for Australian and Canadian technology companies combined with a wealth of experience advising and mentoring companies as they enter the US market. Our industry experience spans information technology, software, advertising and new media, and fast moving packaged consumer goods in the USA, UK and Australia.

The CEO and Founder, David Cannington, is considered one of the pre-eminent cross- pacific business experts having built ANZA Technology Network into the leading regional technology network (2001-2005). During that period David advised 100's of early stage Australian and New Zealand technology companies on how to enter the US market.

At Traction-USA enabling your US market success is our Mission.

"Too many companies fail to understand the complexities of entering the US market, they rapidly burn through cash and end up heading home after 18 months"

David Cannington, Founder and CEO, Traction-USA



TRACTION-USA PROVIDES A UNIQUE BLEND OF SERVICES
TO ENABLE SUCCESSFUL U.S. MARKET TRACTION.

Traction-USA Services

Traction-USA provides a unique blend of services to enable successful US market traction.

At Traction-USA we understand that a disciplined go-to-market strategy combined with on the ground, roll up your sleeves sales and business development is critical to successful US market traction.

Our clients want to minimize their risks of new market entry. We use our experience and networks to validate our clients market potential and then expedite successful market traction. We work with clients during the 'early traction stage' so they are can scale the US market with maximum impact and smart resource allocation. Our goal is to provide the platform on which companies can grow the US market successfully.

Traction USA provides the following blend of critical services to enable successful market traction:

- Market Validation
- Go-To- Market Strategy Development and Execution
- Commercial Beachhead
- Early Stage Business Development
- Marketing Strategy and Execution
- Network Development
- Funding Facilitation
- Government Grants Facilitation

Contact details:

Traction-USA

Enabling successful US market traction

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