

# BALTIC NEW YORK ACCELERATOR

presents

A Special Program For Companies Operating in the

- IT/ICT Sector
- Food and Beverage Sector
- Life Sciences Sector
- Furniture and Design Sector

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**BACC NEW YORK**

*Baltic American Chamber of Commerce*

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# Are You Ready To Make The Leap?



US Market Expansion Awaits

You'd better be prepared!

# Actionable Learning

For growing Baltic companies planning to expand to the U.S., the key to success is careful planning and preparation.

## ASK YOURSELF

How do we identify optimal U.S. customer segments?  
Which entry strategy will work best for us in the U.S.?  
What U.S.-specific knowledge and skills do we need ?  
Who are the key players we need to know ?

These are some of the many questions you need to answer. What led your company to succeed in your home market may fail in the U.S. and mistakes can be costly.

## What You Need Is A Clear Roadmap

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*The Baltic New York Accelerator  
Will Save You Months of Trial and Error*

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# Your Roadmap

## LEARNING + EXECUTION

### LEARNING

RAPID IMMERSION – ONE WEEK – INTENSIVE – GROUPS of 8 to 18

- Adapt Your Market Entry Strategy for the U.S. Market
- Network with European and U.S. Entrepreneurs and Executives
- Gain critical knowledge from Trusted Advisors  
(law, banking, accounting, immigration, taxation, marketing, customs, etc.)
- Learn U.S. Communication Skills (Group Coaching)
- Understand the differences in culture and business practices
- Experience the U.S. Customer's buying journey

### EXECUTION

SIX WEEKS – FOLLOW UP – MEETINGS – BEGIN IMPLEMENTING

- Attend meetings with key stakeholders
- Follow up with networking contacts
- Initial consultation with Trusted Advisors
- Practice skills learned with Individual Coaching  
(communication, social media, strategy, pitching, etc)
- Access to office space in New York City

# BALTIC NEW YORK ACCELERATOR

## Selection criteria:

Our focus is on SMEs (Small to Mid-size Enterprises) that are established and operating in the Baltics. We consider annual sales, years of operation and number of employees among the selection criteria.

## Selection Process & Timelines:

- Apply Online by August 15
- Interview Sept. 1 to 7
- Program begins Oct 2018
- Late applications may be accepted at the discretion of the organizers

## Investment:

**LEARNING + EXECUTION (7 WEEKS): \$10,700**

Option to take only WEEK 1: \$4,100

Prices are per person and include all activities described. Flights, hotels and most meals are the responsibility of the participant. Min.8 - max.18 per group.

For further information please contact us:

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“Success is where preparation and opportunity meet”

*Bobby Unser, Formula 1 driver, 3 times Indianapolis 500 winner*