

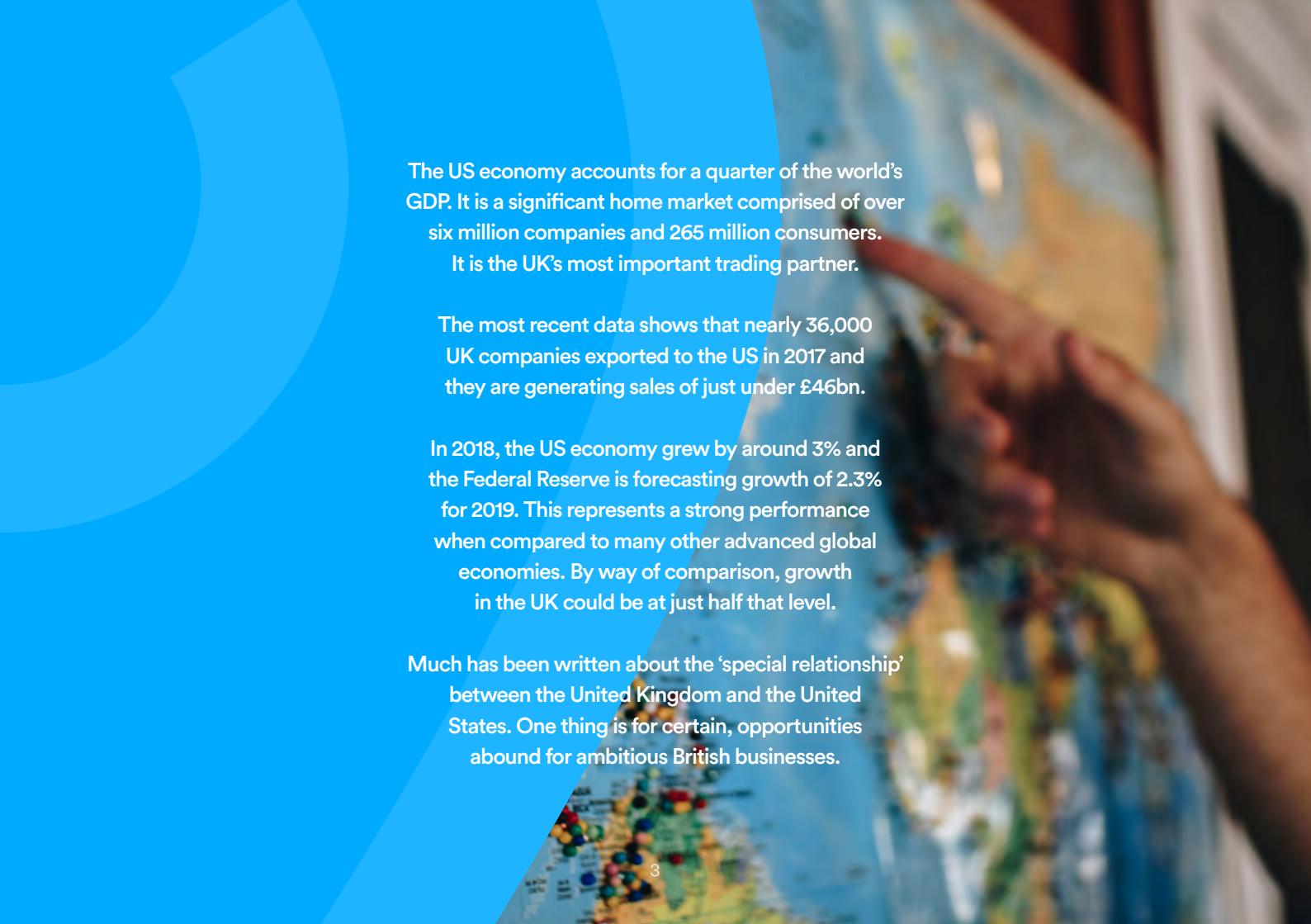
America Made Easy

NEWABLE / AVITUS GROUP

The hassle-free way to get your business
up and running in the US



The land of business opportunity



The US economy accounts for a quarter of the world's GDP. It is a significant home market comprised of over six million companies and 265 million consumers.

It is the UK's most important trading partner.

The most recent data shows that nearly 36,000 UK companies exported to the US in 2017 and they are generating sales of just under £46bn.

In 2018, the US economy grew by around 3% and the Federal Reserve is forecasting growth of 2.3% for 2019. This represents a strong performance when compared to many other advanced global economies. By way of comparison, growth in the UK could be at just half that level.

Much has been written about the 'special relationship' between the United Kingdom and the United States. One thing is for certain, opportunities abound for ambitious British businesses.

A photograph of a woman with short brown hair, smiling and looking up. She is wearing a green patterned blouse and a long, multi-strand necklace. She is holding a white smartphone in her hands, looking at the screen. The background is blurred, showing some greenery and a bright sky.

"Retail buyers are always looking for the next big thing. In my field, bespoke jewellery, they want the story behind the next big thing as well. You can't do that on Skype or via an email attachment. It's all about the personal touch. Relationships. Contacts. You have to be there. Face to face. Personal service. That's why 'America Made Easy' works for us. It's low cost and low risk. But high impact. They take care of everything, whilst I take care of my new customers."



We can help you launch and expand your business

Work with local experts to not only establish your business in the US market, but also achieve long term growth and success.

Have you ever wished you could test your business in the US market before fully investing? Effectively dipping your toe in the US waters before diving in head first? Making the transition to the largest economic market on the planet can seem intimidating at first, but the payoff for a successful expansion is huge. So where do you start with all the planning, legal issues, hiring, immigration, and taxes? You can either make dozens of phone calls to multiple, unconnected providers, or you can make one call — to us.

With years of experience helping businesses transition to the US market, we've broken down the process into two simple steps: a low risk validation "pilot" followed by a comprehensive strategic expansion. From logistics to HR, payroll, taxes, and even office accommodations, we take care of all the back office details required to do business in a foreign country so that you can concentrate on driving revenue. Low cost, low risk, low hassle, and big opportunity — all for one monthly fee.

“We set up about three years ago. AI is a really exciting sector to be in right now. We like to think that the UK is a world leader, but the US West Coast is really where the action is. That is where our future clients, collaborators and investors hang out. We saw this firsthand when we were lucky enough to go there on an ‘Innovate UK’ trade mission. Having a foothold in that marketplace is a vital part of our business strategy. It also boosts our profile back in the UK. ‘America Made Easy’ gives us the flexibility we need. We can scale our operation up or down as we need to. They just make it happen for us.”



What we offer

1

A complete turnkey solution helping you plan, validate and execute a US expansion.

2

An outsourced team of experts that feels like an in-house team, managed by your personal commercial concierge.

3

We'll look after all the back office administrative burdens so you can concentrate on growing your business.

4

Easy in and easy out terms that allows you to land opportunities whilst mitigating the risk.

5

On hand capability to support you as you expand your business in the US.

Launching your business

THE CHALLENGE

How do you test the potential of your business in the US without incurring significant long term overhead and assuming an onerous regulatory burden?

THE SOLUTION

Let us take away the employment and regulatory responsibilities leaving you to focus on seizing business opportunities.

In short, we hire and pay your US team, assume their tax liability, and manage human resource tasks such as processing payroll and taxes, handling worker's compensation, and maintaining personnel records.

You simply pay a monthly fee. Minimum term 6 months with 3 months notice period. If the results are not favourable, you simply walk away with no other obligations.



THE PACKAGE

1. Consultation and goal assessment
 2. Advice on location
 3. Source the ideal candidate
 - Job advertisement
 - Screening and interviews
 - Reference and background checks
 - Present top candidate profiles to client
 - Advise about salary and negotiation
 - Develop formal job description
 - Build custom employment contract
 - Create offer letter
 4. Hire the employee under our US corporation
 5. Orientation and onboarding
 6. HR administration
 7. Payment of payroll and employment taxes
 8. Workers compensation insurance compliance
 9. Full account management
 - 10.* Design, setup and maintain IT systems
 - 11.* Create localised website and marketing support materials for US audience
 - 12.* Source office accommodation
- (* Options)

THE BENEFITS

America Made Easy gives you more control over the costs of recruiting in the US, paired with a simpler set up, scale up and shut down procedures. You select, train and direct the employee while we handle all of the admin.

America Made Easy means you:

- Don't have to obtain State and Federal Payroll Tax accounts
- Don't have to pay federal corporate income tax
- Don't have to register with your state's labour department
- Don't have to get Workers Compensation Insurance
- Don't have to obtain employee's insurance
- Don't have to report each new employee to your state's new hire reporting agency

Costs can be amortised over 6 months rather than upfront fees.

America Made Easy is the agile, risk free way to test your business proposition in the US market.

Expanding your business

Once you have successfully validated the opportunities and decide to establish and grow your presence in the US market, our team of US-based professionals will help you with the critical steps required to complete all legal, banking, regulatory and compliance requirements. We can continue to provide an outsourced HR solution.

LOCATION EVALUATION

- Where are your customers?
- Where is your workforce?

CREATING A US LEGAL ENTITY

- Where to incorporate?
- Nexus, workforce, location
- What type of entity is right?
- Employer Identification #
- Draft corporate documents
- Tax planning for the US

INSURANCE SETUP

- Industry-specific insurance analysis
- Business insurance recommendations
- Provide full commercial insurances

VISA AND IMMIGRATION SUPPORT

- What visa is right for you?
- What options are available?

BANKING SUPPORT

- Finding the right banking partner
- Satisfying requirements

RECRUITING US EMPLOYEES

- Advertising and screening interviews
- Job role compensation assistance

CO-EMPLOYER RELATIONSHIP

- Paying your employees
- Full human resource support
- Administering benefits
- Workers compensation insurance
- Safety and risk management

SET UP YOUR ACCOUNTING

- GAAP-compliant accounting
- Coaching on QuickBooks and US laws

INFORMATION TECHNOLOGIES

- Full disaster recovery solution
- Antivirus and malware software
- 24/7 monitoring and support

MARKETING AND BRANDING

- How US consumers respond to marketing
- Targeted media that delivers results

US BUSINESS TAXES

- Operational monitoring
- Sales tax and State reports
- Tax planning and projections



"We are an environmental impact consultancy and we've built a great working relationship in the UK with a global corporate. They are now asking us to work on additional assignments for their offices in the US. For us to be credible, we had to have a base over there. The challenge is we needed that base in place before the client would confirm the assignments.

'America made easy' helped us find the answer. A 'light touch' solution we could put in place super fast just where and how we need it. Now we can go where our client wants us to go, picking up contracts along the way."

Newable

On your side in the UK

Newable helps companies thrive by providing the essential resources they need to take the next step with their business.

Newable offers financing, premises and professional support.

Newable has been a leading delivery partner of the Department for International Trade since 2005.

Last year, we supported 13,800 SMEs helping generate £2bn of additional export sales. We helped nearly 2,000 companies export for the first time.

newable.co.uk





AVITUS GROUP

Simplify, Strengthen and Grow Your Business®

On your side in the US

For over 20 years, Avitus Group has provided business administration services for more than 3,000 companies.

Avitus Group's Business Solutions includes a suite of specialist services designed to help clients simplify, strengthen and grow their business.

The International Planning team has the professionalism and resources to get you up and running quickly and cost effectively. From planning your entry into the US market to helping you sustain your business, our team offers the combination of customised and comprehensive support you need.

avitusgroup.com

"We're a creative agency and we've won a great project from a big tech company based in Austin. I'd love to say it was all part of the plan. More like right place, right time. But life is what you make it, right? So we decided to see if we can get more work from our client and use that to pitch other US businesses. Problem was we didn't know where to start and how to go about setting up in the US. Solution was we didn't need to worry. 'America made easy' just made it all happen. Flexible service. Fixed cost. Bit like my agency actually."



Make it happen

- 1** Arrange a free consultation with one of our business advisers.
- 2** Design your market entry plan.
- 3** Agree on the support you need and the initial time period you need it for.
- 4** Start making it big in America.



Launch your business in the United States.
We do the work. You build your business.

Newable.co.uk/AmericaMadeEasy
AmericaMadeEasy@newable.co.uk

Newable



AVITUS GROUP
Simplify, Strengthen and Grow Your Business®