



Q3 2024

Our quarterly wrap-up!

This summer has been one of our busiest yet! While the season may have flown by, our team has been hard at work scaling alongside our clients across our three offices. With boots on the ground in key markets, we've been focused on providing our clients with top-tier support and expertise. We are especially excited to sponsor *SaaSiest Amsterdam* this October, where we will be connecting with more B2B SaaS companies in the Benelux region and beyond.

Join us as we look back on the highlights from this quarter and share valuable insights to help companies navigate the path to cross-border business expansion.

If you are viewing this on mobile, you can also read this newsletter on our website [here](#).

EVENTS

See you at Saasiest Amsterdam!

We are gearing up for [SaaSiest Amsterdam](#) on **October 1-2**, one of the top B2B SaaS events in the Benelux region. Our team will be there to dive into all things international expansion. Look for **Sims** and **Armin**, who will be ready to share insights, tips and maybe even a disco helmet!

Planning to attend SaaSiest Amsterdam? Let's meet up while we are there – get in touch at:

sims.tullos@amesto.com



DOING BUSINESS IN THE USA

Navigating site selection and economic development incentives with KSM Location Advisors.

Deciding to expand business operations in the US is a monumental step. However, one of the major challenges our clients face when setting up in the US is selecting the right location. From choosing the right state for these operations, to leveraging available economic incentives, the process can be equally challenging. To offer strategic insight and advice into this process, our *Director of Growth*, Sims Tullos, recently sat down with the site selection experts at [KSM Location Advisors](#) to learn more about how KSM is providing companies with the guidance they need to make informed decisions.

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OPENING PHYSICAL OPERATIONS IN THE UNITED STATES: WHERE TO BEGIN?

Sims: From the perspective of overseas businesses entering the US for the first time, there is a common misconception that the US is just one large country, when in reality, it is more similar to 50 small countries, each with their own culture, talent pools, and compliance regulations. **What are the top factors a company should consider when selecting a site for their US operations?**



KATIE CULP
CEO & Partner at
KSMLA

Answered by **Katie Culp**, CEO and Partner at KSMLA

Each site selection assignment has its own unique elements, but one thing common to all projects is that companies are trying to minimize risk and avoid the unexpected. According to KSM, the top factors influencing a client's location decision include:

- **Labor market characteristics:** What is the availability and skill level of the workforce?
- **Capital and operational costs:** How much will it cost to operate in the chosen location?
- **Local business climate:** Is it easy to do business there? Can projects be completed on time?
- **Site and building availability:** Is there space available that meets the company's needs?
- **Fit with company-specific requirements:** Considerations like supply chain, public transportation and time zones.
- **Quality of life:** Important for attracting and retaining talent.
- **Infrastructure:** Are there adequate utilities, transportation and technology networks?

Different factors are important to different companies. For instance, a company's supply chain demands might immediately rule out certain geographies. Ultimately, each factor in a site selection project should be weighted based on that specific company's needs and goals.

Sims: Given the vast landscape of the US and varying geographies, we have seen companies get overwhelmed by their options or choose a location based on a single factor such as first hire location, industry hot-spots, or even airport accessibility. **Is it necessary for companies to consider multiple locations within the US Market?**

Evaluating multiple locations during a site selection project is essential for several reasons. Practically, exploring various sites creates a competitive environment, benefiting both your company and the communities involved through better costs, timing and economic incentives.

In incentives applications, there's often a "but/for" qualifier. This means that your company agrees that "but for these economic incentives, the project would not take place here." Therefore, showing that incentives are a key factor in your decision requires having a compelling alternative market under consideration.

Katie Culp, emphasizes, "When locating in the U.S., it's important to remember that each state operates independently and varies in how they treat foreign investment. Furthermore, within a single state, cities and towns can function very differently from one another. When narrowing down your search within the U.S., it's imperative to visit each location under serious consideration to ensure it will be a good match for a long-term investment and relationship with state and local stakeholders."

From a financial and operational perspective, companies expanding into the US should assess how potential locations align with both their short-term and long-term growth strategies. Factors such as tax structures, labor costs and access to local talent can significantly impact operational efficiency. Additionally, state-specific requirements—such as financial compliance, employment laws and payroll structures—play a critical role in business operations. Understanding these nuances before finalizing a location is essential for mitigating risks and avoiding costly challenges.

For a deeper dive into site selection and securing incentives in the US Market, check out the full article [here](#).



Our client, Zero Mission, secures major fundraise!

We are thrilled to celebrate our client **ZeroMission**, a tech-focused provider of intelligent fleet electrification platforms, on their recent successful fundraise.

This investment will fuel their expansion across Europe and the US. We're proud to play a part in their international growth journey, supporting their operations as they scale. Here's to more milestones ahead!

Learn more [here](#).



INTERNATIONAL EXPANSION TIPS

Ready to scale internationally? Be aware of these common misconceptions.

Scaling a business across borders is an exciting yet complex journey. Having lived and worked in several countries – including the Netherlands, Bulgaria, Germany, Luxembourg, Poland, USA and Spain – our *Founding Partner*, Armin Kirchner, has seen the firsthand challenges that even seasoned founders face during international expansion.

Do: Be prepared to adopt new software solutions when entering new jurisdictions.

A SaaS tool or accounting software that fits perfectly within your home market may not necessarily translate seamlessly into new territories. Regulations, customer expectations and business environments vary widely. For example, what works for your accounting needs in the Netherlands may not be suitable in Germany or Spain due to stricter compliance laws.

Be agile, adaptable and open to new solutions as you scale across international markets.

Don't: Assume a one-size-fits-all solution will save you time or money.

Many Founders believe that they can implement a single operational strategy across all countries to save on costs. This one-size-fits-all mindset, however, can be more costly in the long run. Each market has nuances—cultural, legal and operational—that require tailored solutions.

A tailored approach to each market is critical for successful international expansion. Start small, pilot in one or two markets, and then expand as you learn and adjust your processes.

Want to learn more insights about scaling your business internationally? Check out Armin's full blog article [here](#).

OUR TEAM

Our summer.



While we kept busy over the summer, we also found time to relax and recharge.

CLIENT SUCCESS STORY

US tech company acquires Spanish research & development entity.

Our client, a US-headquartered software company, recently acquired a Spanish R&D company, marking a significant step in their international growth journey. However, the complexities of navigating the Spanish market, combined with maintaining their US-based financial and operational systems, presented unique challenges. To overcome these hurdles, they partnered with Amesto Global for our local presence in Spain and expertise in both Spanish statutory compliance and US financial frameworks.

We streamlined their US accounting by migrating historical data to a cloud-based platform, while also managing payroll, VAT returns and month-end closings for the Spanish subsidiary. Our on-site workshop ensured that both teams were aligned on local compliance, allowing for a seamless integration.

By acting as their single point of contact across both regions, we simplified communication and coordination, enabling the client to focus on their core business goals—hiring, scaling into new markets and preparing for further funding.

“Given our company’s unique set up with the main company in the US but our subsidiary’s physical location being in Barcelona, this made Amesto Global uniquely qualified to handle both aspects of our business”

– Chief of Staff, US Technology Company

Read more about our client’s success [here](#).

Interested in learning more? Reach out to globaloperations@amesto.com



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