



The first half of 2025 is already behind us, and there is one trend that stands out across our global conversations with founders: scaling internationally, especially into the US, is still a top priority. From the Nordics to Ireland to Spain, we have been connecting with ambitious leaders ready to make their next international move. Whether you are eyeing North America or scaling across Europe, we are here to help you scale smarter. Here is a look at what we have been up to this spring and what is shaping global growth strategies right now.

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

Out & about.

SAASIEST 2025 - MALMÖ, SWEDEN

For the second year in a row, we had a blast at **SaaSiest** in Malmö! Always high energy and high impact, especially for the SaaS founders we work with across the Nordics. Huge kudos to Daniel Nackovski, Thomas Sjöberg, and the entire SaaSiest team for creating an event that continues to drive growth.

If you are building in SaaS, put this on your radar!



SELECTUSA 2025 - IRISH DELEGATION

We were proud to attend **SelectUSA** as part of the Irish Delegation hosted by the U.S. Embassy in Dublin in May, joining 40+ innovative Irish companies exploring their next move into the North American market. The momentum from Ireland to the US continues to grow.

Earlier this month, we were invited to join **Delta Partners VC** and **Clark Hill** for a roundtable breakfast with Irish founders scaling into the US. It was a great opportunity to share our experiences and offer insight into what it really takes to succeed and why having the right foundation from the start matters.

IRISH TECH MEETS NYC - DIGITAL IRISH SUMMER PARTY

We joined the [Digital Irish](#) community in downtown Manhattan a couple of weeks ago, connecting with founders and investors shaping the future of Irish tech abroad. It is always great to see this network buzzing in the heart of NYC!

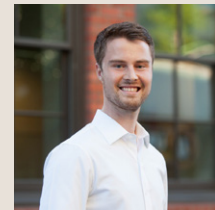


TIPS: DOING BUSINESS IN THE US

Fundraising across borders.

As global expansion gains momentum, entering the US remains a defining milestone. But success in the US takes more than ambition, it requires strategic planning, compliance and a real understanding of how things work on the ground. To provide practical guidance, we have connected with experts and clients to share real-world perspectives on what it takes to plan and execute a successful US expansion.

Raising capital is rarely easy, especially when you are doing it across borders. From navigating different investor expectations to communicating a vision that resonates globally, international fundraising brings its own set of challenges. To unpack what works (and what does not), we sat down with [Jorian Hoover](#), a startup fundraising sparring partner who has helped founders raise over \$160M across the US and Europe. In our Q&A, Jorian shared powerful insights for founders preparing to raise capital across borders.



**Jorian
HOOVER**

Do: Focus your pitch around a strong, simple narrative.

Narrative is everything when it comes to pitching to investors. It's the key to capturing their attention and making them care about your business. A compelling story answers the big "why" questions: Why is this the right team to solve this problem? Why is now the ideal time for this solution? What makes your product uniquely powerful or urgent?

At the early stage, especially, the team often carries the most weight. If you can clearly articulate why your background, insights, or approach is uniquely positioned to win, it makes a huge difference.

To keep the story coherent and memorable, I always encourage founders to focus on the 3-5 reasons why someone should invest. Let those points anchor the narrative. If you try to tell three different stories at once, you risk losing the investor's attention and their conviction.

Don't: Start fundraising before you are ready.

One of the biggest mistakes founders make is diving into fundraising too soon. Fundraising should be treated as a structured project—not something you figure out on the fly. When founders start taking investor meetings before they're ready, they often burn good opportunities.

I also often see founders spending too much time perfecting their pitch deck, and not enough time preparing for the investor Q&A. Most of your time with investors will be spent answering questions, not presenting slides—and that's where the round is really won or lost.

Another common pitfall is failing to craft a sharp and focused story. Many founders try to list out 20 reasons someone should invest, but what investors really want to hear are the 3-5 key factors that make your company a compelling bet.

Want more cross-border fundraising tips? Check out the full article [here](#) and be sure to subscribe to the [Into the Ring](#) newsletter to stay in the know.

Corporate secretarial compliance in the US.

Expanding into the US offers huge opportunities, but corporate compliance can be tricky. The country is made up of 50 states and a federal government, each with its own legal system and tax authorities. Think of it like the European Union, but with nearly twice as many jurisdictions and in some cases far less legal and regulatory consistency among them. Now, new compliance requirements are reshaping the landscape for international businesses. Two major regulatory updates are front and center for legal and compliance teams:

- Changes to Delaware General Corporation Law (DGCL) corporate recordkeeping requirements
- The Corporate Transparency Act (CTA), which impacts beneficial ownership reporting obligations

While these changes add new responsibilities, they also bring simplifications that can help streamline compliance, if you know how to navigate them. We brought in two experts to break it down:

- **Christopher Edwards**, New York corporate attorney and Partner at Reitler Kailas & Rosenblatt LLP, explains the evolving legal framework.
- **Marc Smeets**, International Certified Compliance Professional and Director of Compliance & Corporate Secretarial at Amesto Global, offers actionable advice for global companies managing compliance on the ground.

Stay ahead of the curve and learn what these regulatory changes mean for your business in the US [here](#).



Christopher Edwards

Reitler Kailas &
Rosenblatt LLP



Marc Smeets

Amesto Global

CLIENT SUCCESS STORY

How Younium took their Swedish scale-up global.

In the world of B2B SaaS, scaling is about more than product-market fit, it is about building a business that can operate, grow and adapt across borders. That's exactly what **Younium**, a B2B subscription management platform purpose-built for SaaS companies, set out to do.



Founded in Sweden in 2017 by **Niclas Lilja**, Younium helps high-growth SaaS companies automate recurring revenue processes like quoting, billing and revenue recognition. As the company matured, it became clear that growth at home in Sweden would only take them so far. To achieve the scale they envisioned, international expansion was not just a strategy, it was a necessity.

"There are maybe 200 companies in Sweden within our

ideal customer profile," said Niclas. "We couldn't build a big business just staying home. We always knew geographical expansion was on the horizon as a growth theme."

But rather than chasing growth in every direction, Younium focused on building strategic business hubs to anchor its operations. First came Amsterdam, chosen for its central location and vibrant SaaS ecosystem. Then Philadelphia, selected for its talent pool, time zone compatibility and proximity to key North American customers.



"For us, it wasn't just about entering new countries. It was about establishing real business hubs... From those hubs, we could build sustainably."

– Niclas Lilja, Founder & CEO of Younium

As Younium expanded into North America, Amesto Global supported the team with accounting and financial reporting structures tailored to their next stage of growth. Together, we built processes that could scale across borders, without slowing down the business.

Want to learn more about Younium's growth story? Check out the full conversation [here](#).

amesto
Global



OUR TEAM

Hola from Barcelona!

We have officially moved into a beautiful brand-new office in the heart of Barcelona! With more international companies entering Spain and Spanish HQs looking outward, our local team is here to support growth in both directions. Our services include:

- Market Entry Services
- Accounting & Financial Reporting
- Payroll Processing & HR Administration
- Corporate Secretarial Support

Learn more about our capabilities in Spain [here](#) (and get a video tour of our office).

As the sun shines across Europe, the US and beyond, we are proud to support the ambitious journeys of fast-growing companies expanding internationally. Wherever your growth takes you this summer, our team is here to help make it happen!

#TogetherWeGrow



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

HAPPY
summer!

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Global