



US STARTUP ECOSYSTEM AND OPPORTUNITIES



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CzechTrade is a national pro-export organization established by the Ministry of Industry and Trade to develop international trade and cooperation between Czech and foreign entities.

Supporting Czech companies, especially small and medium-sized enterprises, in the internationalization of their business activities.

Professional and complex services based on the long-term expertise of international representatives and export consultants.



Export Support Services



BEFORE ENTERING THE MARKET

- Educational seminars
- Market entry barriers
(certification,
regulations, tariffs)



IN THE TERRITORY

- Key contacts
identification, B2B
meetings
- Business
Development
- Scheduling meetings



LONG-TERM SUPPORT

- Long-Term assistance
- Trade fairs
- Business missions
- Export incubators

First Steps to Success in the USA



Market Research

Legal and Regulatory Framework

Cultural Differences

Originality and Confidence

Professional Services

Tips for founders



Branch in the USA



„Always Be Networking“



**Management Presence
in the USA**



Follow-ups



Think Big

Different approach

- Team
- Sandbox
- Customer
- Value Proposition
- „You don't have to be perfect“

GERMANY VS USA

Marketing description for engineered goods on the example of a fork



- manufactured with ultra-precision tools
- the pointed tip has an accuracy at the angle of 0.0001°
- the surface is heat treated and resistant to all types of mechanical forces



With this fork,
you can eat
30% faster

Do you agree?



DigitalitUM



Opportunities for Czech Startups in Austin



Incubators

- Tech Ranch
- Capitol Factory
- Q-branch



Accelerators

- International Accelerator
- Plug n' Play



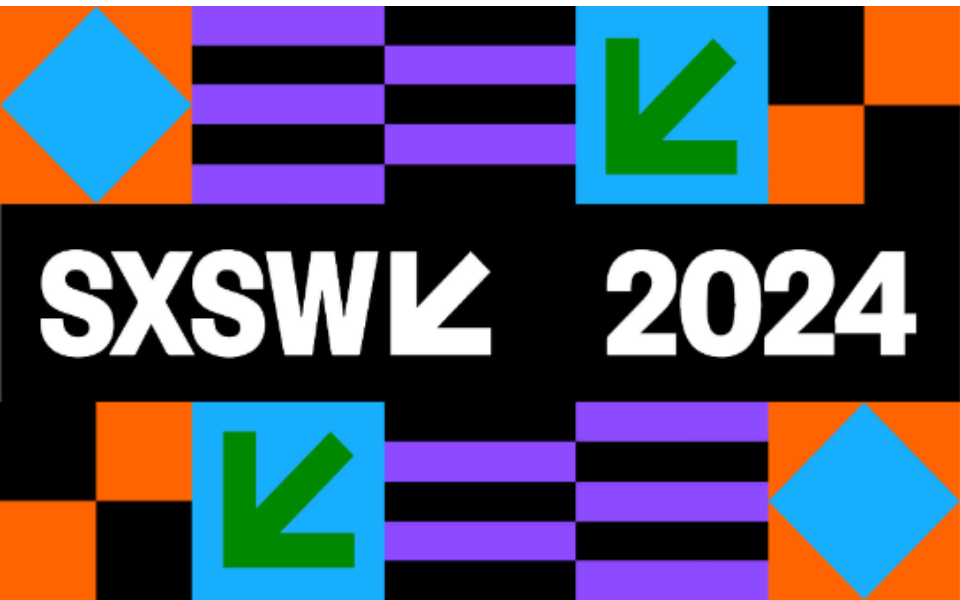
VC funds

- Mercury Fund
- S3 Ventures



Events in Austin

- **SXSW** – Celebrating new technologies, digital creativity, and innovation with keynote speakers, panels and networking events.
- **Austin Tech Week** – A week-long event dedicated to startups and tech innovation.
- **Consensus** – A conference focusing on blockchain, cryptocurrencies, and the broader digital economy.





Thank You for Your Attention



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