Insights: Publications

Expansion into the USA - From the Delaware Flip and Other Tips

Payment and Banking Fintech Podcast

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In this episode, **Dr. Siegmar Pohl** of Kilpatrick Townsend talks about the pitfalls of US expansion. The experienced lawyer often represents clients in relation to strategic investments and corporate venture capital and knows what is important.

It sheds light on various strategies and challenges that need to be considered if a German company wants to gain a foothold in the USA. Why can it be worthwhile to set the right course right from the start and not completely exclude the view of the USA? Even when the company was founded in Germany, possible steps for a later expansion into the USA should be considered.

The product side should also be included in the considerations. It is important for the US market to adapt to the legal framework. Especially in the fintech sector, you have to deal with the different banking and state laws in the different US states. Business models that are successful in Europe cannot work or only partially work in the USA.

Marketing and product presentation are just as crucial. What works well in Europe does not necessarily have to be successful in the US. Therefore, it is important to adapt product placement and marketing to the specific requirements and dynamics of the US market.

The course for a possible expansion into the USA begins in the early phase of the company's development. It is advisable to think about the tax planning and legal structure of the company at an early stage in order to avoid possible tax traps later. This can result in significant cost savings.

We also discuss when is classically a good time to put out feelers to the USA. And then there's the infamous Delaware flip... You can find out what it's all about and much more in the podcast!

Related People

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