

# ROAD TO THE USA

Program for the  
planning, landing  
and rolling of  
scale-ups in the USA

inlea



# OUR HISTORY IN THE USA

"In 2005 I founded my first company in Barcelona and, two years later, I created my first company in California. We had a very good client - and we still do - who "forced" us to have a presence in the United States.

*I had read that we could create a company in twenty minutes in the United States, and it is true if you have done all your homework, you are an American citizen and you have paid a good lawyer. The reality was that I needed help.*

Now, it is my turn to support new entrepreneurs and businessmen to create companies in the United States, and also, plan their access to one of the largest markets in the world, land with the right partners and know the internal and international rules to grow their business in a country with 50 states. "



**Xavier Simó**

*Founder and President of inlea*

# WHAT WE DO?

After more than **15 years providing technical and commercial profiles to Silicon Valley companies in more than 50 countries**, getting involved in their commercial and marketing strategy, and offering legal and technological solutions to their projects, at inlea we have acquired enough knowledge and experience **to guide technology companies in the American market.**

**Road to the USA is a program open to companies that want to access the American market.**

inlea offers a marked route and adapts the tour to each client. **Road to the USA** takes into account the legal, technical, commercial and labor needs to successfully access the American market.



# WHY UNITED STATES?

01



## Technology

*The United States, especially Silicon Valley, has become the cradle of technology and innovation in the past years. A big part of the most disruptive technologies that have changed our society, have been born or have been incubated in the country.*

02



## Market

*The USA is a market of more than 320 million consumers. It is the largest economy in the world: 25% of world production.*

03



## Competition

*Its economy, employment rates and its expertise in technology and infrastructure make the United States one of the most competitive countries in the world.*

04



## New opportunities

*The diversity and multiculturalism of the country enhances the attraction of the best world talent. Likewise, this favors the United States being a country open to collaborations with foreign disruptive technologies.*

# PROGRAM ROAD TO THE USA

*The program  
Road to the USA  
offers personalized services in  
5 large areas*

Legal advice

Business Development

Financial advice

Human Resources

Technological advice

The program **Road to the USA** follows our successful solution divided into three stages:



# PLANNING

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*The **development of an appropriate legal, business and human resources** strategy, as well as an experienced advice to complete an action plan is needed before entering the North American market.*

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A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a clear blue sky. The buildings are arranged in a way that creates a sense of height and scale. The image is partially framed by a dark purple horizontal bar at the top and bottom.

# LANDING

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*Once the action plan has been defined, we work with our clients to strengthen **agreements with strategic partners to optimize the time-to-market.***

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# ROLLING

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*Confirmed the success with the strategic partners, inlea guides its clients in the **acceleration of sales, new partners and clients, marketing strategy** and technical support.*

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01

# Planning

02

# Landing

03

# Rolling

Legal advice	International Business Structure	Ageements and Licenses	Litigation
	Intellectual and Industrial Property	Joint Venture	Advice on media and advertising
Business development	International Positioning	Strategic Partnerships	Sales Accelerator
	Marketing Strategy	Partner Integration	Marketing campaigns
Financial advice and management	Accounting and Tax Management		
Human Resources	Staff solutions	Remote Equipment Configuration	
Technical development	Software development		
	Hardware development		



# Proposal ad-hoc

*After meeting with the client, we jointly select which of the **17 services of the Road to the USA** program are necessary and create an ad-hoc and unique proposal for them.*

# WHO ARE WE?

01

## Experience

Our more than 15 years in the innovative and emerging ecosystem have allowed us to work in more than 50 countries, as well as to expand our network of collaborators.

02

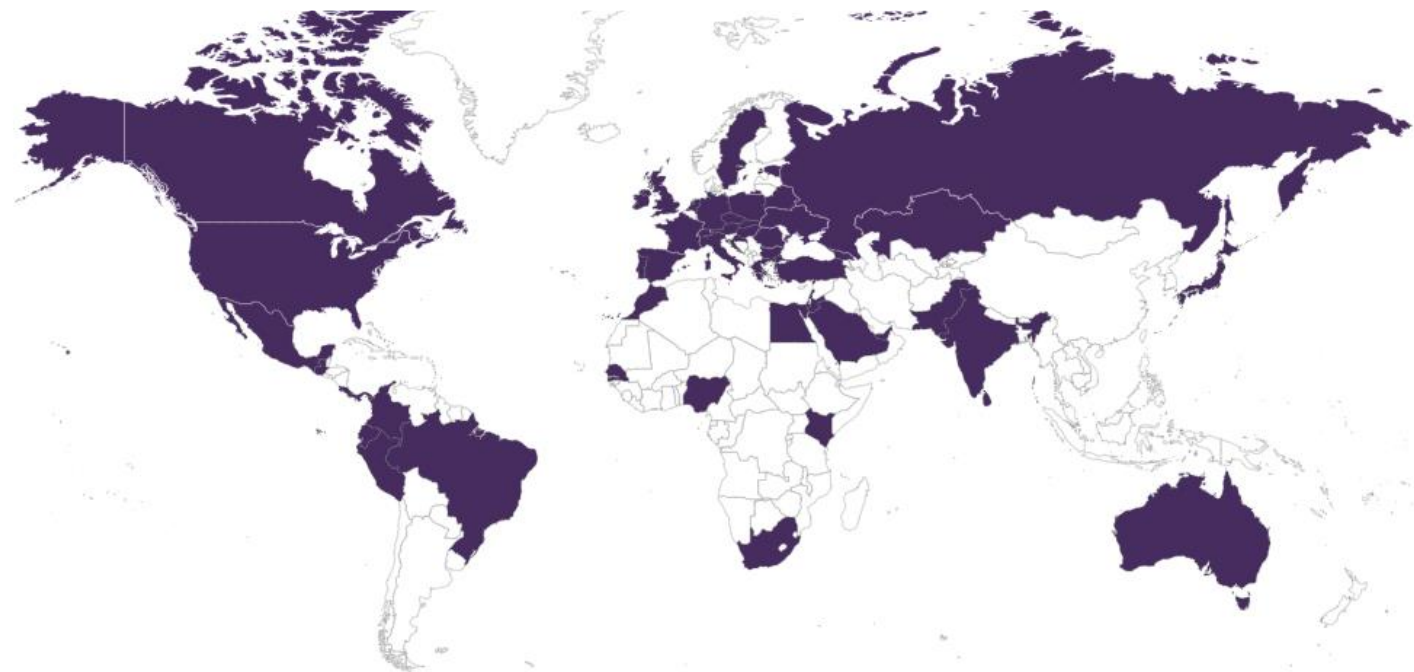
## Knowledge

Technology and innovation are in our DNA. Our team is passionate about technology.

03

## Quality-Price ratio

inlea always prioritizes quality, proposing solutions and strategies that achieve pre-established objectives and a realistic budget.

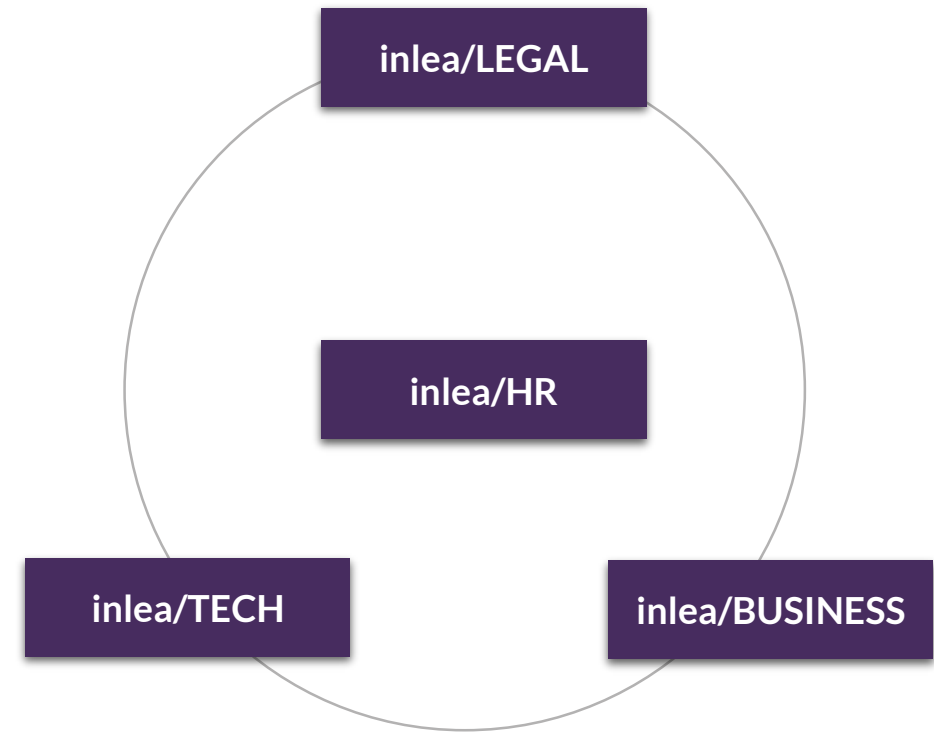


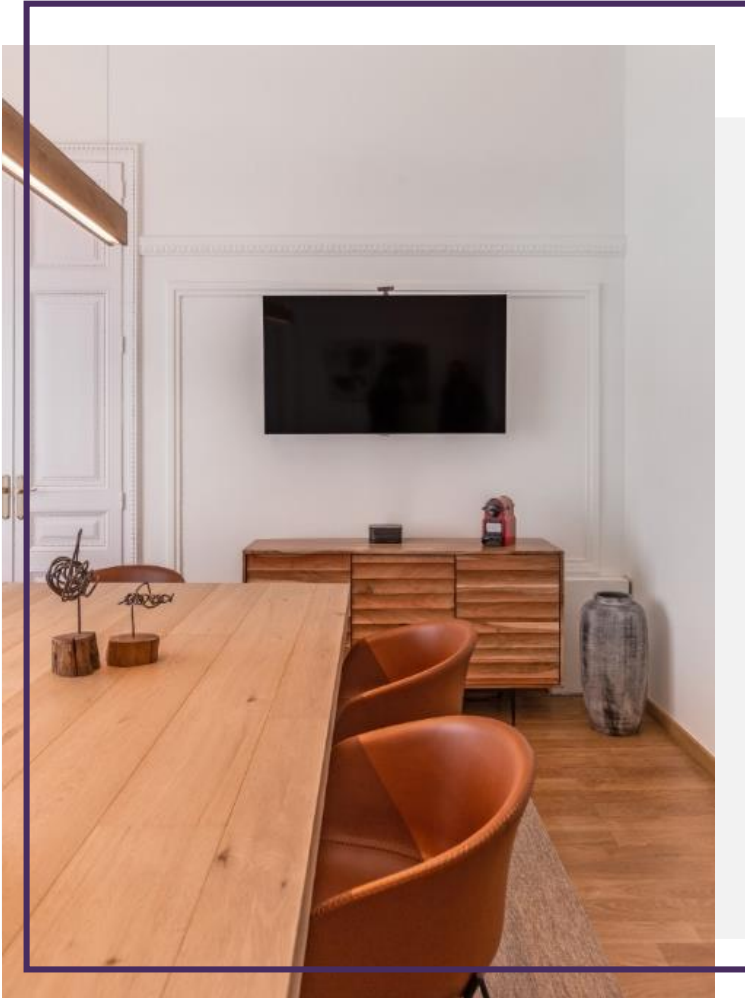
# Internationalization & 360° advice

We support **business growth, international expansion and corporate innovation** by providing the best legal, commercial, technological and human resources advice and solutions.

- inlea/LEGAL
- inlea/BUSINESS
- inlea/TECH
- inlea/HR

The joint work of our verticals allows us to offer a **360° service** to our clients.

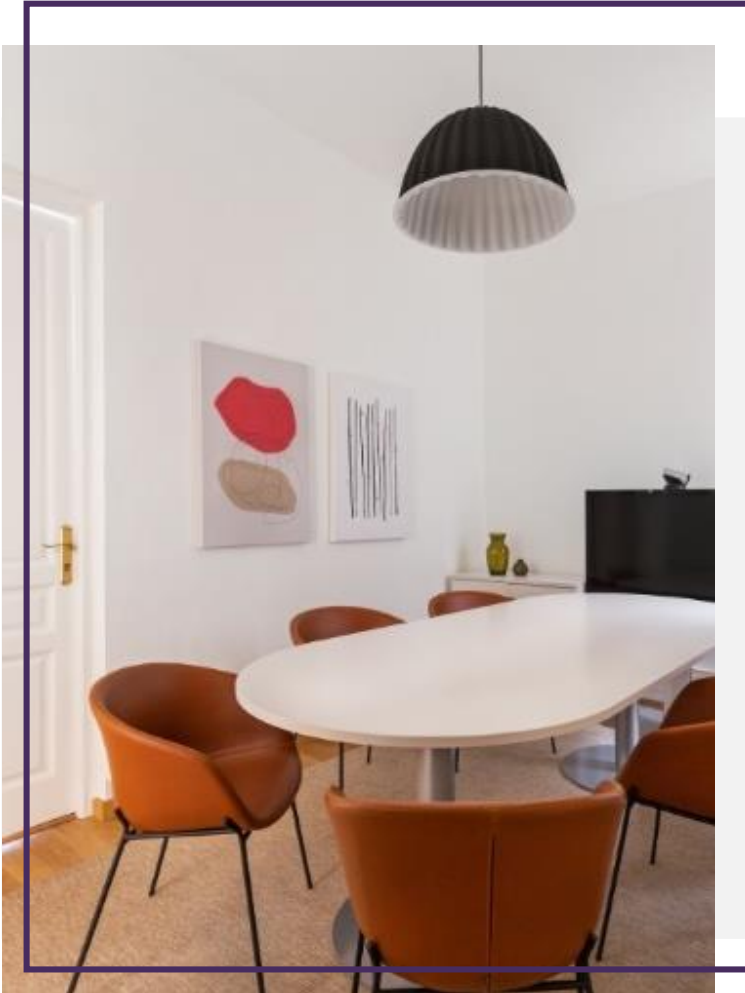




# /LEGAL

*Our team of experienced lawyers brings years of practice and success in the areas of **entrepreneurship, investment, cryptocurrency, intellectual property, and computer, corporate and commercial law.***

- Entrepreneurship and investment
- Commercial and corporate law
- Intellectual and industrial property
- Crypto
- Litigation



# /BUSINESS

*inlea/BUSINESS is a specialist in establishing collaborations and agreements between corporates, scale-ups and startups.*

- International business development
- Project management
- International accounting and tax management
- Digital Marketing



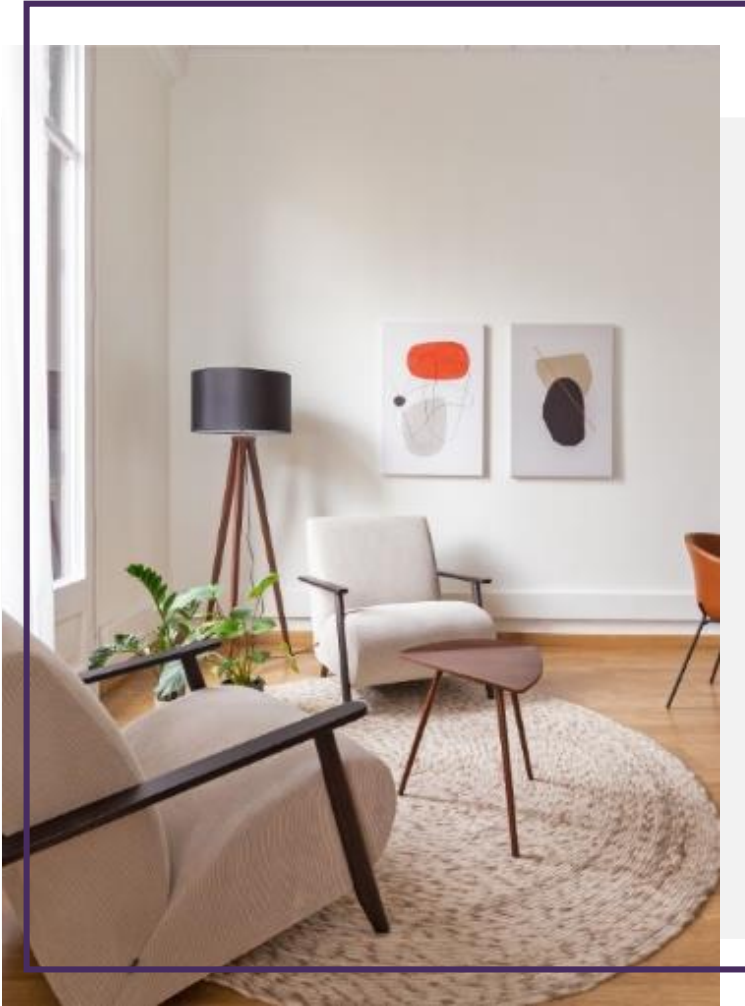
# /TECH

*inlea/Tech partners are enthusiastic engineers and entrepreneurs. This passion, shared with our experience, has led us to offer **hardware and software development** to our clients.*

- Advice on disruptive technologies
- Prototyping solutions
- Hardware development
- Software development

En colaboración con:

proteum



# /HR

*inlea/HR is the perfect global partner for personnel solutions. inlea/HR **recruits, hires, manages and coordinates human resources** around the world for its clients.*

- Hiring
- Staff management
- Team coordination
- Remote configuration



# OUR INTERNATIONAL PARTNERS



**Xavier Simó**

*President and Founder of  
inlea*



**Flavio Soares**

*President and Director of  
the International and ICT  
Dept. of inlea.legal*



**Rakesh Ramde**

*President and Founder of  
Proteum*



**Amanjyot S. Johar**

*Principal, investment strategy  
in Proteum*

# NICE TO MEET YOU!

Are you ready for the USA?  
Contact us to receive a tailored proposal.

[info@inlea.com](mailto:info@inlea.com)

USA: +1 302 223 9467  
Spain: +34 931 600 019

**inlea**

