

# U.S. Market Entry Outlook for Australian Technology Companies



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# 1

## Market Foundations

# AUSTRALIAN TECH INDUSTRY CURRENT STATUS

The market's most recent fluctuations may have everyone's attention, but variation in the business landscape is the norm. Markets have moved before and they will again. Given this reality, actionable projection clarity for Australian tech firms looking to expand internationally requires understanding the overarching trends in the Australian tech industry with a focused view on how they specifically relate to your company's positioning. Your numbers tell a story of where and how goals were met — or missed. That data gives a tech firm leverage in pivoting strategies.

Here we'll explore Kettering's sophisticated, research-backed prospectus on the viability of international market expansion for Australian technology companies in 2023. We'll take you on a deep dive through an authoritative market lens and understanding of Australian tech's place in the U.S. economy over the last several years, to help companies determine where their ambitions fit into the current landscape.

## Australian Tech Market Horizons

While the past couple of years have brought considerable changes to many international markets, there is much to look forward to in the Australian tech market, especially in the U.S. According to United States Foreign Direct Investment data, Australian FDI in the U.S. amounted to \$102 billion USD in 2020, with some of the top sectors involved being software and IT services as well as business services. At the same time of reshuffling trends, Australia is being touted as an emerging leader in tech enterprise — from cyber security and AI to 5G connectivity — the explosion of the tech market paired with the tenacious innovation of Australian business translates to market potential. Companies that have a plan will benefit from this tech surge.



## Turn Obstacles to Positive Positioning with Kettering International

The recent data provides clear quantitative benchmarks for Australian tech companies looking to expand to the U.S., but how can they take the forward steps towards acquiring a piece of that nationwide success? It begins with an informed positioning plan. Kettering International helps companies reduce common barriers to U.S. market entry, making it easier to get into the market and creating a “soft landing” with plenty of support.

Oftentimes when a projection assessment is made, companies focus on product performance and underestimate the value of the qualitative components: networking, localized team support, cultural competencies, and the subtle art of business collaborations. The most common error companies make is underestimating how knowing and meeting the needs of the U.S. market culture can affect a successful launch.

Kettering International was founded in 2019; however, CEO John Crozier-Durham has shepherded Australian companies through international market expansion for much longer, accruing extensive experience in riding the waves of the market and cultivating a far-reaching network from years of proven and reliable business practices. John has built a hands-on team to help tech enterprises meet their global market expansion goals and position themselves for success.





Another barrier the Kettering team helps clients overcome is cost. Finding ways to alleviate financial pressure is a necessity for any business expansion. Kettering excels at reducing expenditures to the minimum without compromising on essential efforts, educating tech firms on possible cost-saving solutions and connecting them with appropriate, often overlooked resources. One such example is AusTrade's Export Market Development Grants (EMDG) program, which has been helping small-to-medium-sized Australian businesses grow their exports in international markets since 1974. To enable tech firms to take advantage of these opportunities, Kettering teaches how to navigate this process and helps clients by applying for the EMDG on their behalf, giving them access to resources and funding.

One other, and rather large barrier to entry that Kettering removes for Australian-based businesses is the lack of on-the-ground support. Kettering's network of contacts in the United States works as a coterie of experts that helps Australian tech companies create grounded connections with valuable personnel. It is not enough to come to market with a product. Products need a team to implement and improve customer experiences, pivoting for unforeseen obstacles. Having a relatable, culturally accessible team in the U.S. market communicates comfort and longevity to your newly acquired contacts. Kettering reassures their clients that they are here for the long term of business growth, and counsels their clients to communicate the same — building a network of successful businesses that expand through collaboration and profitability as market trends change.



# 2

Year in Review

## RECENT AUSTRALIAN TECH SUCCESSES IN THE U.S. MARKET

With the boon of recent Australian tech successes — which we'll be highlighting in this chapter — all tech companies can benefit from an objective mid-year review. Tech firms with an eye on international market expansion opportunities can leverage these insights to better understand where the market meets their company's brilliance.

Here we'll explore Kettering International's sophisticated, evidence-based prospectus on the viability of international market expansion for Australian technology companies in 2023. The success of other Australian companies affirms the market potential for tech enterprises with the right strategy in place to meet the open U.S. market.

### Australian Tech Success in the U.S. Market

Let's look at some real-life examples of companies capitalising on the opportunities inherent in U.S. market expansion to achieve some impressive results.

Sydney-based AssuranceLab's platform, Pillar, is making the audit process quicker and easier for businesses. In under a year, AssuranceLab has grown its total client base to 15% U.S., outpacing its growth in Australia in 2023. How did they do it? According to their case studies, they made the process "simpler," "enjoyable," and "broke it into bite-size pieces," to accommodate the functionality and the experience of the audit into something that improved client experience. Now their numbers are booming.

Humanitix — an Australian-based ticketing platform that centers donations to childhood education efforts — has found success in the United States. In just 12 months, Humanitix has gone from zero to 2,000 customers. How is a socially conscious ticketing platform increasing customers and sales? The co-founders wanted to diverge from a traditional business path in their own lives so, "like many social entrepreneurs, they looked for industries with inefficiencies that could be disrupted – for good!"



Similarly, Allume Energy's SolShare is helping to bring affordable rooftop solar to the 15 million apartment renters in the United States. They found a unique niche in the solar market with their mission statement: "For too long residents in multi-tenanted buildings have been left out of the opportunity to take control of their electricity usage through rooftop solar." By offering Allume's excellence to a market in need, this Australian-based company has lucratively placed itself in service.

The market outlook for Australian tech in the U.S. translates well to real-world success stories. Case studies are compelling because we can see our own businesses within their stories – and they drive home the reality that understanding the market means seeing beyond profit goals into how meeting customers' needs becomes part of reciprocal revenue and expansion

## **Partnering with Kettering International for Tech Firm Success**

While success stories are encouraging and strategy inspiration can be taken from them, how can you take concrete steps towards your piece of the success pie? You'll need a plan.

Kettering's goal is to help clients actualize their success in the U.S. market. They do this by engaging companies while they are still in the early planning stages of international expansion to work collaboratively on these fundamental steps. The earlier this is done the better your chances of avoiding the siphoning of time and money that results from common mistakes like hoping your home-market success alone is enough to expand upon, or thinking you can outsource your sales efforts without paying attention to local market representation.

Kettering International's methodology has created a thriving network, an ecosystem, to match up potential clients with potential customers. Kettering understands where to trim for a lean launch and where to double-down and invest in the strategy and cultural foundations to save expenses and expedite market traction. Kettering's placement provides Australian-based clients with early access to networking in the U.S., helps them secure funding, and gives them in-depth knowledge of the specific industry they are pursuing. You can look on AusTrade for stories and funding, but AusTrade will not sit with you to explain the funding process or how to best align your business – Kettering will.



Many start-ups understand the necessity of “getting in the room” to move their business forward, and the same concept is essential for U.S. market entry. You cannot be seen as an outsider and gain access to bids and contacts. Kettering’s clients have connections introduced for them — getting you “into the room.”

By starting with connections and contacts, Kettering establishes a people-first approach to tech. This is similar to how the most noteworthy Australian-based companies are moving their numbers up through a changing market. AssuranceLab’s platform, Pillar, made sure to disseminate their process at the pace of their users. Humanitix looked at the market as a whole and found a need in alignment with their core values. And Allume leveraged their technology to an overlooked market segment and is now primed to service 15 million homes.

So where does your market advantage cross-point with a service improvement or a client need? Where is your slice of the success pie? If you aren’t sure, it’s time to call Kettering.





# 3

## Evidence-Based Success

# A KEY FACTOR IN AUSTRALIAN TECH MARKET EXPANSION

Numbers tell a story. Any business making moves, especially for international market expansion, wants to see their numbers in an upward trend of success. However, data is only as helpful as the ability to decode it within the proper context. For example, sales that do not translate into long-term clients hit the initial sales line without the necessary mark of longevity, missing the opportunities for strategy and implementation improvements that sustain market presence.

In Kettering International's many years of working with Australian tech firms on their international expansion strategies, we have become familiar with the popular framing of success as "data-driven" and exclusively ROI-focused – and with the shortcomings of such an approach. Time and again, Kettering has seen instead that the true marker of success is a mindset that thinks through the long game.

Here we'll explore the framework that Kettering has found to be most successful for international market expansion: moving from a strictly ROI-focused approach to an evidence-based one.

## Realities of Australian Tech Market Expansion

Australian tech firms are being highlighted to deliver in key niche markets in the U.S. It is an exciting time to be positioned as a key player in a coveted market with so much potential. The unavoidable truth is that gaining a piece of the Foreign Direct Investment (FDI) pie in the U.S. comes by spending as much time in the market as possible.

It is not enough to drop and deploy a sales lead to close U.S. market deals. Australian-based tech firms that project a hopeful outlook without establishing a long-term and localised strategy routinely see expansion efforts fall flat. Companies need to be "prudent with your resources, while still leveraging the market for your decision making," recommends John Crozier-Durham, Founder of Kettering International.



Kettering encourages clients to lean towards evidence-based results and away from strictly ROI-based metrics of success. Assessing ongoing localisation and expansion efforts with evidence-based criteria helps companies avoid analysis paralysis — the trap of overthinking every possible communication and networking opportunity until it's too late and potential chances for growth have passed. Time is money in international market expansion, especially in the United States. The best bet is a combination of sound resource allocation and a depth of care in networking and on-the-ground support.

## Evidence-Based Strategy and People-Centered Success with Kettering International

While experience and evidence-based results aren't always strictly quantifiable, they are the best way to give your tech company a key asset that many competitors won't cultivate: maturity that comes with time. A profitable business knows the value of connection and possibilities.

Here's a recent, tangible example. Kettering worked with a long-term client who had a strong interest in the energy sector in the U.S. Through our mindfully maintained network of connections (sustained by trust and reputation), we were able to connect the company with key engagements, giving our client access to the Bezos Energy Fund (an Amazon-backed foundation for energy transition) and Bloomberg.

There's no price tag on a connection with global outreach and endless funds, but there is a very high yield of potential. This alignment evolved through Kettering and the client working together on several prior engagements to arrive at this golden mark. The value of these direct-line-in connections wouldn't even register on ROI or statistical analysis, but that doesn't detract from their impact. This is what we mean when we caution tech firms about relying solely on quantifiable data as the litmus test of success, and why we encourage them to lean into evidence-based and people-centered practices.



## The Kettering Difference

With this perspective shift, Kettering's market knowledge background and contact network are powerful. Companies that acclimate to the idea of this evidence-based performance framework allow the snowball effect of success to begin. For example, we helped one Australian-based client land their target of three lighthouse clients in the U.S. We worked with another company in enterprise tech — with a great product, and defined qualifiers — to help them land high quality opportunities based on these actionable, yet intangible metrics. Neither of these successes would register on the ROI radar, yet both of these Kettering clients are tractioning success. They shifted from the allure of data as the end all be all, to the quality of evidence-based strategies that develop people-centered success, which actualises a lucrative market outreach.

Embracing an evidence-based approach means there is no cookie-cutter way. As John Crozier-Durham explains, "Success depends on how it is defined and co-designed by us and the client. It depends on their target markets, customer segments, buyer personas, and how mature they are as a business as well as the competitive landscape they are in." Kettering takes the long-game view with our clients, and then walks the road of market success with you through expansion to refinement of implementation.





# 4

## Key Decision Points

# FOR AUSTRALIAN TECH COMPANIES SEEKING SUCCESSFUL U.S. EXPANSION

Expanding your business into the U.S. market is a considerable undertaking, and yet it distills down to an actionable plan based on accurate research executed with a commitment to the long game. Kettering International excels in guiding Australian-based tech firms across the canvas of international expansion. They have a knack for illuminating assumptions, educating on the critical significance of localisation, and grounding companies with support to effectively and successfully roll out in a new market.

In this chapter we'll explore Kettering's sophisticated, research-backed prospectus on the viability of international market expansion for Australian technology companies in 2023. Here, we'll hone in on the key decision points vital to U.S. expansion – and how to navigate them successfully.

## Mind over Matter is Essential for Long Term Success

The first step to U.S. tech market entry is gaining a clear understanding of the market outlook to establish the right mindset for success. As a result, Kettering's initial work often involves helping companies shift gears away from the “move first and ask questions later” approach to the financial investment that is required for U.S. expansion.

As Andrew English, Founder of Watertight, explained in a recent webinar with Kettering, the actual investment for on the ground roll-outs can be surprising, overwhelming, and costly for tech firms who make the move without guidance on the often-overlooked aspects of expansion such as the cost of living in the U.S., budgetary adjustments for converting fully to U.S. dollars, and bureaucratic delays. English also shared that Kettering excels in coaching clients to create the leanest and still most customer-centric home office to get business rooted and ready. But how do you make entry as accessible for your team as possible?





## Balance and a growth mindset.

There needs to be a measured interplay between the time you spend analyzing your intended market and strategic decision-making. Kettering specializes in helping companies avoid the pitfall of getting mired in an endless “analysis phase” without deciding on specific and considered actions toward evidence-based results. Founder and CEO John Crozier-Durham notes, “Companies need to get clear on answers to some key decision points that will influence their strategy’s trajectory in the short and long term. This reduces the need to pursue multiple (paid) avenues in succession and allows companies to act immediately while also investing in their efforts wisely.”

## Key Decision Points for Successful U.S. Expansion

Honing in on the following decision points is vital to translating home market success to your new U.S. market and establishing a competitive edge in your expansion efforts:

### Investigating and Selecting Your Growth Sector Match

Are you in one of the growth sectors that Australia is focused on in terms of Foreign Direct Investment to the U.S.? Those top industry sectors include: Software & IT Services, Healthcare, Business Services, and Communications.

Determining which sector to structure and align your launch plan around can save a good deal of time and even open doors of opportunity. For example, Austrade provides support for selected industry expansion. Kettering understands the application process and rhythm of Austrade and can help clients find potential match-ups.



## Localisation

Localisation is the fulcrum of a successful launch. The simple shift of subtleties between speaking in an Australian market vs. a U.S. market may seem negligible in informal conversation, but they can be the differential in contracts signed. Marketing – and therefore messaging – changes between states, coasts, and even industries in the U.S., so pinpointing which part of the U.S. geography is the best fit for your firm is a critical initial step.

It's also critical to identify the optimal entry point within the U.S. business landscape. Kettering helps clients understand that when planning an expansion from Australia to the United States it is unlikely that U.S. counterparts of their Australian client base will match up in an exact equation, simply due to the difference in scale between the two markets. Companies that are accustomed to working with higher profile Australian clients with more cache may not realise that this is unrealistic as a jumping-off point for the U.S.

When it comes to the U.S. economic landscape, small businesses have an enormously impactful role; the U.S. Small Business Administration Office of Advocacy notes that 99.9% of the nation's businesses are categorised as SMBs, with almost half of all U.S. workers being employed by a small business. As a result, Kettering frequently helps clients avoid a misaligned attempt by encouraging them to look at the SMB space in the U.S. market (Russell 3000) as a more viable entry point.

The marketing, sales, and networking methods that served in your home market may or may not work in an American context. It's important to cross-reference these and decide if you need to make specific changes – but it's hard to tell which changes need to be made and when, without advice from a business with experience in both countries. Kettering often helps clients with A/B testing to solidify market messaging. They've also harnessed the power of warm and cold market outreach for clients who want to ensure that their messaging is resonating with the target audience and making it easy to engage.





### **Local Support for Non-Local Ventures**

On paper, U.S. expansion is all about making the numbers make sense. In reality, what an Australian-based company entering the U.S. market needs are networks and connections to make viable in-roads for success and present themselves as valuable contributors to the ecosystem. Additionally, a tech firm needs localised support to negotiate the nuances, time differences, and relationship building that lay the foundations for sustainable success.

Making these connections in the U.S. market from the comfort of your at-home base is nearly impossible. Outsourcing your U.S. expansion effort to one or two experts is not the answer either, because there won't be enough sales infrastructure to generate qualified and sustained prospects. A potential client can take a meeting out of curiosity or even as a favor, but that does not create cash flow. Real connections happen between real people. That's why it's important to build strategies for relationship building with in-house market knowledge, same time zone scheduling for meetings, and a tonality of commitment. This is the cornerstone of the Kettering difference that has primed many Australian-based companies for success.

Kettering leverages their understanding of the Australian tech market – both its potential to thrive abroad and the possible pitfalls it may encounter – to unearth marketing advantages and localisation pairing for traction. Additionally, Kettering is based in New York and has established a flourishing network of connections from years of commitment and authenticity in aiding Australian-based firms in the U.S. market. This combination of knowledge and on-the-ground experience helps Kettering clients decide on an optimal direction for their launch strategy.



# 5

What the Next Year Holds

## FOR AUSTRALIAN TECH FIRMS CONSIDERING U.S. MARKET ENTRY

One of the keys to harnessing the advantages on the horizon for expansion-minded Australian tech firms is mindset. Now is the time to be future-focused, taking the data from the past several quarters and leveraging it to lock in next year's target. At Kettering we know successful Australian tech firms have the flexibility to investigate data and welcome a pivot where needed to meet benchmarks, along with the courage to leap into opportunity. We specialise in helping firms strike the balance of informed action that lands opportunities.

In this chapter we'll explore Kettering's sophisticated, research-backed prospectus on the viability of international market expansion for Australia-based technology firms. Here we'll discuss what they can expect in the U.S. market, and how to utilise partners like Kettering as a resource in the remainder of 2023 and beyond.

### **Be Inspired By Others and Harness Success for Your Own Vision**

Seeing what other successful Australian tech firms achieved throughout the U.S. can serve as powerful inspiration for your future efforts. Let's look at a few 2023 success stories:

On the top of the list is Regrow, a company that operates a science and technology platform to help reduce carbon emissions in plants. AusTrade heralds Regrow's success: "Regrow's innovative technology has attracted \$55 million in venture capital to date. It was named one of Fast Company's 50 most innovative companies and the number one most innovative company in agriculture in 2023. Time Magazine also included Regrow in its list of 100 most influential companies of 2023."

Talk about wild success. Regrow is positioned in two of the verticals most noted for potential for exponential growth: sustainability and technology. Knowing which quadrants of business to align your expansion efforts with can be advantageous for tech firms – and not knowing can be a serious setback waiting in the wings.



Another exciting example is PAM, a “digital wayfinding platform” combining QR codes and live interactive maps to assist users in real time. In 2018, PAM’s U.S.-based account manager helped secure a \$6 billion project with the Hollywood Park sports and entertainment campus in Los Angeles – including the Superbowl. “Over the next 5 years, PAM’s technology will guide millions of spectators at the FIFA World Cup in 2026 and the Olympic Games in 2028.”

## The Allure of the U.S. Market for Australian Tech Firms: What to Expect

Australian technology companies generally go global because the Australian market is not competitive enough for them to build large tech companies. The U.S. is often viewed as the most attractive international market, and there is a good reason for it. Let’s take a look at three of the top reasons to expand your tech business into the United States:

Firstly, there are over 330 million people living in the United States; they have a comparably high level of disposable income coupled with a strong desire to adopt new technologies. Consequently, Australian technology companies can access a broad range of customers.

Secondly, NASDAQ, the primary listing venue for technology companies, is one of the largest stock exchanges in the world. As a result, Australian technology firms have access to a large pool of capital for their growth.

Last but not least, there are similar regulatory environments in the United States and Australia, which makes it easier for Australian technology firms to expand into the U.S. market.



## Maximizing the Benefits of Kettering as Your Next Generation Consulting Partner

These benefits, while substantial, do not, however, automatically equate to international expansion success. That's where Kettering comes in. The rich, practical, and broad commercial experience of the Kettering team in critical global markets such as the U.S. enables Australian tech companies to achieve their objectives.

Kettering's international expansion services include the following:

- Developing effective and efficient solutions for Australian Small to Medium Enterprises (SME) qualifying to apply for Export Market Development Grants (EMDG).
- Establishing your U.S. corporate and business strategy including market discovery, signing post business development agreements, and business roll-out.
- Interconnecting business opportunities at various levels across geopolitical boundaries and cultures using economic diplomacy.
- Identifying and improving your organization's performance across seven key areas; vision, leadership, communication, accountability, innovation, engagement, and growth in the United States.
- Developing your U.S. business growth processes that are measurable, accessible, and repeatable.
- Utilising our corporate parachuting services focusing on filling vacancies in a variety of industries and business sectors.

## Leverage In-Market Support with Kettering International

Australian tech companies eager to begin an international expansion effort to the U.S. market can do so confidently with Kettering. Kettering knows the keys to market transition success at an integral level. Whether it's avoiding commonly-encountered pitfalls, matching your market analysis to your strategy, or getting boots on the ground in the U.S., now is the time to book a consultation to ensure that your international rollout has all the support it needs.

Contact Kettering International for more information or to expand your tech firm's viability and funding for your U.S. market launch. Now is the time to make the connections that will usher in opportunities for quarters to come.

# 6

Case Study: Woods & Co Recruitment

## LEVERAGE KETTERING INTERNATIONAL'S NETWORK FOR SUCCESSFUL EXPANSION

### **Woods & Co: A Tailored Recruitment Agency Serving Across Business Verticals**

Woods & Co, a Melbourne-based recruitment agency, serves both job seekers and employers. Founder Tom Woods and his team focus on building lasting relationships with their clients based upon ongoing success in matching job vacancies with the most appropriate candidates, in a timely and cost-effective manner. When their client base needed staffing solutions in the U.S., Woods & Co responded – and when Woods & Co needed reliable partnership building for U.S. expansion, they called Kettering International.

### **Excellence with Staffing and Personalised Solutions**

In a market where transactional employment solutions abound, Woods & Co strives to go above and beyond, working with exceptional talent and organisations that are looking to invest in their people. Woods & Co serves more as an extended member of a company where there may not be in-house functional resources to bring excellence in personnel. This relationship-based business model is a core value shared with Kettering International.

Woods & Co works to meet their clients' needs with four employment solutions: permanent, temporary, contract, and payroll services. They have teams across many verticals including:

- Sales support and business services
- Technical and digital services
- Legal and financial recruitment
- Hospitality, property, and construction teams

Founded and based in Melbourne, in 2022 Woods & Co opened an office in NYC to assist their client base in solving personnel resource needs. Their 10-year vision included aspirations to open a U.S. location, but with Kettering's help they successfully launched five years earlier than hoped for.

## Expansion Timelines in the United States for Australia-based Businesses

Timing is a common challenge and education point for companies when moving into U.S. markets. Spoiler alert: it takes longer than most companies anticipate. Tom Woods recalls being shocked when peers explained it could take two years to get the proper set-up for bank accounts and visas to work in the U.S. Comparatively, in Australia, after a two-hour visit with one's accountant a business owner can have an ABN and be operating that afternoon.

It was at this time that Woods recalls hearing about John Crozier-Durham, founder of Kettering International, as a resource for U.S. expansion advice and support. Woods & Co opened in NYC in just shy of 12 months — squaring away all paperwork, such as health insurance and 401ks — by utilising Kettering's depth of people power and financial resources to expedite the process.

## Expansion Timelines in the United States for Australia-based Businesses

Just as opening an office had a longer lag time in the U.S. — so does the hiring process. Woods recounts that in Australia there may be a screening process one week with a round of interviews the next, and a new employee may start the week after.





The U.S. process has an expanded time element with more certifying phases. This required adjusting fulfillment expectations; however, as Woods points out, the U.S. recruitment agencies have been around longer and hold a more seasoned pathway to understanding what is necessary to mark the right candidate for longevity and successful placement. Notably, both Woods and Crozier-Durham embrace the “educate and acclimate” approach to U.S. expansion – a commonality that feeds into the success both companies enjoy in navigating U.S. waters.

Kettering and Woods & Co also hold a similar passion for relationship-focused business and excellence. Tom Woods shares fondly, “Kettering International really came through with trusted connections opening up larger circles for us. This type of outreach is much easier for me in Australia, where I have been active for 35 years, but we have only been in the U.S. for two, so Kettering played a really pivotal role in helping us get connected to the right people on the other side of the world.” It is not enough to have the right process when entering a new market; it is crucial to have the right people.

## Benefits of Partnering with Kettering International



Kettering came in to understand Woods & Co's business strategy. By delving into how that strategy had been playing out in Australia, Kettering was able to help them determine which aspects would translate to the U.S. market – and which aspects needed adjustment. Woods noted: “The staff loved Kettering and felt really supported – which is critical from a staffing perspective for our team to feel that comfortable.”

Kettering helped Woods & Co with business development strategy and implementation, as well as networking for operational success.

Kettering's referral network spans multinational corporations to mom and pop cafes — all tiers of connectivity that are necessary for cultural acclimation and expansion. Woods describes the one-of-a-kind coterie of excellence and support he gained access to: "Kettering has a network like no other."

Woods credits Crozier-Durham and the Kettering team for helping them tackle obstacles, and giving them the confidence and the organization to be able to meet big goals at an early pace. Woods & Co looks forward to working with Kettering International in the future to expand their growth potential in the U.S. market.

## Contact Kettering International Today

Is your business looking to expand into larger circles? Do you value sustainable business partnerships and wonder how a U.S. launch might work for you? Contact Kettering International for more information on assessing your implementation strategy, and evaluating your roll out timeline. Book a free consultation today, and stay tuned for more insights into Kettering International's circle of success.







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