

CANNMORE

U.S. MARKET

# READY. SET. GO!

HOW INTERNATIONAL FOUNDERS CAN QUICKLY GAIN TRACTION,  
CREDIBILITY, AND DEALS IN AMERICA'S COMPETITIVE BUSINESS  
LANDSCAPE

[WWW.CANNMORE.COM](http://WWW.CANNMORE.COM)

# Introduction

Breaking into the U.S. market is a common dream for ambitious international founders—and for good reason. America’s vast network of investors, world-class talent pools, and massive customer base can scale your startup faster than almost anywhere else on the globe.

Yet, countless promising international startups struggle to gain footing. They enter pitch meetings feeling confident but leave empty-handed. They invest in large conferences but only collect business cards that never lead to meaningful follow-ups. The problem isn’t a lack of hustle or a weak product. It’s often a missing framework—one tailored to the expectations and cultural nuances of the U.S. market.

This guide distills that framework into actionable steps. By following these principles, you’ll stop playing the guessing game and start engaging decision-makers in a way that resonates—making it clear why your venture is not just “interesting” but truly indispensable.

Warm regards,  
Miika Mänttävaara  
Founder  
Cannmore, Inc



## Section 1: Adopt the Right Mindset

### 1. Credibility First, Then Conversation

U.S. investors and partners expect social proof and credibility before they fully engage. If you can't quickly show why your startup is noteworthy—be it through existing traction, a known backer, press mentions, or strategic positioning—you risk being seen as just another hopeful.

#### Action Step:

- Create a one-page “U.S.-Friendly” pitch summary. Highlight your strongest metrics (users, revenue, growth rate), existing credible partners or customers, and any press or awards. Keep it simple, numeric, and benefit-driven. This piece becomes your “calling card” when making introductions.

### 2. Speak the Language of Opportunity

While you know your local market inside and out, U.S. decision-makers want to hear how you'll thrive in their ecosystem. This means understanding which American customer segments you're targeting and how you'll solve their specific pains. Avoid overly technical jargon and foreign market assumptions that don't resonate stateside.

#### Action Step:

- Identify three clear U.S. customer pain points. Redefine your value proposition to address these pains head-on, using familiar terms and references. For example, if you offer fintech solutions, talk about how you streamline compliance processes or reduce transaction friction—common issues that U.S. businesses instantly understand.

## Section 2: Targeted Outreach Strategies

### 3. The Warm Introduction Advantage

In the U.S., personal introductions and referrals often trump cold outreach. Every investor or corporate buyer is bombarded with emails daily. A recommendation from a known entity—be it a client, a local advisor, or even an online community leader—can vault you to the top of the inbox.

#### Action Step:

- Leverage platforms like LinkedIn and AngelList to identify potential connectors. Start by reaching out to a small group of well-connected individuals you've interacted with at events or online. Ask if they can introduce you to one relevant contact. Keep the request short, respectful, and focused on shared value.

### 4. Showcase Cultural Fluency

Even a slight show of cultural awareness goes a long way. Learn basic American business etiquette—straight-to-the-point communication, punctuality, and a clear call to action at the end of each meeting. Mention relevant U.S. market trends or recent industry news during discussions to demonstrate you've done your homework.

#### Action Step:

- Before reaching out to a lead, spend 10 minutes reading the latest U.S. industry headlines. Mention a key insight from a recent article in your outreach email or pitch, showing that you understand their market's current conversations.



## Section 3: The Follow-Through Framework

### 5. Consistent, Value-Driven Follow-Up

In the U.S., persistence is appreciated—if you consistently add value. Instead of just checking in, send a quick note with a relevant case study, a market data point, or an update on your traction. Each follow-up should leave them better informed, not just “reminded.”

#### Action Step:

Plan a 3-touch follow-up sequence for each lead:

- Touch 1 (1 week after initial contact): Share a customer success story or relevant stat.
- Touch 2 (2 weeks after): Offer a helpful resource (article, podcast, whitepaper) related to their interests.
- Touch 3 (3–4 weeks after): Provide a brief update on your startup’s progress since you last spoke.

### 6. Close with Clarity

When you do get that meeting or call, end it with a clear next step. Whether it’s a formal proposal, a short pilot, or a referral to another decision-maker, let them know exactly what you’re asking for and what you’ll do next. Americans value directness and clarity—avoid vague endings like “Let’s keep in touch.”

#### Action Step:

- Draft a short, standardized “next steps” email template you can send immediately after a call. It should summarize the main points, reiterate the mutual value, and confirm the action items. This makes it easy for your contact to move forward without guesswork.

# Conclusion

The U.S. market might seem like a puzzle at first. But once you understand the mindset, tailor your messaging, and engage through trusted channels, you'll find the path forward much clearer. These strategies form a blueprint—one that shifts you from hopeful outsider to a credible, informed player ready to win over the American market.

With this guide at hand, you have the tools to craft more compelling pitches, forge stronger relationships, and ultimately transform interest into concrete deals. The next move is yours. Take these steps, refine them for your unique offering, and watch as the U.S. market begins to open its doors.

## **Need More Help?**

If you're ready to accelerate this process and receive personalized guidance, feel free to reach out at [miika@cannmore.com](mailto:miika@cannmore.com). Let's turn your international vision into U.S. success—starting now.

## **About the Author**

*Miika Mantyvaara and Cannmore specialize in helping international startups navigate the American business landscape. With years of experience bridging cultural and market gaps, Cannmore has supported international founders in securing U.S. connections, partnerships, and customers. To learn more, visit [www.cannmore.com](http://www.cannmore.com)*