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US MARKET ENTRY IN CHANGING TIMES

A Practical Guide for UK Scale-Ups – by Caxton

The **United States** remains the world's **most rewarding — and most complex — market** for **UK businesses.** While uncertainty around trade, regulation, and investment continues, the fundamentals of the US economy remain **incredibly strong.**

For **UK scale-ups,** now is the time to prepare — with **clear strategy, local insight, and financial agility.**

Drawing on insights from Caxton and our expert partners, this guide sets out a **practical roadmap** for **expanding to the US** with confidence.

The Opportunity

- The US is the UK's largest single trading partner, offering access to **deep capital markets, advanced tech ecosystems, and unrivalled consumer demand.**
- However, businesses must adapt to a **federal system of 50 states** — each with its **own rules, taxes, and compliance obligations.**

The Challenges

Complexity:
Federal and state-level legal, tax, and employment frameworks differ widely.

Cost:
Hiring, benefits, and operations in the US can exceed UK expectations.

Culture:
Business norms and speed of execution differ from UK practice.

Currency:
FX volatility and inefficient cross-border payments can erode profits.

The Roadmap to Success

✓ **Plan your structure carefully.**
Choose the right entity (LLC, C-Corp, or subsidiary) based on long-term goals and investor strategy.

✓ **Seek legal and visa advice early.**
Immigration, IP, and liability protections must align with your expansion timeline.

✓ **Budget realistically for hiring.**
Include healthcare, insurance, and retirement contributions — not just salaries.

✓ **Get investor-ready from day one.**
Build clean accounting and tax structures to attract future investment.

✓ **Manage your FX and payments strategy.**
Lock in exchange rates and streamline USD flows to protect your margin.

Caxton's Perspective

At Caxton, we help UK businesses **simplify the financial side of expansion — managing international payments, hedging currency risk, and connecting clients** with **trusted advisors** who know the US inside out.

In changing times, success isn't about taking risks — it's about managing them smartly.