

The background of the slide features a low-angle shot of a tall, ornate building with a clock tower, likely the Chicago Board of Trade Building. An American flag is flying on a tall pole in the foreground, partially obscuring the building. The sky is a clear, bright blue.

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US MARKET ENTRY IN CHANGING TIMES

A Practical Guide for UK Scale-Ups

Presented by Caxton

In collaboration with Cross Border Financial Planning,
Flynn Hodkinson, Frazier & Deeter, and Foothold America.

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About Caxton



FOREWORD: FROM CAXTON

At Caxton, we've supported **thousands of businesses** as they expand **internationally** — helping them **move money securely**, **manage risk**, and **plan confidently for growth**.

The **United States** remains the world's most **dynamic market** for **UK companies**. Yet, in a climate of **shifting trade policies**, **regulatory change**, and **heightened competition**, success requires more than ambition — it takes **strategy**, **timing**, and **trusted partnerships**.

This **guide** distils **key insights** from our recent expert panel, **US Market Entry in Changing Times**, into a practical **roadmap** for **UK scale-ups** ready to seize the **US opportunity**.



1

The US Opportunity — and the New Reality





The US Opportunity — and the New Reality

Despite today's uncertainty around policy and regulation, the fundamentals of the US economy remain remarkably strong.

- ▶ The US is the UK's largest single-country trading partner.
- ▶ It's home to half of the world's top 100 tech and service companies.
- ▶ Consumer demand, access to capital, and innovation ecosystems are unmatched globally.

But this opportunity comes with challenges:

- ▶ Complex legal and tax frameworks
- ▶ High employment costs
- ▶ State-level variation in rules and incentives
- ▶ A cultural shift in how business gets done



Key insight:

The US is still the growth market — but only for businesses prepared to localise, plan, and adapt.

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Get Started: Your US Expansion Roadmap



Get Started: Your US Expansion Roadmap



Expert insight from Jason Walker, Cross Border Financial Planning

Expanding to the US can't be approached as a "copy-paste" of your UK operations. The first step is choosing where and how to set up.

Choosing your state wisely

Every state operates differently: tax rates, incentives, labour laws, and costs vary dramatically.

- Look at customer proximity – where are your buyers and partners?
- Assess time zones and logistics – can you operate efficiently?
- Explore state-level incentives – some offer grants, credits, or R&D relief.

Structuring for success

Entity type affects everything from tax liability to investor readiness.

- **LLC:** Simple, flexible – but not always investor-friendly.
- **C-Corp:** Preferred by investors but higher compliance burden.
- **Subsidiary:** Ideal for larger operations with long-term presence.



Caxton Tip:

Create a staged roadmap – begin with a lean entry structure and scale your presence as revenue grows.



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Navigating Legal and Visa Frameworks



Navigating Legal and Visa Frameworks



**Expert insight from Janice Flynn,
Flynn Hodkinson**

*The US legal and immigration landscape is intricate
and unforgiving if handled late. Early advice is critical.*

Timing is everything

Visa applications can take months, and business registration must often precede sponsorship.

- Secure visa guidance before moving key personnel.
- Align immigration strategy with corporate structure and hiring plans.

Protect your IP and contracts

The US is one of the most litigious business environments in the world.

- Register trademarks and patents early — IP rights aren't automatically transferable from the UK.
- Ensure contracts clearly define liability and dispute resolution.



Caxton Tip:

Build your advisory bench
— legal, immigration, and
finance experts working
together can prevent
expensive missteps.



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Hiring and Employment in the US



Hiring and Employment in the US



**Expert insight from Laurie Spicer,
Foothold America**

Hiring in the US is often where UK firms face the biggest shock. Labour costs, benefits, and cultural expectations differ dramatically.

The true cost of hiring

- Salaries are typically 20-50% higher than UK equivalents.
- Employers usually cover health insurance and retirement contributions.
- Employment law is largely state-driven, with varied compliance requirements.

Building the right team

- Local hires bring invaluable cultural and commercial knowledge.
- Balance UK leadership oversight with on-the-ground autonomy.
- Consider using Employer of Record (EOR) services to simplify compliance.



Caxton Tip:

Factor total employment costs — not just salaries — into your first-year US budget.



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Tax, Audit, and Investment Strategy



Tax, Audit, and Investment Strategy



**Expert insight from Mike Whitacre,
Frazier & Deeter**

The US tax landscape is layered and complex — federal, state, and sometimes local. But the right planning can turn complexity into opportunity.

Get investor-ready early

- Maintain clean books and transparent structures.
- Establish proper transfer pricing if operating between UK and US entities.
- Avoid using personal or UK accounts for US transactions — it complicates audit trails.

Common tax traps

- Assuming UK corporate tax treaties automatically apply.
- Overlooking state-level filings or nexus rules.
- Ignoring local payroll taxes for employees or contractors.



Caxton Tip:

Tax isn't just compliance — it's a signal to investors. A clean, well-structured entity builds credibility and confidence.



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Managing Cross-Border Finance and Currency Risk





Managing Cross-Border Finance and Currency Risk

Expert insight from Caxton

Once you've set up in the US, operational efficiency becomes everything — and foreign exchange can have a major impact on profit.

Protect your margins

Exchange rate movements between GBP and USD can significantly affect your bottom line.

- Plan FX exposure before signing supplier or client contracts.
- Use hedging tools to lock in favourable rates.
- Manage payables and receivables through multi-currency accounts.

Streamline cross-border payments

International banking fees and slow transfers can erode profit and slow operations.

- Explore payment solutions that offer real-time visibility and lower costs.
- Integrate FX strategy into your treasury planning — not as an afterthought.



Caxton Tip:

Work with an experienced FX partner who understands your business model and risk appetite — not just a transaction provider.

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Your US Expansion Checklist





CHECKLIST

Your US Expansion Checklist

- ✓ Define your state location and business structure
- ✓ Secure early legal and visa guidance
- ✓ Understand total employment costs
- ✓ Prepare your tax and audit roadmap
- ✓ Manage FX and cross-border payments strategically
- ✓ Build a trusted network of local and UK-based advisors

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Next Steps and Resources



Next Steps and Resources



Watch the full webinar replay:
[Insert link]

Download additional resources:

- ✓ 10 Questions to Answer Before You Expand to the US” checklist
- ✓ “Building Your US Team” guide
- ✓ “Investor-Ready in the US” tax brief

Talk to Caxton:

If you’re planning your own US expansion, our international business specialists can help you streamline payments, manage FX risk, and connect with trusted partners.

BOOK A CONSULTATION

Contact us: business@caxton.io

ABOUT CAXTON

Every payment. One platform.

Caxton helps ambitious businesses **move money securely, efficiently, and intelligently across borders.**

From seamless **international payments** to **proactive FX strategy**, we make **global expansion simpler** — so you can focus on **growth**.

Visit caxton.io/business to learn more.

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