

Orchestrating a winning US market entry from day one

Text prediction AI startup, Typewise, recognized that it needed to get its entry into US markets right the first time.

Which customer segments offered the greatest opportunities? What use cases were most compelling? And what unknown financial, regulatory or cultural hurdles might be waiting for them?

Working with USA Launching Pad, the Swiss entrepreneurs were able to explore and validate the most promising markets, fine-tune their product to fit the expectations of American customers, align with prevailing US technology architectures, hire specialized staff, all while generating valuable leads and securing first customers. Best of all, the process took just five months—without a need to travel.

The speed at which we generated leads and pilot projects is a testament to the effectiveness of the USA Launching Pad method.

— David Eberle, Typewise Co-Founder and CEO

Discovering the most attractive B2B segments

Typewise introduced their AI-enabled smartphone keyboard at CES 2021, earning awards and attention from US prospects. From these inquiries, it was clear that there were a few directions worth pursuing:

B2B desktop applications



Improved text entry with fewer errors, to support customer relationship management, sales, and more.

Mobile banking



On-device AI and text prediction for smarter apps.

Device manufacturers



Customized keyboards for mobile phones and tablets.

Messaging software and apps

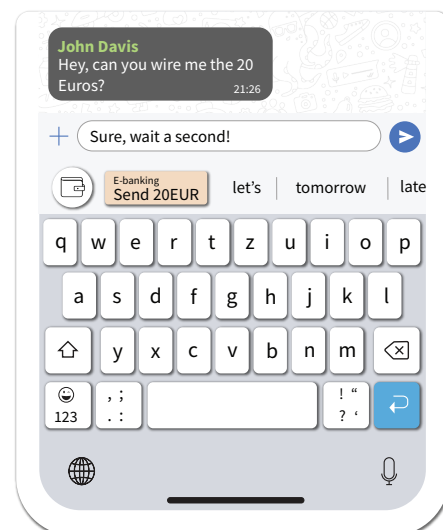


A streamlined, improved user experience.

USA Launching Pad helped Typewise determine which areas offered the greatest potential, then mapped out and tested go-to-market strategies for the most viable targets.

Structured interviews with prospective audiences allowed systematic validation and adaptation for optimum product-market fit, during which we determined which scenarios should receive the greatest attention and effort.

Gathering crucial data and insights also allowed us to continually develop and de-risk the market-entry plan across sales, marketing, technology, and operations.





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Quickly ramping up lead generation

Like any company, Typewise wanted to generate leads and revenue as soon as possible. Focusing on the two largest areas of opportunity, USA Launching Pad conducted outreach to targeted customer support professionals and made personal introductions to mobile banking innovation leaders. In addition, Typewise appended portable device and messaging software prospects to the list.

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What's more, insights from dozens of interviews and response profiles have informed future positioning and plans for R&D, deployment and business setup. For example, our learning demonstrated that the product is received especially well by call center providers seeking to increase productivity, but interest is below average with the healthcare sector. We've also learned that cold contacts with a personal connection are much more likely to respond. Naturally, this will shift the company's outreach going forward, reducing acquisition costs and increasing wins.

Strategic alignment across five core functions

The USA Launching Pad approach dives deep into the areas critical to any successful market entry and sustained growth.

Marketing: Shaping the right messages and mix

Discussions with outreach respondents validated pain points and guided marketing channel selection, from events and trade media to inbound and outbound marketing. Distinct messaging platforms were developed for each industry and use case.

Sales: Pinpointing clients and driving leads

Individual decision makers were identified, and their attributes were used as models for expanding the audience and marketing personas.

Technology: Adapting to fit the US

The USA Launching Pad methodology led to greater understanding of US-specific needs around product features, deployment options, expected service levels and more. Typewise used this information to line up the necessary software engineering resources.

Back office: Operations and staffing

With expert guidance, Typewise was able to choose the appropriate operational structure to launch its US business, draw up the first job profiles, and select qualified partners and vendors to roll out the marketing strategies for the two segments validated as the most promising.

Fundraising: Venture capital connections

Typewise recently completed a fundraising round, fuelling their expansion into the United States. However, they know USA Launching Pad can assist in future introductions, should they ever need them.

With a population topping 330 million, the United States offers tremendous diversity and opportunity—and tremendous diversity and competition.

USA Launching Pad

A systematic, customer-centered approach

Awareness is a challenge for any company in the US, especially one with a new product and untested understanding of audiences. What's more, most companies cannot afford prolonged trial and error—they must deploy rapidly and with a high chance of success. Only a systematic, iterative approach can deliver on these expectations.

Applying design thinking and agile principles, USA Launching Pad has developed a methodical, iterative program that encompasses the five strategic areas key to a successful market entry. By tapping into the full suite or choosing individual modules as needed, companies can be sure they have addressed critical challenges, including differences in ways of doing business, language and communications, customer preferences, prevalent technology platforms, and legal and regulatory requirements.

Best of all, sales don't have to wait. The USA Launching Pad model builds customer outreach into the earliest stages and iterates with learning from each interaction, continually improving effectiveness and reducing risk while filling the sales funnel.

In short, a team of experienced European and American business builders works with foreign companies to systematically develop sales opportunities in the US, provide strategic guidance, enable access to extensive contact networks and avoid typical mistakes that can cause significant setbacks.

What's next for Typewise

In just five months, this smart startup has burst into the US with confidence, knowing that they have found and confirmed the ideal product-market fit, go-to-market plan and business setup. In addition to four pilot customers, the sales team is keeping the funnel filled, gaining from an optimized marketing mix and proven messaging. What's more, Typewise R&D teams have started developing two new B2B products based on prospect insights, as well as new features that we know appeal to US-based banking and customer service organizations.

1,380 qualified contacts

57 respondents

9 customer profile iterations

4 pilot customers

2 new product concepts

5 months

Typewise is now well positioned to execute on their pilot projects and continue to grow into this vast, largely untapped market.

Set up your market entry for success.

Reach out to USA Launching Pad early.

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