US Market Entry for International Companies

Getting Started

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Market Research
- Study the competition
- Set prices
- See if U.S. customers will buy it

Protect Your Idea
- File patents in the U.S.
- Make sure no one else owns the idea
- Register brand names or logos

Set Up a U.S. Company
- Create a business or partner company
- Get insurance and legal protection

Rules & Testing

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Follow U.S. Rules (FDA)
- Pick the right approval path (510(k), PMA, etc.)
- Meet U.S. and world safety standards

Clinical Testing
- Work with research groups
- Get study approvals
- Use expert doctors for support

Quality Systems
- Build safe and clean systems
- Pass audits
- Check manufacturers for quality

Build & Ship

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Manufacturing / Import
- Work with U.S. or foreign factories
- Handle customs and shipping rules

Warehousing
- Use U.S. storage centers
- Keep products cold if needed
- Partner with shipping companies

Selling

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Sales & Marketing
- Create strong messages and brand
- Target the right customers
- Hire U.S. sales reps

Sales & Distribution
- Sell to hospitals and health systems
- Work with distributors
- Offer online or clinic sales

Billing & Payment
- Use correct insurance codes
- Make deals with payers
- Manage refunds or chargebacks

Grow & Expand

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After Launch Checks
Pass FDA inspections
Report problems or side effects
Keep track of safety

Expansion & Partnerships
Make licensing deals
Grow with new partners
Enter more U.S. or world markets

One Partner. Every Phase. Built for Breakthroughs.