

# US Entry & International Expansion

Edison has assisted software companies to establish sales, support and headquarters in the New York to Washington DC corridor. The Midatlantic region encompasses the largest American market. Edison has financed the US entry and expansion by companies based in Australia, Canada, France and the United Kingdom.

Besides providing expansion equity capital, our value added services include recruiting management and key employees, identifying optimal locations and referring proven service providers. Edison can attract co-investors and lenders.

Edison has also financed and guided US companies setting up direct sales in Europe, distribution in Japan, development in India and many international initiatives.

Our investment professionals are knowledgeable about financial services, pharmaceuticals, healthcare, communications and other major industries. [www.edisonventure.com](http://www.edisonventure.com)

## US Entry



### EDISON INVESTMENT PROFILE

\$4-7M initial investment	Preferred & common stock
\$6-10M total investment	Flexible terms
Liquidity & expansion capital	Non-controlling interest
Founder & investor shares	Partial & full liquidity

### COMPANY CHARACTERISTICS

\$5-20M revenue	Niche market leader
Worldwide	Premier customers
Information technology	Experienced management
30% growth rate	Domain expertise
Recurring revenue	Not capital intensive
Proprietary product or service	Scalable business model

### VALUE ADDED SERVICES

Follow-on financing	Management counsel
Attract lenders & investors	Recruiting assistance
Edison Director Network	Business planning
Sales & marketing consulting	Client referrals
Organizational development	Partner referrals
Due diligence	Service provider referrals

## International Expansion



Edison Venture Fund is actively investing.

We welcome investment referrals from intermediaries, investors, lenders and professional service providers.



[www.edisonventure.com](http://www.edisonventure.com)

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