

# OPPORTUNITIES FOR ISRAELI COMPANIES

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A Roadmap for Success

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Moment to Remember the Victims

Pray for Peace

Call to Courage

“ 80% of Israeli startups are incorporating in the United States ”  
Reuters  
August 2023

# Agenda

- Entering the US market
- Creating successful strategic partnerships to accelerate US expansion
- Working with Federal, state and local government agencies
- Identifying Federal government opportunities for cyber companies

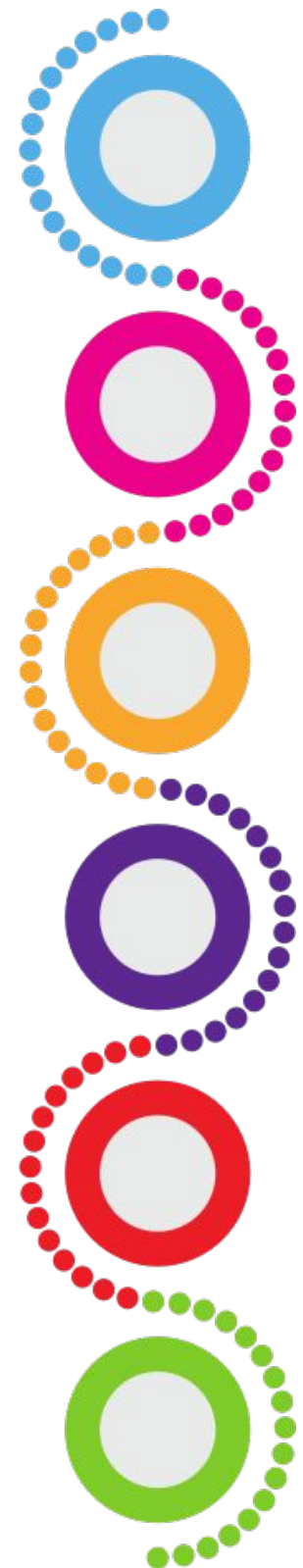
# Entering the US Market

Key Questions for  
Establishing Your Business in  
the US

- What is your strategy?
- What are your goals?
- Where will you focus?
- How will your products or services succeed?
- How will you configure business operations to meet your goals?
- What is your plan?



# Key Issues in Evaluating US Investment



**Investment Planning**

**Investment Strategy Development**

**Tax and Entity Planning**

**Human Resource Planning**

**Accounting/Financial Reporting**

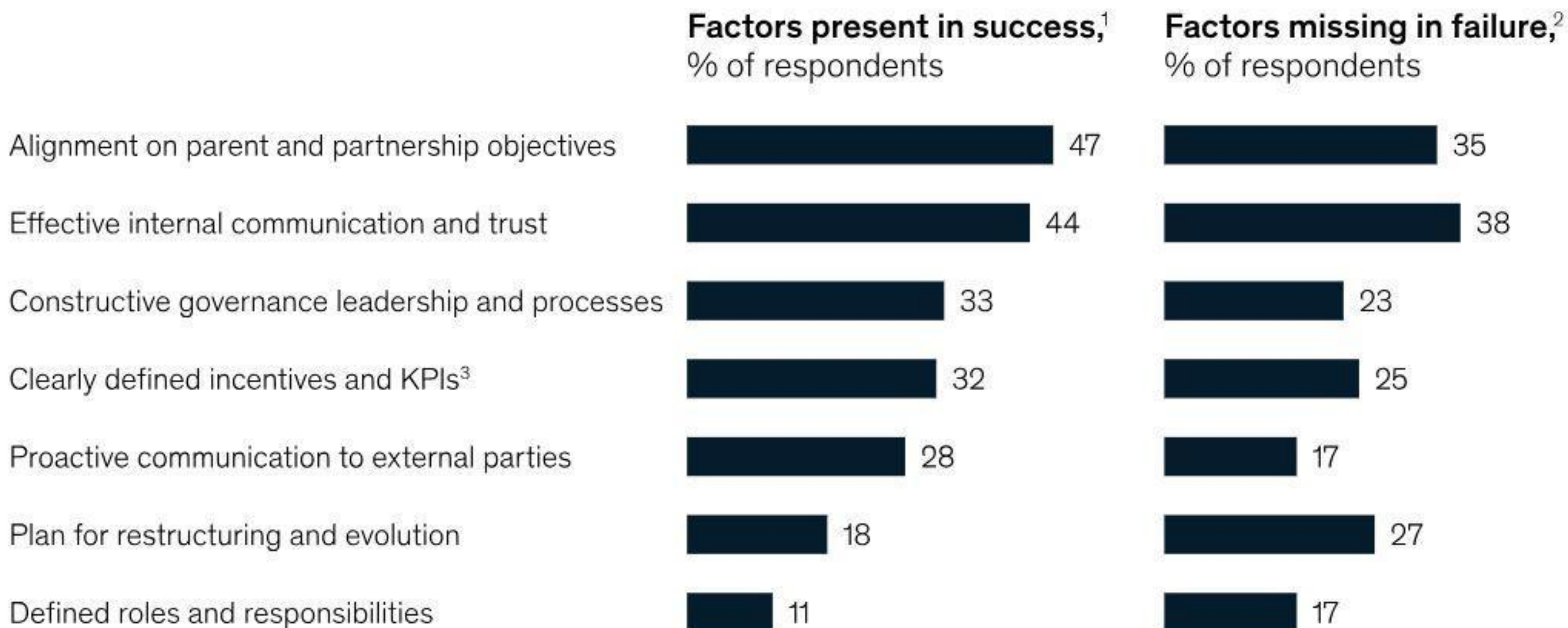
# Successful Strategic Partnerships Don't Just Happen

## Fundamentals of Successful Partnerships



- Set a clear foundation for business relationships and nurture them.
- Emphasize accountability within and across partner companies.
- Use metrics to gauge success.
- Be willing and flexible to change things up, as needed.

## Managers cite several core reasons for joint-venture success and failure.



<sup>1</sup>Respondents' top choices out of a list of 10 components whose presence could have a favorable effect on their partnerships (n = 708).

<sup>2</sup>Respondents' top choices out of a list of 10 components whose absence could have a negative effect on the partnership (n = 262).

<sup>3</sup>Key performance indicators.

Source: 2015 McKinsey Joint Ventures and Alliances Survey



# Working with Government Agencies

US General Services Administration: [www.gsa.gov](http://www.gsa.gov)

Step 1: Learn about Government Contracting

Step 2: Compete for Government Contract

Step 3: Win and Manage your Contract



# Identifying Federal Government Opportunities

## **Department of Energy**

- Office of Cybersecurity, Energy Security, and Emergency Response
- Of note, recent announcement of \$39 million in funding for nine new National Laboratory projects to advance the cybersecurity of distributed energy resources (DER).

## **Department of Defense**

- Foreign Technology Acquisition Office
- International Cooperation Office

## **Department of Homeland Security**

- Cybersecurity and Infrastructure Security Agency

# thank you!

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About MGP Consulting: MGP Consulting is a public affairs and marketing firm that develops customized strategies for global growth. We help our clients with: Marketing and Communication Strategy, Business Development Outreach, Advocacy and Government Affairs, Developing Global Partnerships, and Fund Raising.

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