



For Immediate Release

**Launch in US Alliance to Host Exclusive Webinar on the  
"Top 10 Mistakes to Avoid When Expanding Your Technology Company into  
the US"**

*Attendees to Gain Critical Insights into the Expansion Process from Lucian Wagner, General  
Partner at EuroUS Ventures*

**Boston, Mass. – June 25, 2010** – [Launch in US Alliance](#) today announced details of its upcoming webinar featuring veteran entrepreneur, venture capitalist and General Partner at EuroUS Ventures, Lucian Wagner. The “Top 10 Mistakes to Avoid When Expanding Your Technology Company into the US” will provide attendees with exclusive and detailed intelligence into the complexities of a [US market entry](#), and how to overcome common challenges. Throughout the presentation, Wagner, a German national who now resides in Boston, will draw from his 25-plus years of experience executing successful global and regional expansions for US and European technology companies. All attendees will receive a complimentary outline for a US launch plan that provides a budget framework and a list of all the critical elements required to effectively expand a technology business into the US.

- Who:** Lucian Wagner is Chairman and Co-Founder of the Launch in US Alliance and General Partner at EuroUS Ventures. A serial entrepreneur and venture capitalist, Wagner has several successful start-ups to his credit. Wagner was born in Germany, educated in the French school system, and went on to earn a B.Sc. in International Economics from the School of Foreign Service at Georgetown University and an MBA from INSEAD.
- What:** While the US marketplace presents European technology companies with alluring opportunities for growth, the path to success can be fraught with avoidable but costly challenges. This webinar will cull from the direct experiences and observations of Lucian Wagner to define the common mistakes made during the US expansion process, including poor product positioning, ineffective hiring decisions and insufficient marketing spend, while detailing the best practices for success.
- When:** Tuesday, June 29<sup>th</sup>, 3:00 PM - 3:45 PM CEST
- Where:** Register to attend at: <http://www.launchinus.com/Top10Webinar.php>

## About the Launch in US Alliance

The US market offers tremendous opportunities for technology companies – but it is a complex place to do business. The Launch in US Alliance was formed to help funded technology companies successfully [expand into the US](#) by providing a ready-made support network that can help them through the process quickly, thus accelerating their time-to-market and improving their chance for success. Alliance members and partners have vast experience helping technology companies [establish US operations](#), and offer all the core services required in one place – including market assessments, sales & marketing, tax & financial, legal, real estate and human resources. The Alliance's offices are located at 2000 Commonwealth Avenue, Suite 300, Newton, MA 02466. The phone number is +1 617-244-2300. Learn more at [www.launchinus.com](http://www.launchinus.com).

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