



For Immediate Release

Launch in US Alliance Hosts Exclusive Webinar: Optimizing Your Value Proposition for the US Market

Boston University Marketing Experts Examine How Well-Defined Value Propositions Increase Odds of Success for Tech Companies Expanding into the US

Boston, Mass. – Sept. 28, 2010 – Launch in US Alliance (<http://www.launchinus.com>) today announced details of its upcoming webinar featuring marketing experts from Boston University: Senior Associate for Distance Learning, Beth Goldstein, and Executive-In-Residence, Barry Horwitz. The webinar, "[Optimizing Your Value Proposition for the US Market](#)," will provide technology companies considering US expansion with a detailed understanding of the significance of defining and optimizing their value propositions in order to ensure business success. Presenters will reference specific case studies to demonstrate the types of value propositions and marketing messages that resonate most effectively in the US marketplace.

Who: Beth Goldstein serves as Faculty Director for Boston University's Online Graduate Certificate in Entrepreneurship and teaches entrepreneurial sales and marketing courses. In addition to running the school's Annual \$50K Business Plan Competition, she works with Barry at the Institute for Technology Entrepreneurship & Commercialization (ITEC), where she focuses on creating entrepreneurship programs for business owners around the globe interested in entering the US market.

Barry Horwitz, Boston University's Executive-in-Residence, brings a rare combination of strategy expertise and operating experience to his role. At Boston University he works with Beth to develop global entrepreneurship programs for business owners interested in taking their firms to the next level through innovative growth strategies. In addition to teaching strategy at the BU School of Management, Barry is president of his consulting practice, Horwitz & Company LLC.

What: While expansion into the U.S. market remains appealing to many technology companies, it is not an effort that should be considered without an understanding of market conditions and the most effective and pertinent marketing messages. Messages and growth strategies that work in a company's home country may not be effective in the U.S. In this webinar, marketing experts from Boston University will specifically address how to clearly define market segments that align with your core

competencies, how to identify the needs of prospects in the U.S. and how they might differ from those of your home country, and how to ensure that messages can be targeted to select markets.

All attendees will receive a free, private “value proposition tune-up.” Launch in US Alliance marketing experts will review your company’s value proposition and provide valuable feedback on how to improve it prior to your US expansion. Attendees can schedule their tune-up session after the close of the webinar.

When: Tuesday, October 5, 2010
15:00-15:45pm Central European Time; 9:00-9:45am Eastern Daylight Time.

Where: Register to attend at:
<https://www1.gotomeeting.com/register/947676464>

About Launch in US Alliance

The US market offers tremendous opportunities for technology companies – but it is a complex place to do business. 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.

#

Media inquiries:

Jeff Benanto
fama PR
Phone: +1 617-758-4183
Email: launchinus@famapr.com

Michelle Goodall Faulkner
Launch in US Alliance
Phone: +1 617- 510-6998
Email: mfaulkner@launchinus.com