



GRANITE
LANDINGS

ROCK SOLID FOUNDATIONS IN US MARKETS™



LANDINGS

Background

Granite Landing's connection with Silesia Region is an outgrowth of a trade mission organized by the Nevada Governor's Office on Economic Development in 2017. That partnership enabled and accelerated cooperation between companies and institutions from Śląskie Voivodship and the state of Nevada in various areas of innovation and support for SMEs. One of the goals has been to successfully scale Polish companies in the US market, initiate dialogue with US investors and establish beneficial relationships with partners of crucial importance for expanding in the American market. One outcome is contributing to the commercialization of technological solutions by developing economic growth opportunities for Śląskie SMEs that want to expand operations to the United States.

Granite Landing's Founders and Mentors draw on 150+ years of combined experience across academic, government, business, startup, SMEs and corporate domains. GL's Founders and Mentors have deep expertise in the US East Coast, West Coast, Silicon Valley, and the Midwest. We have additional experience in European, African, Asian, and other geographies - with a particular focus on Polish to US support.

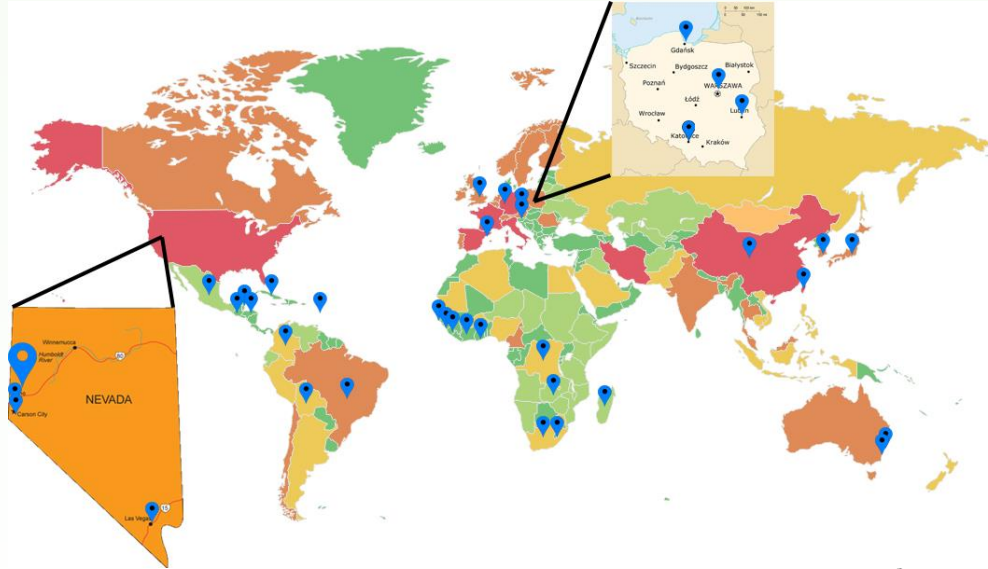




Mentorship in 32 Countries & Growing



Nevada Governor's Office of
ECONOMIC DEVELOPMENT
Empowering Success



OzmenCenter
for Entrepreneurship



University of Nevada, Reno
Research & Innovation
Nevada Center for Applied Research



**GRANITE
LANDINGS**

Polish Success Stories

Granite Landings was the first US partner of Faktorama s.p. zoo. Leveraging the initial introduction through the SGH Warsaw School of Economics, we helped Founder Jakub Ananicz establish their roots in Nevada and enabled his initial US hire of his co-founder through our networks and participation with the University of Nevada, Reno. The GL founders further cemented the mentoring relationship by accepting Advisory Board roles with the company. We continue to advise and support Faktorama in exporting their financial services. <https://faktorama.us/>

Salesbook is a Polish sales software company we met through our relationship with NCBR and our role in supporting their activities in previous years. Granite Landings helped Salesbook in their inaugural US Tradeshow, providing direct in-person support in the sales booth to enable and facilitate the export of their software services.

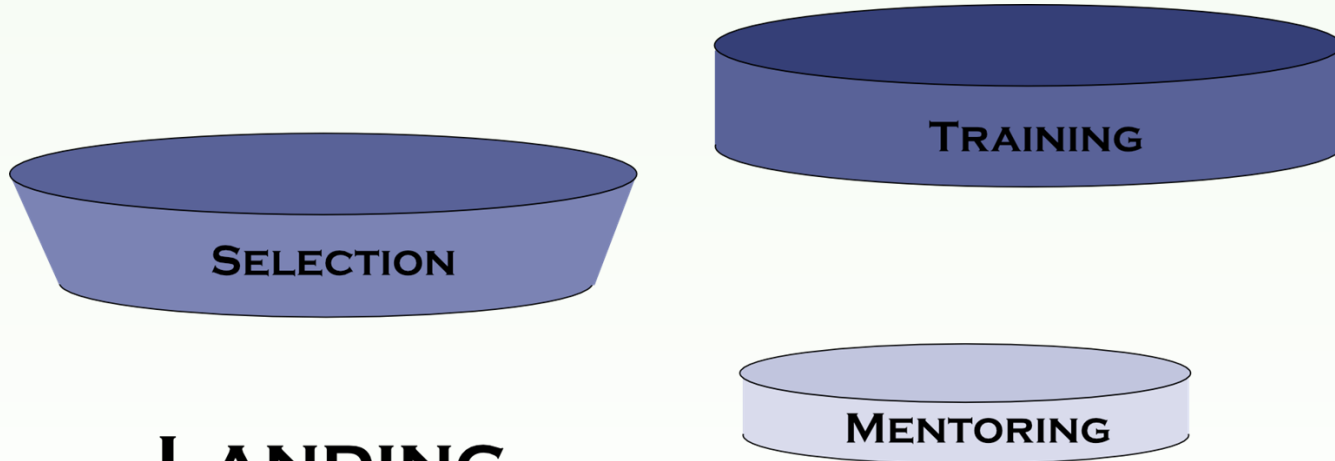
The Granite Landings Founders and Mentors supported Dr. Rafael Kartaszynski's entry into the US Market. His company, ProProject, based in Lubelskie, ultimately moved to the US and established operations in the US State of Nevada. Not only has Dr. Kartaszynski been embraced and integrated into the Nevada business community, but he has now joined the Granite Landings group as a member of our Mentor Network.

Granite Landings has recently cemented a partnership with NCBR as their sole US Commercial partner dedicated to accelerating the export of services, goods, and business activity from Poland to the United States.





Strategy



LANDING
STAFFING RESOURCES
NETWORK SUPPORT
COMMUNITY



Strategy

The Granite Landings model focuses on four fundamental components.

Training. Any founder that is willing to learn is capable of doing so. It's been our belief and experience that several business dynamics work differently between Poland and the United States. Fundamental ideas like customer and market dynamics work differently. Business formation and operational dynamics are different. The views and expectations surrounding funding and investment opportunities can vary wildly. Trade shows, sales execution, and relationship building are subtly different in the US than in the EU and Poland. Our training is concrete, practical, and topically appropriate for the companies at hand. We can change the level of the material as well as the topics and focus depending on the companies involved and the particular needs of the sponsoring agency. The goal is not only to prepare the companies for success in a new market but also to build relationships and assess their ability and hunger for evolution and change as they look to access the new economic frontiers of the US. Ultimately our goal is to protect better and amplify the time, money, and other resources of the sponsoring agency.



Training



- ***Markets are deceptively different***
 - The similarities are easy to spot
 - The differences are not
- ***Investment Perspectives***
 - *Private and Profit Oriented*
 - *Poison Pill Avoidance*
- ***Corporate Norms***
- ***Market Channels***
- ***Risks***
- ***Partnerships and Alliances***
- ***Ecosystems***

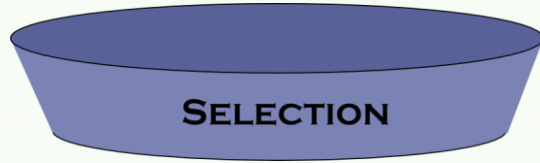


Strategy

Selection. Our selection model is adaptable to the needs of your Śląskie region and requirements of the Śląskie Marshal Office and Upper Silesian Fund S.A. A common requirement is reducing the number of candidate SMEs in a pipeline to receive economic and resource support. This process consists of a partnership with the Marshal Office where we establish mutually agreed-upon criteria for progression to the next stage of the program. The precise outcome is to provide your Office with an important tool to select SMEs with the best chance of success in US markets. This pragmatically grounded gating process results in more focused and lower-risk companies at each engagement stage.



Selection



- ***Co-Operate with Śląskie Marshal Office and Upper Silesian Fund***
 - Joint Selection Committee
 - Combine US factors and Śląskie goals
- ***Increase Efficiency of export promotion programs***
 - Focus time and resources on prepared SMEs
 - Companies needing help can be identified and set aside
- ***Results in more focused Cohorts***



Strategy

Mentorship. We believe strongly in the value of relationships. Establishing a personal and durable mentoring relationship with the SME is vital once it's clear they are well suited to success in the US Market. These personal mentoring relationships are the cornerstone of Soft Landing process that follows. There is no replacement for enduring, life-long mentoring and networking connections in business.



Mentorship



- ***GL Mentors become boots on the ground resources***
- ***Only other Founders know what a Founder goes through***
- ***Forge PL <-> US Business Relationships that last a lifetime***
- ***Entrypoint to broader US networks and relationship***



Strategy

Soft Landing. The last and unending stage of the GL proposed structure is a soft landing. Landing includes hands-on support for finding office spaces and connections to our partners who can help with the paperwork required for creating and establishing a US Entity, introductions to accountants, lawyers, realtors, book-keepers, and other elements of Landing on the ground. We partnered with the University of Nevada at Reno to create the START program. This program allows matching foreign companies that are established in Nevada with students (undergrad and graduate), as well as recent graduates, to effectively source their initial US employees at moderate cost and under our beneficial partnership. The final and most crucial facet of the Landing phase is having partners and resources on the ground in the United States. A friendly face and a handshake that can introduce a company to local resources is a precious asset indeed. Only other Founders and company Operators can understand what they are going through.



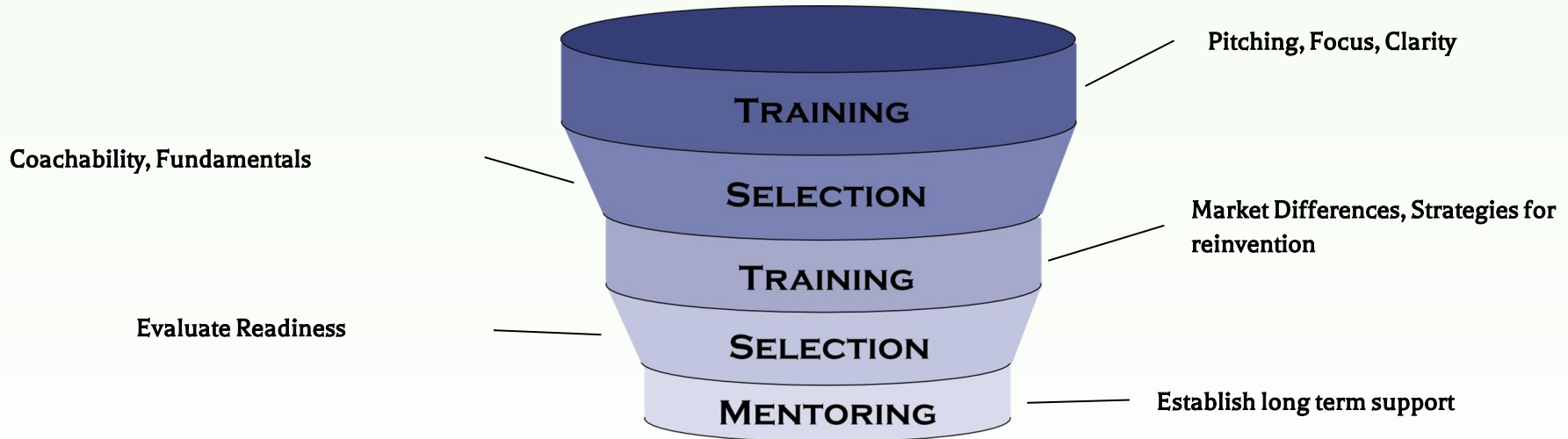
Landing Acceleration



STAFF RESOURCES **LANDING** NETWORK SUPPORT



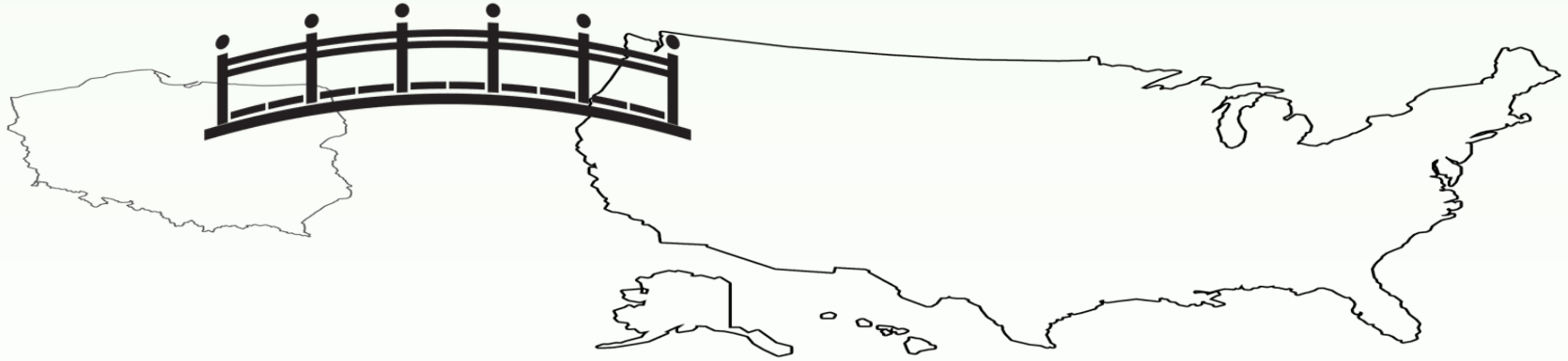
Landing Acceleration



STAFF RESOURCES **LANDING** NETWORK SUPPORT



Śląskie Bridge to America



Program Proposal

Granite Landings is unique in our ability to help Śląskie Marshal Office and Upper Silesia Fund grow and globalize your best prepared for international expansion SMEs. We propose a 3-stage initiative to refine the groups of engaged companies, to train and elevate the abilities of those companies to execute, and ultimately to directly support them in exporting goods and services to the US Market.

Stage 1 is focused on the initial assessment of SMEs in the pipeline, training, and refinement to focus and well understand their market position and message, and ultimately partnering with Śląskie Marshal Office to select the highest potential organizations for future effort.

Stage 2 focuses on refinement and the emergence of excellence. Further improvement, focus, and selection on the group of SMEs complete this phase, resulting in a focused cohort with a high likelihood of success in the US. We will deliver a variety of boot camping and/or other instructional delivery as benefits Śląskie Voivodship and SMEs interests.

Stage 3 is the execution of the global activities. SMEs will be partnered, mentored, and introduced to the US market. GL directly supports Trade Shows, establishing US entities, sourcing US talent, and substantially increasing the return on Śląskie Marshal Office's investment in foreign goods and services export expansion.



Program Proposal

- **Stage 1 (4 weeks) - Initial Prep and Reduction**
 - Initial Online Training Sessions
 - Pitch Competition
 - Selection to 20 companies
- **Stage 2 (4 weeks) – Training and Refinement**
 - Bootcamp (online or in-person in Poland)
 - Selection to 10 companies
- **Stage 3 (multi-month) – Enablement and Action**
 - Mentorship
 - US Landing and entity establishment
 - Trade show and sector support
 - Individual SME engagements with mentors across the US
 - Group engagements in the major US innovation ecosystems



Thank You

The Granite Landings proposal is not fixed or static in nature. We look forward to future conversations to deeply understand Śląskie Region's needs, requirements, and what extraordinary outcomes look like. We admire your Marshal Office's mission, welcome your questions, appreciate your partnership in conversation, and look forward to future dialogues.

Thank You,
The Granite Landings Team
Pawel, Alex, Dave, Matt



150+ Years of Experience



Alex Wolfe
Fortune 500 Consulting / Tech / Serial
Founder



Dr. Dave Croasdell
IT, Alt Energy



Matt Westfield
BizDev, Serial Founder



Dr. Pawel Pietrasienski
International Economic Dev



Dr. Rafael H. Kartaszynski Medtech-
Serial Founder



Amanda Cortes
International Program Manager



Rahul Harkawat
Multi-National Alliances



