

U.S. MARKET ENTRY - 'THE BRIDGE' - WEEK OPERATIONAL DETAILS

PHASE ONE

e-Seminar Delivery may be provided utilizing Interactive Video Communication with each individual participant (in this case, because of possible broadband limitations, Coaching Professors, Inc. suggests limiting each e-Seminar Event to 50 participants with 50 separate computers/laptops).

1 - Month One Meetings - The first phase consists of Interactive Video e-Seminars connecting the U.S. Market International Expert and the Mexican Market Advisor to Mexico participants. Month One consists of a series of **four meetings with a duration of 1.5 hours, delivered weekly (four weeks in total)**. Handouts, guides, audio recordings and Power Point Summaries are provided each week of the Program.

The Month One Program Title is: "The United States - culture, the market, the economy, the consumer, commercial practices, the potential for sales by sector."

Meeting 1 - The US market - cities, rural areas, regions, "numbers" - what is sold in the USA (B2B, B2C, B2G and B2I).

Meeting 2 - The culture of the United States, lifestyles, sub-cultures, regional observations, the consumer and his psychology (what he buys and why he buys).

Meeting 3 - US Business Structures - Legal, Accounting and Company structure Options - Corporate Terminology. Access methods.

Meeting 4 - Market potential in the United States for product categories: direct and indirect entry, strategic alliances, partnerships, regional markets. Is your product or service ready for the U.S. Market?

End of Program interviews are made available with the U.S. facilitators to answer any questions needing privacy, not addressed during the e-Seminar meetings.

PHASE TWO

2 - Month Two Meetings - The second month focuses on the strategies and methods to access the American buyer. In Month One, the meetings consisted of providing information enabling participants to make a decision if the U.S. market would be a valid and appropriate market for their companies. In Month Two the meetings explain to participants the options for U.S. Market Entry, answering market related questions and being given Market Entry templates, enabling them to create a realistic U.S. Market Entry Plan (about 12 separate titled topics will be explained to participants for their detailed completion).

The Month Two Program Title is "U.S. Market Entry Plan, Branding Options and How to Reach the Demanding Buyer in the USA."

Meeting 1 - The eight elements of marketing - how they apply to the product of the foreign participants.

Meeting 2 - The American buyer - how he/she reasons, how he/she decides to buy, what he/she decides to buy and how he/she makes his/her purchasing decisions.

Meeting 3 - The Brand - how it is planned, how it is launched, how it is maintained, and how it is defended. The Umbrella Branding of complementary and supplementary products. How these rules apply to the Foreign Country participant products and services.

Meeting 4 - How to start - investment - strategies - profits - direct and indirect strategies. How can you reach the high-end buyer, who is looking for a unique and different product; how to reach the buyer who is demanding, but is willing to pay the right price; how to reach the medium price and the low-price volume market. Forecasts, budgets, needed legal advisory, U.S. based business entity options, supply chain, Value Proposition, etc.

PHASE THREE

3 - Month Three Plus Meetings - the Third Month Plus Video Interactive meetings are weekly, and help the participating companies to fine-tune, apply, and implement all marketing, legal, and financial tools necessary to enter the US market. U.S. advisory will provide assistance, advice, coordinate, assess, and suggest corrective actions. Additionally to U.S. advisory and assistance, when appropriate and necessary, a Mexican Consulting Advisor is available as coordinator of activities to insure quality control of all delivered products and services, and to help local supply chain advisory.

Facilitators

The U.S. Market senior facilitator and advisor for the English seminar - Prof. Roberto Ancis, CEO/Founder at Coaching Professors, Inc. B.S. Physics, MS Chemistry and Computer Science, MBA Marketing, Management and International Business. University instructor, researcher, business, and technical marketing consultant since 1981. Nationally and internationally known for his seminars in business development, sales, marketing, branding, consumer psychology, direct marketing, distribution marketing, and outreach and Internet strategies. Twelve additional e-Seminar facilitators are available to conduct the 'BRIDGE' Programs, with access to additional experienced MBA 'Professors' and business consultants from associated educational institutions and corporate networks.

Having taught International Business for the past 37 years in Graduate School at National University and currently at the University of Phoenix, to MBA candidates, the CEO and founder of Coaching Professors, Inc. has advised and provided guidance for many foreign companies to successfully enter the United States and for U.S. companies to expand their reach outside U.S. national boundaries. Since 1981, he has also offered workshops and seminars in corporate and personal effectiveness, to over 75,000 participants.

The U.S. Market facilitator and advisor for the Spanish seminar - 'Prof.' Donaji Montes Estrada. Ms. Montes is the Director of Consulting Professors Online – Mexico. Additionally she is part of the Board of Advisors for the Global Chamber in San Francisco and a Global Chamber Regional Desk for LATAM and the Caribbean. Additionally, she is an external advisor for the Consulate General of Mexico in San Jose. Donaji Montes is the CEO and founder of Intechnational LLC, a consulting firm based in the Silicon Valley that helps technology businesses with their international business and projects. Donaji is a bilingual and bicultural professional with 12 years of experience working with technology companies.

Donaji worked for The US Mexico Foundation for Science Inc, in the Technology Business Accelerator program (TechBA) in Arizona and Silicon Valley.

Donaji holds a BA in Management and Business Administration from the National Autonomous University of Mexico, a University of Cambridge Diploma on Strategic Road mapping, and a Global Innovation Leadership Workshop Diploma from Stanford University.