



RED NOTE CONSULTING INC.

United States M&A Market Entry & Local Support

A practical bridge for companies entering, acquiring, and expanding in the United States

Built for companies that need market judgment, local coordination, and hands-on execution support.

WHY RED NOTE CONSULTING STANDS OUT

Cross-border insight translated into local execution

MULTILINGUAL EXPERTISE

Clear communication across owners, buyers, advisors, suppliers, and operating partners.

NORTH AMERICA & ASIA NETWORKS

Relationship access across the United States, Canada, East Asia, and Southeast Asia.

END-TO-END GUIDANCE

Support from market entry and partner screening through diligence, setup, and follow-through.

The United States Offers Scale and Execution Complexity

The United States remains a deep destination for acquisition, establishment, expansion, and operating presence — but value depends on local execution discipline.

\$5.71T

Foreign direct investment position in the United States at year-end 2024

A large installed base of foreign-owned operations and acquisition precedents.

\$151.0B

New FDI expenditures to acquire, establish, or expand U.S. businesses in 2024

Entry continues through both transactions and operating setup.

44.9%

Share of new U.S. FDI expenditures directed to manufacturing

Industrial, supply-chain, and asset-backed opportunities remain central.

204,200

Employees at newly acquired, established, or expanded foreign-owned U.S. businesses

Market entry is also organizational, operational, and post-close.



Red Note Consulting helps translate U.S. market scale into practical target screening, transaction support, and local setup workstreams.

Entry Path Should Follow the Business Objective

The right United States strategy may be a transaction, an asset purchase, a commercial partnership, or a staged operating setup.

ENTRY ROUTE	BEST FIT
Full acquisition	When control, customers, local brand, or installed operations are required.
Asset acquisition	When specific assets, inventory, IP, contracts, or operational capabilities matter more than acquiring the whole company.
Minority investment or joint venture	When market learning and risk-sharing should precede full-control decisions.
Distributor, customer, or supplier partnership	When commercial validation and relationship access should precede major resource deployment.
Business establishment and setup	When the priority is entity setup, EIN, local vendors, administrative execution, or West Coast operating presence .

CORE PRINCIPLE

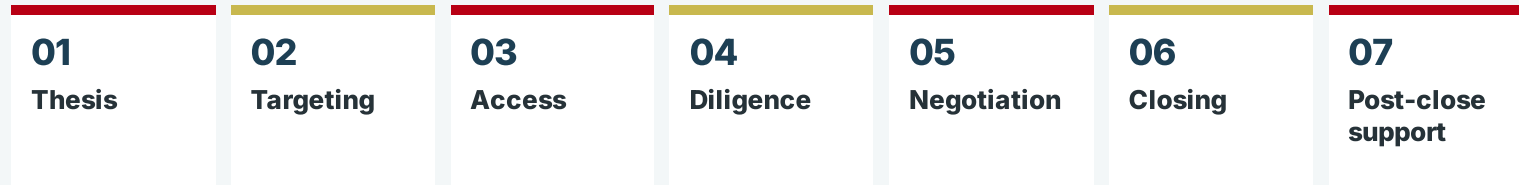
Match control, speed, risk, and operating readiness before selecting the entry route.



United States M&A Requires a Local Playbook

Execution requires more than introductions: buyers and sellers need diligence coordination, process discipline, and local operating support.

PRACTICAL TRANSACTION PATH



ROADMAP DISCIPLINE

Make every step visible and accountable

A practical playbook clarifies the next action, responsible party, open issue, and decision point at each stage.

Buy-side and asset acquisition support

Support market thesis, target prioritization, auction-readiness, asset-sale process tracking, and diligence request coordination.

Sell-side process coordination

Help owners prepare materials, coordinate buyer communications, organize diligence, and maintain issue discipline through the process.

Market-entry setup

Coordinate practical setup workstreams such as business establishment, EIN application, local vendors, and administrative execution.

Post-close and local support

Support stabilization after closing by coordinating operating routines, vendor selection, reporting cadence, and integration follow-through.

TAKEAWAY

Red Note Consulting's role is practical: reduce friction, accelerate learning, and keep cross-border execution moving.

How Red Note Consulting Creates Value

Red Note Consulting combines U.S. market execution, cross-border transaction experience, multilingual coordination, and practical setup support.

OPERATING BRIDGE

From U.S. market thesis to local results

Market

Sector logic, customer fit, target universe, and entry route.

Transaction

Access, diligence coordination, process support, and negotiation readiness.

Operations

Entity setup, EIN support, local vendors, and reporting cadence.

01

U.S. market intelligence

Map sectors, customers, competitors, channels, and local barriers through an operating lens.

CLIENT BENEFIT

Faster understanding of what is attractive, realistic, and executable.

02

Cross-border execution support

Support target identification, buyer/seller communication, diligence organization, and process tracking.

CLIENT BENEFIT

Better access, clearer messaging, and stronger execution discipline.

03

Team coverage

Coordinate U.S., Canada, and global-market perspectives through a multilingual and multicultural team.

CLIENT BENEFIT

More effective communication across owners, buyers, advisors, and operating partners.

04

Advisor and setup coordination

Interface with legal, tax, accounting, technical, administrative, and setup workstreams for practical execution.

CLIENT BENEFIT

Fewer gaps between transaction intent and operating reality.

POSITIONING

The role is practical: reduce friction, accelerate learning, and increase execution certainty across U.S. entry and M&A workstreams.

Team Coverage Connects Markets

The team combines U.S. market handling, Canadian-market perspective, cross-border transaction experience, and practical communication support.

CANADIAN MARKET

Fei (Shelly) Yu, PhD

CEO · CANADIAN MARKET

PhD in Economics and completed CFA Level III, supporting Canadian-market coverage, business development and analytical perspective.

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GLOBAL MARKET

Haifeng (Javier) Xu

GLOBAL MARKET

Finance and accounting background, including Big Four experience, with hands-on experience supporting cross-border transactions, market entry, and business expansion across Asia and North America.

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GENERAL INQUIRIES · U.S.

Tanzi Vokksten

GENERAL INQUIRIES · U.S. MARKET

Primary general-inquiries contact and U.S. market coordination point for practical execution support.

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COVERAGE MODEL

Market coverage is practical, not ceremonial: each role supports communication, project coordination, and execution across the client's market-entry or M&A workstream.

Representative Projects Show Practical Execution

Past and ongoing work spans buy-side asset acquisition advisory, sell-side diligence coordination, and practical U.S. market-entry setup.

<p>BUY-SIDE</p> <p>Asset Acquisition</p>	<p>E-Bike Sector Asset Acquisition Advisory</p> <p>Advised a top 10 e-bike company in China as buy-side advisor in a Washington, USA asset acquisition process connected to a Chapter 11 Section 363 sale.</p>	<p>EXECUTION ROLE</p> <p>Process participation, buyer-side coordination, and acquisition workstream support.</p>
<p>SELL-SIDE</p> <p>M&A Support</p>	<p>Aquaculture Equipment M&A</p> <p>Advised the owner of an aquaculture equipment business in connection with a sale process and coordinated with buyers during due diligence.</p>	<p>EXECUTION ROLE</p> <p>Owner advisory support, buyer communication, and diligence coordination.</p>
<p>MARKET ENTRY</p> <p>U.S. Setup</p>	<p>Logistics and Electronics Supplier Market Entry</p> <p>Assisted an Asian logistics and electronics company with business establishment and EIN application for U.S. West Coast entry.</p>	<p>EXECUTION ROLE</p> <p>Administrative setup, entry coordination, and practical operating support.</p>
<p>PATTERN</p> <p>The common thread is hands-on coordination: helping clients move from opportunity identification to diligence, setup, and execution.</p>		

Strengths Sit at the Execution Layer

The firm's advantage is practical coordination across partner networks, local execution teams, and multilingual cross-border communication.

01

Global partner network

Built relationships with partners in the United States, Canada, East Asia, and Southeast Asia to connect opportunities through flexible arrangements.

OPPORTUNITY ACCESS

02

Local project handling

Experienced local team coverage helps move projects in a timely manner, from initial coordination to diligence, setup, and execution follow-through.

EXECUTION DISCIPLINE

03

Multilingual integration

Multilingual and multicultural capabilities support communication across owners, buyers, advisors, partners, and operating teams in different markets.

CROSS-BORDER CLARITY

WHY IT MATTERS

Market entry is execution-heavy: relationship access, documentation flow, diligence coordination, and local setup all require consistent follow-through.

Representative Engagement Themes

Services can be configured around the client's entry stage, strategic priority, and United States execution needs.

M&A TARGET SEARCH

M&A target search

EXAMPLE SCOPE

Sector thesis, market map, longlist, shortlist, and outreach support.

Focus: build a credible target universe before capital is committed.

MARKET VALIDATION

Market-entry validation

EXAMPLE SCOPE

Customer interviews, channel options, competitor mapping, and partner screening.

Focus: test demand and route-to-market assumptions early.

TRANSACTION SUPPORT

Transaction execution support

EXAMPLE SCOPE

Diligence coordination, management-meeting preparation, issue tracking, and negotiation support.

Focus: keep process, advisors, and decision-makers aligned.

OPERATING SUPPORT

United States operating support

EXAMPLE SCOPE

Post-close stabilization, local vendor selection, hiring support, and reporting cadence.

Focus: convert transaction intent into operating continuity.

PARTNERSHIPS

Strategic partnership development

EXAMPLE SCOPE

Distributor, customer, supplier, JV, contract manufacturing, crowdfunding launch, fulfillment, and channel partner search.

Focus: help Kickstarter and crowdfunding companies move from campaign traction to U.S. market readiness.

LOCAL SETUP

Expansion and support office setup

EXAMPLE SCOPE

Practical local setup, administrative coordination, and execution monitoring.

Focus: support the operating bridge after market-entry decisions.

CONFIGURABLE ROADMAP

The Entrepreneur's Roadmap to Long-Term Business Growth



Not a credentials list: these are representative engagement themes that can be assembled into a project, retainer, or success-linked mandate.

The objective is to match scope to the client's current stage: exploration, transaction, entry, crowdfunding launch support, or post-close operations.

Flexible Models Align Incentives

Engagements can be structured to match client needs, risk tolerance, timing, and measurable value creation.

MODEL	WHEN IT FITS
Fixed-scope project	Best for a defined deliverable such as a market study, target list, entry strategy, or diligence support package .
Monthly retainer	Best for ongoing United States representation , opportunity development, partner outreach, and recurring execution support.
Milestone-based fees	Best when progress can be tied to process steps such as shortlist delivery, introductions, diligence launch, or closing support .
Success-linked component	Best when value is tied to a transaction, strategic partnership, revenue milestone, or market-entry result .
Client-based revenue sharing	Best when the client wants stronger alignment between commercial support and realized United States revenue .

HOW TO CHOOSE

Start with the **work objective**, then match the economics.

- 01 Define scope:** one-time analysis, transaction process, ongoing representation, or operating support.
- 02 Set milestones:** clarify what progress looks like before tying economics to outcomes.
- 03 Align upside:** use success-linked or revenue-sharing elements when value realization can be measured.

The best model keeps both sides focused on **measurable progress** and durable value creation.



UNITED STATES M&A, MARKET ENTRY & LOCAL SUPPORT

Create Value Before, During, and After Entry

Red Note Consulting Inc.

Practical outcomes. **Aligned execution.** Durable value.

Red Note Consulting Inc.

A practical bridge for companies pursuing acquisition, expansion, partnership, and operating presence in the United States.

MULTILINGUAL EXPERTISE

Communication support across owners, buyers, advisors, suppliers, and operators.

NORTH AMERICA & ASIA NETWORKS

Relationship access across the United States, Canada, East Asia, and Southeast Asia.

END-TO-END GUIDANCE

Support from entry planning through diligence, setup, and follow-through.

Focused on practical outcomes, aligned incentives, and long-term value creation.

CONTACT

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