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Crossing
thresholds

For over ten years we have provided expert business services to organizations wanting to accelerate their growth and success

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OurLocation

Our Cambridge location, at the heart of Silicon Fen and less than an hour from London, puts us in pole position to drive your expansion into the UK and wider Europe. We have bases in Pittsburgh, USA and Osaka, Japan, which provide on-the-ground support for business hotspots in North America and South East Asia.

OurLinks

We don't just know the right people to help your business; they know us. We are leaders in exploiting technologies and international business development. We have expertise in building peer networks that harness the knowledge and experience of influential and pivotal people who can work with you to grow your business.

OurSocialNetwork

We connect with academia, innovation hubs, investors, trade groupings and government support agencies. We have conceived and managed programs to introduce companies to Brazil, Canada, China, Germany, India, Japan, Russia, Singapore, South Korea, Sweden, Vietnam, the UK and USA to build successful businesses. We have expertise in early-stage businesses, internationalization and relationship building for long-term growth.

YourSuccess

Designed to drive your business forward, our services will help you achieve your goals by adding value and focus to your business development and marketing

OurProcess

We work with you to map out your market entry and then take you to the door, open it and accompany you across the threshold

Open innovation

Successful organizations realize that they don't have all the answers and collaboration is essential. Our experienced professionals help you to identify the right partners – lowering the costs of establishing your own research and development teams.

We identify and work within the clusters most relevant to your business, searching for the skills and expertise that can help you deliver your next 'big thing'. We also provide a secure interface between potential partners, keeping any confidential information hidden.

It's about results

We help your business to develop and thrive, based around innovation, entrepreneurship and international marketing. We focus on real activities that drive sales, delivered in a practical and straightforward way.

Identifying partners

Our top-level professionals are experienced at working with innovative high-growth and high-impact businesses. We give strategic support and practical advice to make a measurable difference to your growth; and we share best practice, relationships and in-depth knowledge. We will not hide behind corporate office walls – instead we will be rolling up our sleeves and getting stuck in, working for you.

Phase 1: Analysis

What's your story? We help you determine why you are special. We work with you to understand your offering, identify your USPs and create a clear sales proposition.

Phase 4: Visitation

Are you investing for expansion? We believe in growth through sales and will help you get an audience with people who matter and can make a difference. You make the deals and we keep the discussion on track.

Phase 2: Market potential

Who needs your product or service and who will pay for it? We use our network to find out what potential customers think and what competition you will face – and then tell it to you like it is.

Phase 5: Follow up

Building a business is not a one-off process, so we ensure that your growth plan progresses by identifying the people you need to work with and talk to in the future. When you return home we continue to be there with on-going support.

Phase 3: The growth plan

You may need us to contribute to your business plan, to obtain investors or enter new markets. We combine our skills with your unique knowledge to develop and deliver practical and realistic strategies.

Phase 6: Enhancing your effectiveness

We aren't a traditional training organization but the training we do give is highly praised. We have mentored corporate teams looking to spin out new organizations and those with lots of passion wishing to build new businesses.