

Q1 2026

Our quarterly wrap-up!

A lot has happened in the first quarter of the year! Across our teams, we have been supporting companies as they expand into new markets, strengthening relationships in key ecosystems and continuing to grow our own global presence. This newsletter captures some of the highlights from the past few months.

Let's dive in...

If you are viewing this on mobile, you can also read this newsletter on our website [here](#).

Doing business in the US.

THE US REMAINS A PRIORITY FOR INTERNATIONAL GROWTH

Despite ongoing uncertainty, the United States continues to be one of the most compelling destinations for international growth. We are seeing consistent momentum from Irish and other European companies exploring what a serious US presence actually looks like, and we have been closely involved in many of those conversations.



 **SELECT USA**
INVESTMENT SUMMIT
May 3 - 6, 2026

ON THE ROAD TO SELECT USA

Earlier this quarter, our *Partner* **Ger Holliday** attended an event at the residence of the *US Ambassador to Ireland*, Edward Sharp Walsh. The evening marked 250 years of American enterprise while celebrating the continued growth of commercial relations between Ireland and the United States.

The event brought together business leaders and investors navigating transatlantic expansion and provided a valuable opportunity to connect with organizations exploring the US market.

We are now looking forward to joining a strong Irish delegation at the *SelectUSA Investment Summit* from May 3 to 6 in National Harbor, Maryland, one of the largest events focused on foreign direct investment in the United States.

Interested in learning more about the *SelectUSA Investment Summit*? Learn more [here](#).

amesto
Global

Common mistakes for EU and UK Founders to avoid when expanding in the US.

The US market can fuel growth or cause companies to lose momentum faster than expected. We partnered with GTM advisor **Dan Griffith** to unpack the most common mistakes international SaaS Founders make when entering the US market, and what to focus on instead.



Dan Griffith



Seriously Don't Do That™

Don't: "Set up a U.S. entity, hire sales, and growth will follow"

This is the most expensive assumption in U.S. market entry. Incorporation and early sales hires feel like progress, but without clarity on who you're selling to and why they buy, you're simply adding fixed costs. Founders quickly become sales managers, reps chase the wrong buyers, and missed forecasts start getting explained away instead of fixed.

Do: "Start with ICP clarity before you scale."

Define 2-3 specific U.S. buyer segments, understand how they buy, what compliance constraints matter, and how decisions actually get made. Build the revenue system first—then hire into it.

Don't: "Treat the U.S. like a single, homogeneous market"

The U.S. is not one market. It's dozens of micro-markets with different buying behaviors, budgets, procurement processes, and risk tolerances—especially in healthcare, fintech, and insurance. What worked with centralized buyers in Europe often fails in the fragmented U.S. ecosystem.

Do: "Localize before you scale."

Localize before you scale. Identify where your product fits first—mid-market vs enterprise, commercial vs regulated, operational buyer vs compliance buyer. Precision beats TAM when entering the U.S.

Check out Dan's top five "Seriously Don't Do That" list, and read the full conversation between Dan and **Sims Tullos**, our *Partner*, [here](#).

SWEDISH SCALE UP MARKET

Staying connected in the Nordics.

Maintaining a strong connection to the communities shaping the Nordic tech ecosystem remains an important priority for us, and it is something we do as one team. As part of the wider **Amesto Group**, we have deep roots across the Nordics, and that local presence combined with our global reach puts us in a unique position to support companies as they grow beyond their home markets.

Connecting with the Swedish Scale-Up Community at TechArena

Earlier this quarter, **Emma Stakston**, our *Operations Associate - Growth*, joined colleagues from across the Amesto teams at **TechArena** in Stockholm, one of Scandinavia's leading events for the tech and scale-up ecosystem. When founders at events like this raise questions about international expansion, we are not speaking theoretically. We are drawing on a connected network of teams across the Nordics, Europe and the US who collaborate closely on every client engagement. That is what makes the conversations we have at *TechArena* genuinely useful rather than just introductory.



From Norway to the UK: Findable's expansion journey supported by Amesto.

The conversations we have at events like *TechArena* are not just about ideas. They reflect real decisions that Nordic companies are making every day. Findable is a good example of what that looks like in practice.

Findable is a Norwegian AI-powered property management platform that came to us with a challenge. They had genuine customer demand and strong strategic partners already in place in the UK. What they needed was a partner who could help them move quickly and get everything right from the start: compliant hiring, payroll, finance processes and governance.



This is where being part of the wider *Amesto Group* made a real difference. Working in close partnership with our colleagues at *Amesto AccountHouse* in Norway, our teams came together as one unit rather than a series of separate providers. Local expertise from across the Group, delivered through a single point of contact, meant *Findable* could focus on their market and their customers while we handled the infrastructure behind the scenes. The result was a faster, cleaner market entry and a solid operational foundation to build from.

“(...) establishing a UK entity allowed us to hire locally, contract efficiently, and serve customers faster.”



– Håkon Kalbakk, *Head of Operations at Findable*

Håkon Kalbakk, *Head of Operations at Findable*, reflected on the experience, “The UK is a large, mature market for real estate and compliance where our platform solves a clear, urgent need. We already had customer pull and strategic partners there, so establishing a UK entity allowed us to hire locally, contract efficiently, and serve customers faster.” That outcome is only possible because of how our teams work together across Amesto. It is not one office supporting a client. It is the full strength of *Amesto*, delivered and focused on one goal.

You can learn more about Findable's journey in our latest case study [here](#).



PARALLEL X AMESTO GLOBAL

A smarter approach to KYC and risk assessment.

Compliance is central to how we operate at Amesto Global. So, when we find something that genuinely improves how we do it, it is worth sharing.

Before bringing *Parallel* on board, our KYC and client risk assessment processes were more fragmented and manual than we wanted them to be. Since implementing the platform, we have built a more efficient and automated compliance

framework, including a multi-factor risk scoring model that gives us much better consistency and transparency across the board. The practical impact has been faster, smoother onboarding for our clients and a more streamlined experience for our internal teams. We have genuinely valued the collaboration with the *Parallel* team and are glad to have them as a partner. Read their case study [here](#).



Our team.

WE MOVED TO THE FLATIRON DISTRICT!

We are pleased to share that our New York City office has relocated to the Flatiron District as of April 1, 2026. This move reflects the continued growth of our US team and our commitment to supporting an expanding client base operating across the United States. We look forward to welcoming clients and partners to the new space soon.

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GROWING OUR GLOBAL TEAM

As our work continues to expand across markets, so does our team. We are delighted to welcome several new colleagues across our offices. Their expertise strengthens our ability to support clients across jurisdictions while continuing to build a truly international team.



Georgina Seuma
Client Accounting
Specialist

📍 **Barcelona office**



Giana D'Amico
US Administrative and
Payroll Associate

📍 **USA office**



Michelle Keyes
Global Dir. of Accounting &
Financial Reporting

📍 **Limerick office**

LOOKING AHEAD

As we move further into 2026, our focus stays the same: building the expertise, relationships and global infrastructure that help our clients grow with confidence. There is more to come in the months ahead, including news from one of our newest markets, and we look forward to sharing it with you. In the meantime, if you are thinking through your own company expansion plans or simply want to connect, we would love to hear from you.

Stay tuned!

Interested in learning more? Reach out to globaloperations@amesto.com

