

# EstablishUS LLC

Open Position

**Date Posted:** February 1, 2011

**Job Title:** Business Development Associate

**Location:** Korea

## **About EstablishUS**

EstablishUS was incorporated in 2008 and is located in Dallas, Texas USA. Our mission is to assist foreign technology companies launch their businesses in the United States (U.S.). The organization consists of more than 70 executive and senior manager technology consultants that have more than 1400 combined years of experience in various technology industries. Their backgrounds include marketing, sales and sales management, business development, finance, human resources and general management. They have experience starting up companies, managing fast growth companies and turning around non-performing companies. These EstablishUS Associates are located throughout the U.S., including the major technology centers of Silicon Valley California, the greater Boston metropolitan area and the Dallas/Austin technology corridor.

In addition to these Associates, EstablishUS has partnered with professional services firms, including corporate law firms, immigration law firms, accounting/CPA firms, public relations firms, advertising firms, recruiting firms and translation/interpreter service firms, third party administrative firms and real estate firms to provide their services to our clients. EstablishUS uses a proven methodology to setup and launch businesses in the U.S. and can provide such consulting services to clients as a totally outsourced relationship, partially outsourced services to support the client's employees and even project orientated assignments. We simplify the process of starting a business and jump start sales for our clients entering the U.S. market.

## **Job Description**

The EstablishUS Business Development Associate will be responsible for identifying and introducing EstablishUS services to firms within their territory that are:

1. Later stage technology startup companies that are ready to launch their business into the U.S. market;
2. Established companies looking to launch new products or services outside of their existing sales channels in the U.S. market;
3. Companies with existing U.S. operations that are not satisfied with current operational performance and would like help in turning around that operation.
4. The Business Development Associate will also initiate and coordinate a dialog between potential clients and EstablishUS management; including scheduling teleconference calls, webinars or face to face meetings.
5. The position will be part time initially until the Business Development Associate and create enough deal flow to support a full time effort.
6. The Business Development Associate may choose to work with EstablishUS in either of two ways:
  - a. Firstly, the Business Development Associate can provide EstablishUS with qualified prospects for its service and then disengage with the client. He/she will then receive a finder's fee on the initial engagement revenue value to EstablishUS; or

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- b. Once a business relationship has been created between EstablishUS and the client initiated by the Business Development Associate, he/she may also choose to be the “account manager” for the client and maintain a working relationship with them throughout the engagement with EstablishUS. The Business Development Associate would then receive ongoing account management fees based on revenue received by EstablishUS and the duration of the engagement.
7. The Business Development Associate will communicate weekly with EstablishUS management regarding his/her efforts and discuss the pipeline of potential clients. Input into an EstablishUS CRM system provided by EstablishUS may be required regarding all contacts made on behalf of EstablishUS.

### **The Ideal Candidate**

1. The ideal candidate would be an individual that currently works in the technology industry or has had extensive experience in the industry and has well established networks to venture capitalists, technology incubator organizations, entrepreneur organizations and governmental export trade organizations within their territory.
2. The candidate should be willing to work as an independent contractor on behalf of EstablishUS on a best efforts relationship.
3. Being currently employed or an engaged consultant and not relying on EstablishUS for full financial support is important in the beginning of the relationship with EstablishUS. It will most likely take a while to develop a pipeline of potential clients and eventually close deals on behalf of EstablishUS.
4. The candidate must speak English as a first or second language, read and write in English and be well spoken and be able to assist EstablishUS in translations of conversations, correspondence, articles and client sales materials that are not in English.
5. The candidate should be well spoken in the use of the English language and be able to communicate via email and SKYPE with EstablishUS management and potential clients.
6. The candidate should be willing to attend various technology conferences and exhibitions in their territory as a way of prospecting for clients.
7. The candidate should have a college degree and be technically savvy, but not necessarily have a technical degree. Technology industry experience is more important.

### **Compensation**

1. As mentioned above, Business Development Associates will be independent contractors for EstablishUS and compensation from EstablishUS is based only on success. There is no quota assigned to a Business Development Associate and there is no guarantee of success. If the candidate is well connected in the local technology industry and can simply make introductions on behalf of EstablishUS, they will be compensated according to the level of involvement in the transaction and the duration of that involvement .
2. EstablishUS does not reimburse Business Development Associates for expenses associated with their prospecting for clients.
3. EstablishUS will provide Business Development Associate with a “fee for services” schedule prior to engagement with EstablishUS along with payment timetables and method of payment.
4. EstablishUS may form a relationship with other Business Development Associates in the same or nearby territories at its discretion, but will not over populate a territory if the initial Business Development Associate is producing sufficient prospects for EstablishUS.

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## **Summary**

Since EstablishUS is a relatively new organization with limited financial resources to invest in hiring employees, our model is to engage with individuals who have some spare time to network for leads on our behalf. There is no pressure to perform as there are no quotas. If a individual is looking to profit from his/hers technology network on a best efforts basis and is successful in aligning EstablishUS with several local clients, the financial compensation should be substantial enough to be an incentive to allocate his/her available time to such prospecting. Eventually, if the Business Development Associate is able to secure several clients with long term engagements with Establish, the relationship with EstablishUS could turn into a full time effort.