izba

The EU to US Expansion Checklist

Twenty-three checkpoints across strategy, compliance, operations, and legal & tax.



STRATEGY & CHANNEL

- [ ] Confirm existing US demand signals (organic traffic, inbound interest)before committing capital
- [ ] Identify which EU market you're actually strongest in. Strength in one country doesn't mean demand across all of Europe
- [ ] Set a 12-month US P&L target using US CAC assumptions, not home-market CAC
- [ ] Model CAC at 2-4x your strongest home-market levels before scaling paid spend
- [ ] Decide DTC-first vs. retail-first based on your current wholesale mix
- [ ] Choose Shopify or Amazon as your first channel based on existing US awareness
- [ ] Fund at least six months of structured testing before drawing conclusions

COMPLIANCE & LABELING

- [ ] Confirm federal (FDA/FTC) requirements for your product category
- [ ] Check state-level requirements relevant to your category (Prop 65 and equivalents)
- [ ] Run a full label and product-page localization review, not just a units or currency conversion.
- [ ] Reformat nutrition and ingredient labeling for US requirements
- [ ] Confirm whether CE-marked products need separate US certification (UL, FCC, or category-specific) before sale
- [ ] Audit all marketing claims against US standards, not just your home-market's self-regulatory body

OPERATIONS & LOGISTICS

- [ ] Decide whether to fulfill locally in the US or cross-border from Europe(e.g., expedited parcel) to launch
- [ ] Choose one centrally located US fulfillment node once you're ready to localize
- [ ] Plan multi-node fulfillment only once regional volume justifies it
- [ ] Set delivery and customer service expectations around US norms (doorstep drop-off, no signature default)
- [ ] Build a returns process and reverse logistics plan before launch

LEGAL & TAX

- [ ] Map your sales tax nexus exposure before placing US inventory. It works differently than VAT, not just a bigger version of it.
- [ ] File a US trademark with the USPTO separately from your EUIPO registration. A unitary EU filing doesn't extend to the US
- [ ] Determine entity structure (foreign qualification vs. US subsidiary) with a professional's input
- [ ] Confirm EIN/TIN registration and category-specific import requirements
- [ ] Line up a US-side accountant or counsel before your first US sale

Izba helps European brands build the operational foundation for a US launch, from fulfillment to compliance to the first US hire.
We're not here forever. We're here to leave it better.

BOOK A CALL