

Broadening business horizons

We are your know-how and support for US
market expansion.

**There are
no pre-made
solutions.**

We help companies to adapt their business to the US market. We provide easy-to-understand insights in several key areas to let you concentrate on what makes your business great.

Hydra Consulting was founded from our desire to share know-how and bring foreign companies closer to the American market.

**We offer comprehensive
advisory and BPO services
under one roof.**

US Marketplace

**We offer
comprehensive
support and
services under
one roof.**

The US market is one of the world largest, most dynamic markets and it is a leading marketplace for most industries.

Commercial success in the country relies mostly on a strong product or service, comprehensive market strategy and a strong sales and distribution network.

A reliable back office and strategic plan are also crucial for expansion success.

The US market is also full of contradictions, liability requirements, standardizations, and specific customer behavior. While you might speak the language and think

like an American, understanding the local environment requires much more than just a few visits. Therefore, consulting with experts and hiring locally, especially for sales representative positions makes a difference.

Our single largest advantage lies in the ability to offer comprehensive support and services in the US market under one roof. Our services reach beyond the back office, we are here to guide and offer advice through the entire process.

**Cross-industry
experience.
Long-term
partnerships.**

We work with.

Companies from many different industries – software, engineering, creative, construction and manufacturing.

Any product or service can succeed in the US market as long as it brings value and makes your customers' lives easier.

We are here to help you face the industry specifications, certification standards and guide you through them.

We partner with.

A wide network of professionals including CPAs, immigration, corporate and regulatory attorneys as well as business development experts and human resources professionals.

Comprehensive BPO Services

**We believe in
transparency,
openness and
efficiency.**

We offer complex range of services serve each client's specific needs during the market expansion and subsequent operations.

01

Company formation
Transaction advisory

02

Business visa (E and L)
Full range of legal services

03

Accounting and taxes
Human resources

04

Business development and sales
Full business representation

Company Formation

We start companies in the US, not empty entities. Having guidance right from the outset when processes are being established is essential and will help you avoid any future surprises.

Our customized consulting is tailored to your company's ownership structure, long-term business goals, as well as administrative and logistical factors.

01

/1

We will advise you on the selection of the legal form of the company (LLC or C-Corp).

/2

We will form your company and set up the internal structure.

/3

We will arrange the registered office and set up mail forwarding.

/4

We will help you with opening a bank account and set up transfers.

/5

We will apply for the Federal Employer Identification Number (FEIN) on your behalf.

/6

We will set up the paperwork for reporting to federal and state institutions.

Investors Visas & Legal Services



Obtaining a business visa in the United States is not an easy task.

We will navigate you through the necessary requirements for investor E1/E2 visas or transfer L1/L2 visas.

Along the way, we are

prepared to provide legal assistance on intellectual property, M&A, regulations and compliance.

Finally, we can also help you with the relocation of your family, including advice on real estate, school choice and every step in between.

02

/1 Guide you through the entire E1/E2 and L1/L2 visas process.

/2 Prepare a custom business plan specifically for visa purposes.

/3 Make sure that all submitted documentation was reviewed by immigration attorney.

/4 Brief you before the interview at the consulate.

/5 Guide you through regulations, audits and compliance.

/6 Advise you on corporate and M&A law, as well as international tax matters.

US Taxes & Accounting

We will show you how the US tax system can work to your business's advantage. Taxation and accounting in the US can be extremely difficult.

We will set up all the processes, so you can navigate the US tax code in the best possible manner – and keep as much profit as possible.

03

/1

We will suggest suitable tax optimization for you.

/2

We will set up efficient processes and explain the state and local differences.

/3

We will manage your US taxes, accounting and bookkeeping needs.

/4

We will collect and remit necessary sales tax for you, in case you sell taxable products.

/5

We will prepare and file taxes on your behalf, guaranteed by a certified public accountant (CPA).

/6

We will recommend the best strategy for transferring profits to your country.

Human Resources

We can manage your entire team and help set up compliant HR policies, manage benefits and payroll for both your employees and contractors.

If you are looking to hire and keep talented workforce, we can help you look for and interview the best candidates for you out there.

04

/1

We will set up your entire organization's HR policies.

/2

We assure compliance with federal, state and local labor regulations.

/3

We will help you with hiring and keeping the most talented workforce.

/4

We take care of all benefits, payroll and reporting.

/5

We will help your team with any HR related queries including PTO policies, benefits and other internal HR issues.

/6

We will ensure compliance if you have contractors or employees outside of the country.

Sales Outsourcing

What works in Europe often does not have the same impact in the US. Your target audience, prospect materials, and messaging must be clear, compelling, and direct. While technical details matter, first and foremost, you must sell yourself as an entrepreneur. That's where we step in.

We offer a smart, low-risk, and cost-effective alternative that allows businesses to test the market, generate revenue, and scale efficiently—without unnecessary expenses.

05

/1

Sell before you relocate – we help you eliminate costs of hiring, payroll, supply chain and logistics.

/2

We will refine your product development and key messaging.

/3

We will hire and manage a knowledgeable dedicated sales representative.

/4

We will support your networking efforts at industry trade shows and events.

/5

We will help you grow your revenue and scale to attract investors while mitigating costs of full-scale expansion.

/6

No monthly retainers. Only salary of the salesperson and competitive commission structure.

**Become
part of our
community.**

We forge long-term relationships with the clients we've assisted in setting up their businesses in the US. They continue to make use of our services for years, which is enabling us to build a community of individuals and businesses who have connection to the United States.



Meet our team.

Our team will help you navigate your path to the US market.

Experienced individuals with know-how and expertise in their specific industry. Representation in New York and Prague means that we are well-positioned to offer our services wherever and whenever you need them.



Josef Scharfen
Partner and CEO
New York, NY



Martin Stoila
Senior consultant
Prague



Andrea Juckem
Director of Partnerships
Prague



Simon Dery
Director of Client Growth
Miami, FL



Susan Snipes
HR specialist
Dallas, TX



Veronika Reilley
Relocation specialist
Philadelphia, PA



Expand 2025

October 23, 2025 in Prague
Second annual conference

Hydra. Consulting







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