

EU READINESS CHECK – YOUR FIRST STEP INTO EUROPE

Every successful expansion begins with research.

Before investing in offices, legal setups, or marketing campaigns, it is essential to understand how your company fits into the European market. The EU Readiness Check is designed as that first, structured step.



STEP 1

What it covers:

- Market research: competitor analysis, pricing benchmarks, demand indicators.
- Legal & regulatory scan: overview of requirements that affect your product or service.
- Brand & communication fit: how your current positioning translates to EU customers.
- Opportunity map: where your strongest entry points are and which risks to avoid.

What you get as a result:

- A clear written assessment of your EU market potential.
- A practical checklist of what needs adaptation (legal, operational, communication).
- A recommendation roadmap with concrete next steps, if you decide to enter.

WHY VIENNA AND AUSTRIA?

Vienna and Austria offer a strong institutional support for international companies and act as a natural bridge with the EU.

It is a safe starting point for testing and scaling into the wider European market.

WHY VERA?

Expanding into Europe requires more than advice, it requires execution.

VERA acts as your unofficial European board member, leading the process with expertise, getting the work done, and connecting you to the right networks.

We combine in-house services with a wide partner and investor network, ensuring that every step: from market research to legal setup, communication, and credibility building, is handled with precision.

With VERA, you gain a single, trusted point of contact who makes your EU expansion faster, safer, and more strategic.



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VERA founder

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