



IBE Connect

Expand Your Business to the United States

About IBE Connect

Anthony Amos started his career playing professional rugby league straight out of high school. One year after preseason training, at the age of 21, Anthony started Hydrodog, a mobile dog grooming business where 1 unit turned into 2, turned into 10, and then, in a record time, 100 franchises!

When Anthony implemented the master franchise component to the franchise where there were 7 States & territories that are sold out within 18 months the company exploded. Hydrodog grew so fast and was so successful that it became the largest franchise of its kind, receiving 9,000 new customer calls per month, generating over \$10 million in revenue, and was listed by BRW as one of the fastest growing franchises of all time. Anthony sold the rights to Hydrodog Australia and New Zealand for a record-breaking sum.

At the same time Anthony also invented and created the Big Blue Dog -- the grooming salon for the company -- and to this day, he roams the countryside of the U.S. and Australia with his family, using the Big Blue Dog to groom strays and runaways.

Anthony saw the huge potential for expansion and franchising in America with Hydrodog. The American market is 16 times that of Australia. Anthony began the journey of taking his Hydrodog Franchise system and the Big Blue Dog to the USA to franchise the company.

It's every Australian franchisor's dream to take their company / franchise to the franchising capital of the world. But very few succeed because they don't have the contacts and, most importantly, they don't understand the culture.

Anthony founded IBE Connect to help all those Aussie franchisors to take their businesses and franchise systems to the next level. He knows every single contact one would need to franchise their business in the USA.

The IBE Connect Process

Expanding your business into the United States is an exciting and complex process. Let the team at IBE Connect walk you through the process and avoid the pitfalls and snares that can derail your expansion.



IBEConnect.com

How the International Expansion Process Works:

Our proven process will help you navigate international expansion with minimal resistance. Our **5 Stage Integration** sets strategic benchmarks for accomplishing the Expansion process.

Stage 1: Analysis

We start with an in depth market analysis and project synopsis to understand the scope of your expansion project. During this time we will work together with you to develop the perfect expansion plan for your business. During the analysis we cover:



- Market Analysis
- Cultural Integration Analysis
- Professional Services Recommendation
- Legal requirements
- Staffing requirements
- And much more.

Stage 2: Groundwork

Using the analysis as a roadmap to your expansion project, the next step in the Expansion process is to develop your groundwork connections. During the Groundwork phase, we introduce you to strategic contacts to meet your expansion project needs. We cover items such as:

- US product integrations
- Corporate setup and licensing
- Legal representation
- Location and operational logistics
- JV / Staffing resources and requirements
- And much more.



Stage 3: Project Management

Now that the groundwork has been laid, it is time to start moving the expansion forward aggressively. During this phase we will help track the progress of your expansion and ensure the parties involved are meeting deadlines and criteria by providing:



- And much more.

- Timeline and project planning
 - Deadline management
 - Vendor fulfillment monitoring
 - Project management
 - Project commitments
- tracking
- Team accountability sessions

Stage 4: Expansion Launch

Now comes the exciting stage - LAUNCH!
Your new US based company is now ready
to start massively expanding.

This is a major benchmark where most
partners will leave you hanging... But we
take it a step further for you.



Stage 5: Media Exposure & Marketing

One of the most valuable contacts we help you make is with major players on national levels for media exposure and national distribution outlets. With this final



step in the process, we give you a massive head start to having a great international expansion, including:

- National distribution channels
 - Nationwide radio time
 - Television exposure
 - Network with top business minds
- And much more.

IBE Connect Qualifications

If you are serious about expanding your business into the United States, we can help. Our team of dedicated expansion experts will work with you to understand your business and expedite the expansion process.

On average, IBE Connect only takes on 1 new client per month to ensure that we can devote the right amount of time and attention to each and every expansion project. We do require minimum working capital to embark on the journey which we will discuss at the time of the initial consultation.

Visit us online at: IBEConnect.com to learn more



International Business Expansion Experts