



Client Q&A: Cowbell Cyber

Aird & Berlis is delighted to be advising **Cowbell Cyber**, an AI-powered cyber insurance company, on its expansion into Canada.

Jack Kudale, the Founder & CEO of Cowbell Cyber, answered some commonly asked questions about expanding into Canada and Cowbell Cyber's experience to date in the Great White North:



1. What makes the Canadian market an attractive first option for a company looking to expand internationally?

The opening of Cowbell's Canadian office marks the 12th office location in North America, with the 11 prior covering all coasts of the continental United States. When examining first options for international expansion, the Toronto office was a logical choice given its proximity to New York and other offices in the Northeast. This allows for a seamless transition and ability to support the new expansion with an already established team. It goes without saying that sharing a common primary language with Canada makes for an attractive first option to expand internationally. Furthermore, the Canadian market has a similar landscape to that of the U.S. The landscape is similar not only in terms of type and size of businesses, but also threats facing them and therefore, the solutions Cowbell can provide. Lastly, the Canadian talent pool to lead Cowbell's expansion is very strong.

2. What types of external advisors does a growing company need when moving into a new jurisdiction?

When moving into a new jurisdiction like Canada, a growing company first needs strong partners, external legal advisors and access to local expertise. Most importantly, these advisors need to speak to the specialized market for the location into which it is expanding. Finally, advisors that are representative of the target customers are crucial, especially at the beginning of such an expansion.

3. What advice would you give to a company considering expanding into Canada?

Due to unforeseen circumstances related to the COVID-19 pandemic, we had to delay our Canadian expansion plans. In light of that, our advice to a company considering expanding into Canada would be this: don't delay and explore opportunities early. If one waits, who can say what the future will hold and what unexpected delays may happen?

4. Now for a fun one, what do you find most interesting about Canada that you didn't know before?

First, Canada is home to the oldest business in North America (Hudson's Bay). Second, you can get from the tip of Canada in Newfoundland to Ireland in 4 hours, it takes longer to go from Toronto to Vancouver in 4 and half hours.

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