



Market Expansion Bulletin

Client Q&A: Capitalize Consulting

Aird & Berlis is advising **Capitalize Consulting, LLC**, a U.S.-based software development company, on its expansion into Canada. Capitalize uses process automation and digital transformation to allow companies to use data to drive their business and increase efficiencies. As a leading provider of business intelligence solutions and consulting services, Capitalize empowers its clients to make better decisions.

Brian Zahn, the Managing Partner of Capitalize Consulting, answered some commonly asked questions about expanding into Canada and Capitalize Consulting'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?

Geographically, it is an excellent first global expansion for a US company. The business environment is robust, and there is very strong talent. It also allows us to provide additional value to the vendors we are already supporting in the US. It's an additional differentiator.

2. What is the one thing you wish you would have known before coming to Canada?

That incorporating in Canada isn't all that complicated and shouldn't be a roadblock to expanding your business. You just need the right advisors.

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

First and foremost a strong legal team to ensure you are in compliance and up to date on any changing legislation. Second, it is very helpful to have a payroll provider.

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

Having a presence in Canada demonstrates that you are committed to the success of your Canadian clients in the long term. It is critical to grow your business in Canada effectively.

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

I was actually in Scotland several years ago during the Commonwealth Games. I had no idea that existed and that Canada participated.

This communication offers general comments on legal developments of concern to business organizations and individuals and is not intended to provide legal advice. Readers should seek professional legal advice on the particular issues that concern them.

