



## WHY NORTH AMERICA? WHY NOW?

For many reasons now is a great time to introduce new brands to the North American marketplace. As always, the fundamental rules apply: brands must be authentic, differentiated, compelling and 100% committed to investing the time and resources required for long-term success. Nonetheless, the reaction to the COVID pandemic, by brands, retailers and consumers has created conditions that favor the introduction of new brands to the market – right now.

- Large incumbent brands are carrying over significant portions of current season products into the following season, a trend that will likely continue for several seasons
- Retailers are holding onto open-to-buy dollars and only ordering “*what they need when they need it*” which is creating a growing pool of unallocated open-to-buy dollars and driving a vibrant an at-once, reorder driven market
- The combination of order cancellations/reductions by dealers combined with uncertain health of the retail market is driving brands to prioritize direct-to-consumer more than ever, further alienating themselves from specialty retail
- In a sea of sameness, consumers and retailers alike are actively searching out something new, different and special to differentiate from the same-old, same-old in the market. This is especially true of younger, millennial shoppers.





# THE REALITY OF GOING TO MARKET IN NORTH AMERICA

## THE PROS:

**The largest consumer market in the world:**

*\$45k per capita disposable income (\$15b nationally)*

**Consumers are very knowledgeable**

They are fast to learn, fast to adopt (...and fast to drop)

## THE CONS:

**Highly competitive market - every company wants to come to the US:**

Your product must be authentic and differentiated

**Costly and complex**

Have a strong point-of-view and a strategic, attainable plan





# THE NEW REALITY

## COVID HAS ACCELERATED THE EXISTING TRENDS

### **Online sales is the big winner**

McKinsey reports that Online retail is now at the level predicted for 2024

### **Retailers are struggling:**

Major retailers filing for bankruptcy protection and will restructure

### **Distributors are being squeezed**

Margin pressure as well as brand's need to be in control of consumer experience

## COVID HAS CREATED NEW OPPORTUNITIES

**Niche brands can flourish online and compete**

**B2C and drop-shipping opportunities**

**Consumers looking for innovative products**

**Local specialty retail adapting and increasingly relevant to consumers**





## WHERE TO START?

**North America is not one market, but several large regional markets**

*Do your homework, know your market*

**Find the right formula**

*Distributor?*

The channel landscape is evolving, you lose control of your market knowledge...

*Your own Direct operation?*

High investment, may not be feasible for small and mid-size companies...

*Hybrid model?*

Opportunities to ramp up your operations on a limited budget

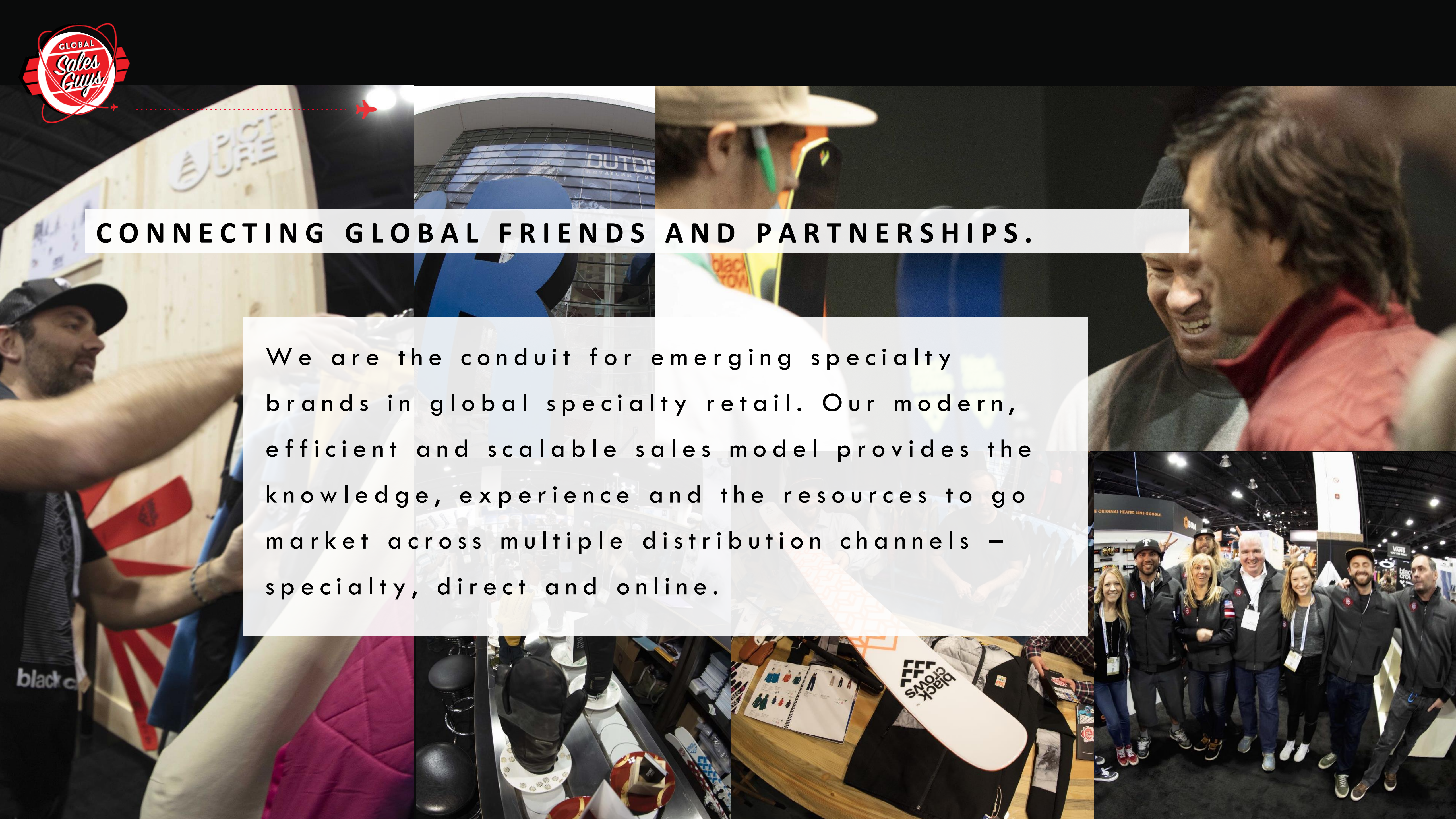
**BBInc & Global Sales Guys can be your partners to jump start your North American business**

**OSV can guide you along the way**









**CONNECTING GLOBAL FRIENDS AND PARTNERSHIPS.**

We are the conduit for emerging specialty brands in global specialty retail. Our modern, efficient and scalable sales model provides the knowledge, experience and the resources to go market across multiple distribution channels – specialty, direct and online.











GLOBAL EXPERIENCE. GLOBAL MEMORIES. GLOBAL CONTACTS.







**20% OFFICE 100% SHOWROOM.**

**BATTERY 621 IS AN INTERSECTION FOR THE OUTDOOR  
COMMUNITY AND THEIR PLAYGROUND**





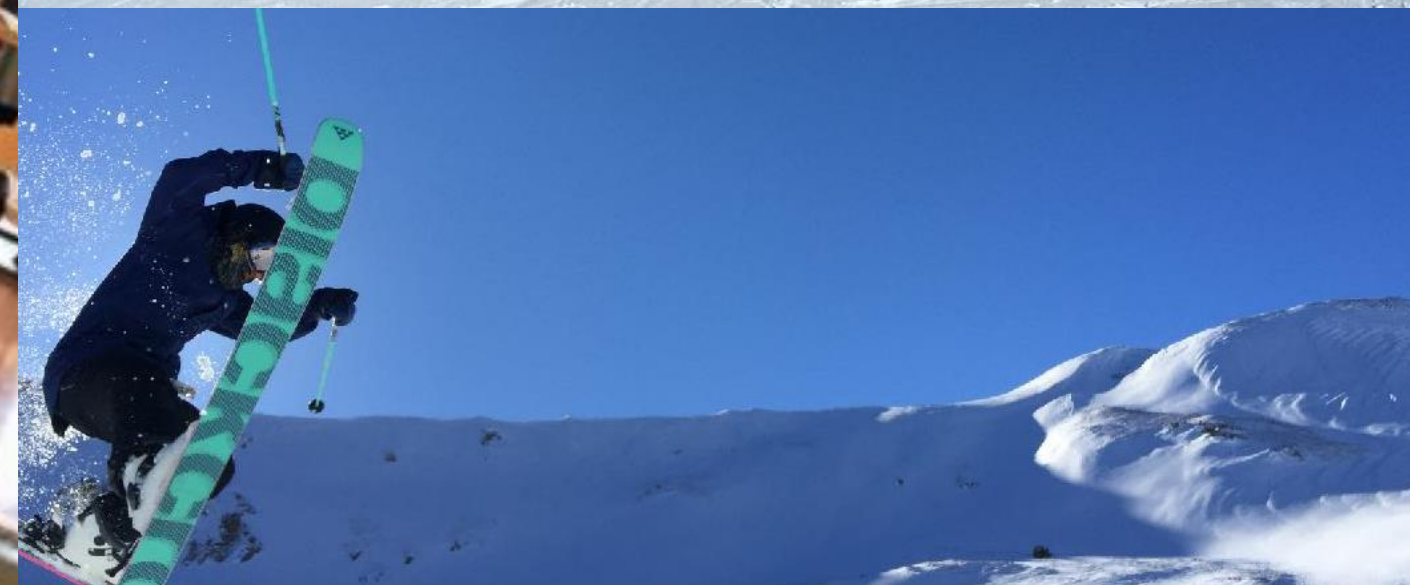


DEGREES NORTH  
A SKI FILM BY  
TIME LINE MISSIONS



WE ARE THE CONSUMER, SO WE THINK LIKE A CONSUMER!

WE FIND PRODUCTS THAT EXCITE THE CONSUMER BECAUSE WE KNOW WHICH  
PRODUCTS AND BRANDS WILL INSPIRE THEM.  
EVERYBODY WINS WHEN WE BRING OUR FAVORITE NEW BRANDS TO MARKET.







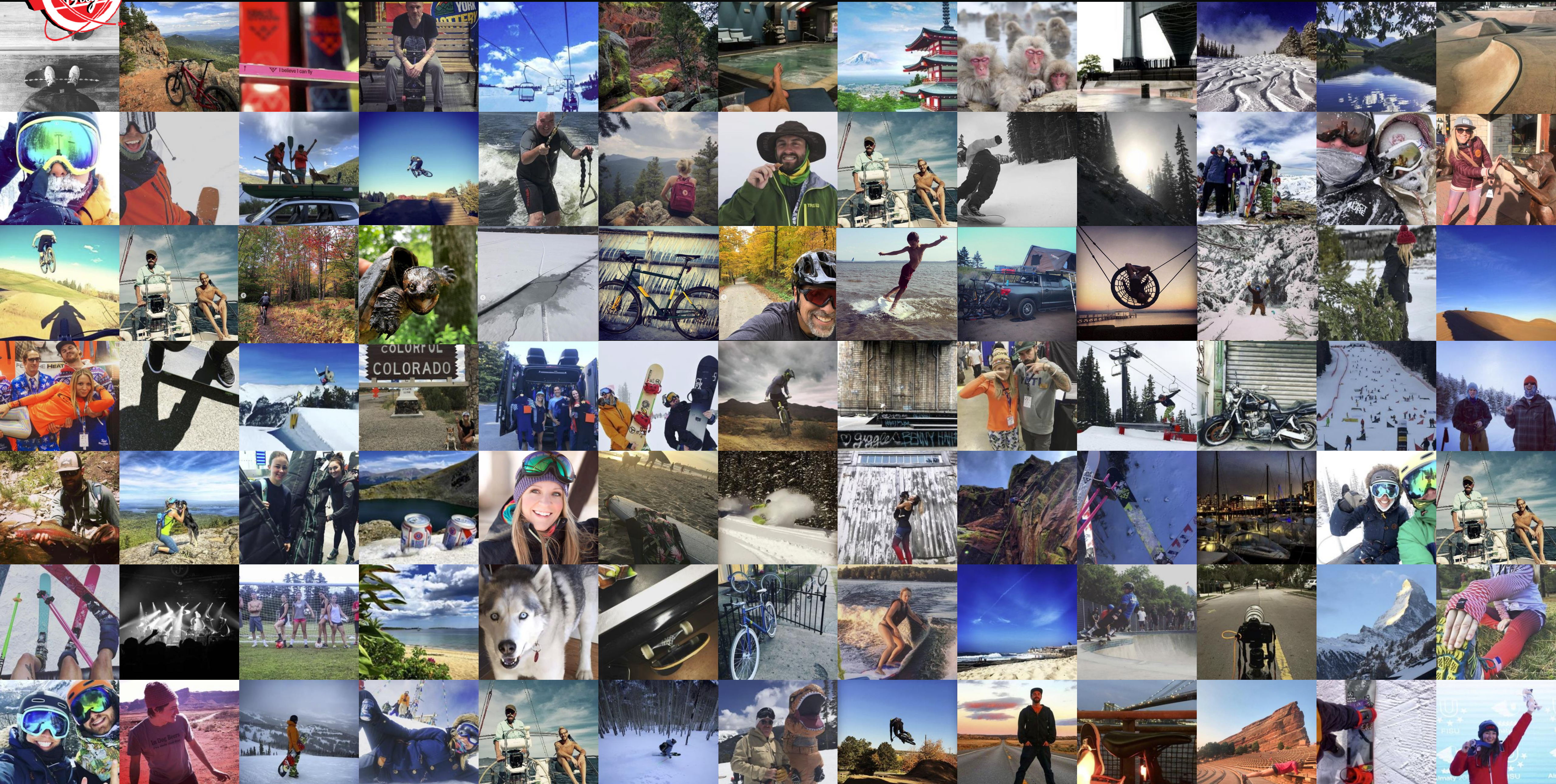
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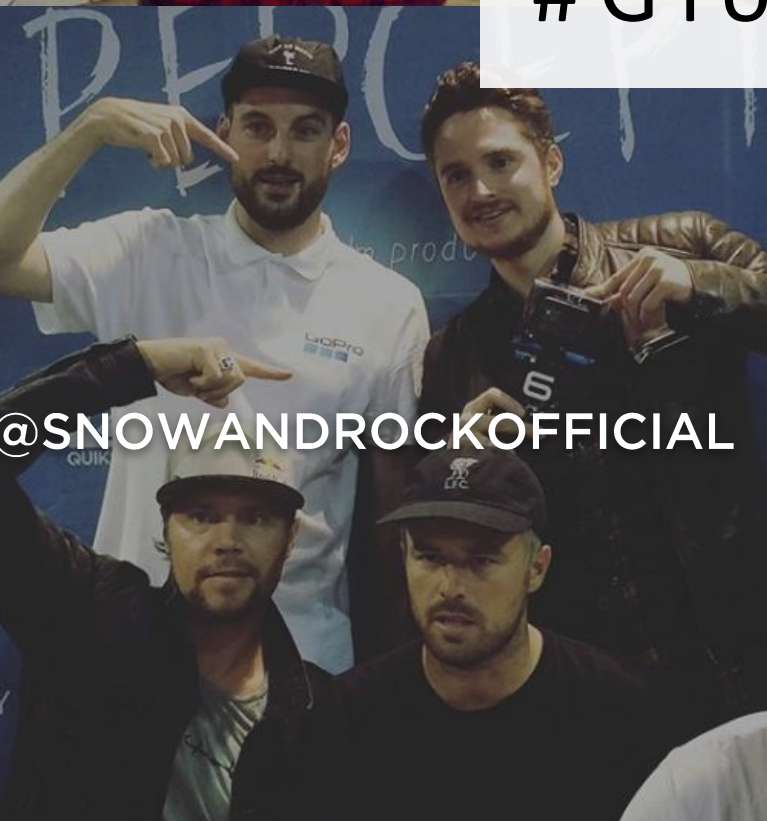


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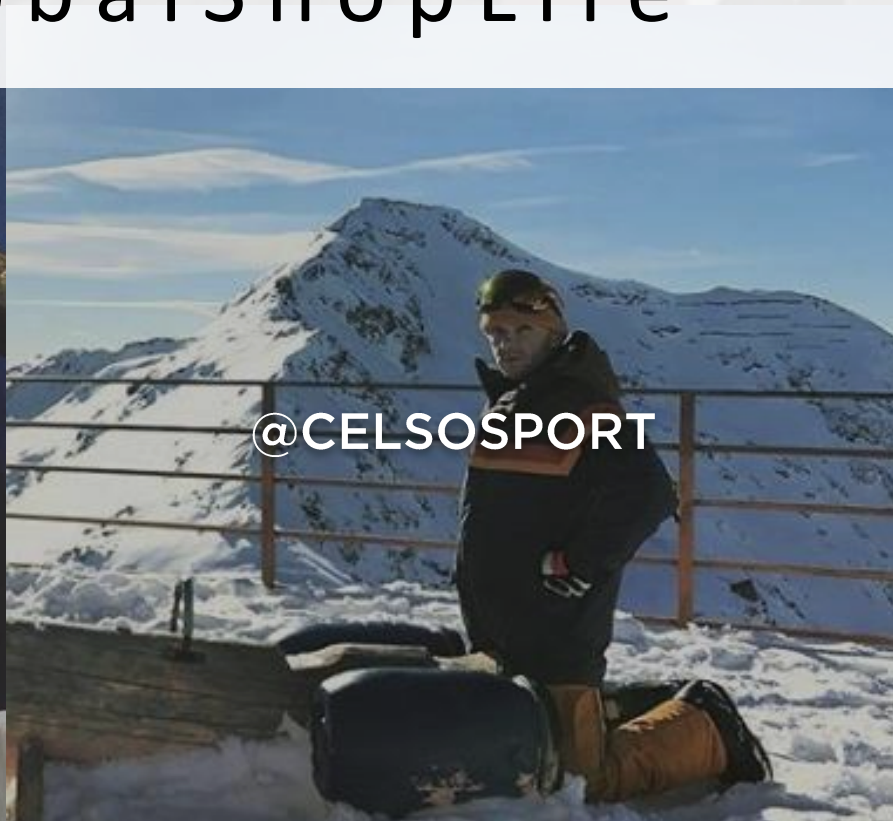


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