



“U.S. Market Reality Check”

Snapshot

5 Things International Companies Must Know Before Entering the U.S. Market

1. The U.S. is not one market — it’s 50+ ecosystems.

Policy, incentives, permitting, jobs, and politics vary dramatically across states, counties and municipalities.

2. Community acceptance is the top determinant of project success.

Neighbors, councils, and local activists can delay or halt projects.

3. U.S. media is fragmented and emotionally driven.

Data matters, but stories of community uplift resonate more.

4. Regulatory risk is real — but predictable with local insight.

State regulatory agencies, city councils, and county commissions drive outcomes, not just federal agencies.

5. International leadership is respected — but not always understood.

Your technical excellence needs translation to American values and priorities.



The Novitas Trust Stewardship Model

*How international companies build lasting
trust in U.S. communities*

1. Presence

You must show up physically and consistently — before you ask communities for anything.

2. Listening

Americans respond strongly to being heard. Community-led insights shape your success.

3. Co-Ownership

Invite communities to shape decisions. Transparency demonstrates respect.

4. Shared Progress

Show measurable benefits early: jobs, training, affordability, reliability gains.

5. Accountability

Report back. Show what changed because of community input.

Trust is earned through behavior, not messaging.