

The Field Guide by SelectGlobal, LLC

Your Monthly Compass for Global Expansion Year In Review 2025

Welcome to The Field Guide — your monthly compass for navigating global expansion. Each month, you'll find leadership insights from our CEO, curated events, partner spotlights, and direct access to the tools and intelligence that make market entry systematic, not chaotic. -- Let's get started.

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From the Field:



2025: The Year We Stopped Talking and Started Shipping

If you've been reading The Field Guide over the past 36 months, you know we don't do victory laps. But 2025 deserves a look back—not because everything went perfectly, but because the work we promised is now deployed.

- **Thirty-one advisory engagements:** Advanced manufacturing, cleantech, energy storage, defense-critical sectors. Some succeeded. Some pivoted. All taught us something about what actually works when companies stop theorizing and start operating in U.S. markets.
- **Atlas launched—sort of:** Here's the honest truth: Atlas is in limited beta with a handful of profiles live. Active client work takes precedence, which means we're the cobbler whose kids have no shoes. But the infrastructure intelligence framework is proven—three state EDOs are already using early versions because the permitting timelines, grid capacity data, and talent availability numbers are defensible. No spin. No inflated incentive promises. Just the reality checks that determine whether expansion succeeds or stalls. Full public launch coming in phases throughout 2026.
- **LiveXchange in New Orleans and Phoenix:** Two conferences. Eighty-plus site selectors and economic developers. The conversations reinforced what we're seeing in the pipeline: companies that move fast with validated assumptions are winning. Companies that wait for perfect information are getting skipped.
- **Strong conviction content:** Our blog strategy paid off—posts that don't hedge, frameworks that don't waffle. Not viral. Not polished. Just honest assessments of what's working in the market and what's burning capital. Turns out people want clarity more than they want reassurance.

What's working (and what we're doubling down on):

- **The "Fork framework" continues to prove itself.** Companies that test markets virtually before committing facility capital are moving faster and pivoting smarter. The ones that jumped straight to physical expansion without market validation? Some succeeded. Most wished they'd tested assumptions first.
- **The WhatsApp community we launched is becoming what we hoped:** a real-time problem-solving network where trade commissioners, site selectors, and expansion specialists connect companies to opportunities instead of waiting for quarterly conferences. It's not replacing conferences—it's filling the 11 months between them.
- **Our blog strategy—strong conviction posts that don't hedge—is working.** Not viral. Not polished. Just honest assessments of what's working in the market and what's burning capital. Turns out people want clarity more than they want reassurance.

Scoreboard:

Let's be honest about something: SelectGlobal had an impressive pipeline in 2025. Thirty-one advisory engagements. Site visits across six states. Incentive packages developed for projects totaling \$750M+ in investment that could create 3,500+ American jobs.

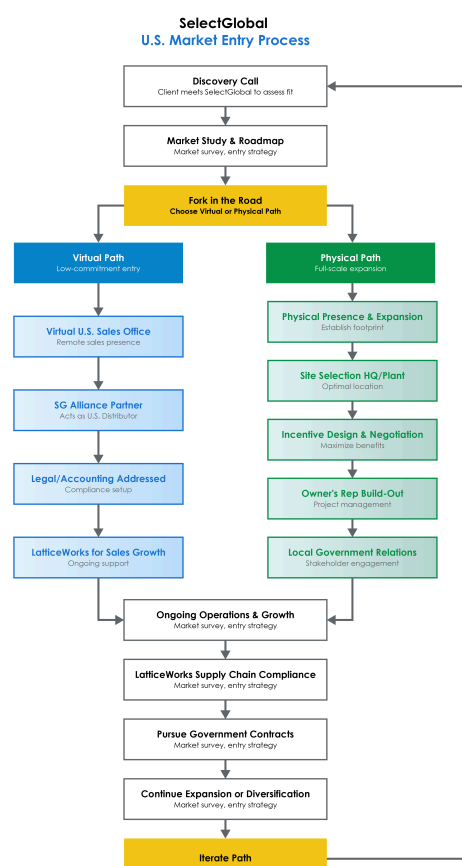
And then the market did what markets do: Projects pivoted. Timelines pushed. Capital commitments stalled. We can bring the horse to the river, but macroeconomic conditions, boardroom politics, and regulatory uncertainty determine when—or if—they drink. Participation trophies are nice. We track wins on the scoreboard.

What's opening up in 2026: We're expanding service lines based on what clients keep asking for: country-to-country advisory (not just country-to-U.S.), municipal business development support, and specialized guidance for companies navigating FEOC compliance in defense-critical sectors. **LiveXchange 2026** will showcase not just opportunities, but the people behind them—the site selectors, municipalities, and expansion specialists who help turn concepts into operating facilities.

If you've been reading The Field Guide for a while, thanks for staying engaged. If we worked together this year, thanks for trusting us with complex problems. If you're evaluating 2026 expansion plans, the Discovery Call link is below—transparent assessment, honest recommendations, clear go/no-go guidance.

Warmly,
Michael Edgar,
[Founder and CEO, SelectGlobal, LLC](#)

🎯 WHICH PATH IS RIGHT FOR YOUR EXPANSION?



If you're evaluating U.S. market entry in 2026, the most important question isn't "where should we locate?" It's "how should we test our assumptions before committing capital?"

Two proven pathways:

- **Virtual Path** Test market demand, regulatory requirements, and partnership networks at lower commitment levels. Typical investment: \$75K-\$150K over 3-6 months. Best for companies validating market fit before facility commitments.
- **Physical Path** Full-scale facility development with site selection, incentive negotiation, permitting orchestration, and operations launch. Typical investment: \$2M-\$10M over 12-24 months. Best for companies with validated demand and committed capital.

Both paths converge: into sustained operations support, supply chain compliance monitoring, and government contract readiness—the ongoing partnership that turns successful launches into profitable scale.

👉 [Schedule a Discovery Call](#)

– 60-minute strategic assessment, no obligation, transparent go/no-go recommendation.

Featured Blog Post:

What We Actually Built In 2025

Thirty-one advisory engagements. \$750M+ pipeline. And then the market did what markets do—projects pivoted, timelines pushed, capital stalled. Here's what survived when deals didn't: the network infrastructure, digital platforms, and validated frameworks that power the wins coming in 2026.

[Read the 7-minute reality check →](#)

July 17 January-March Preview

Events and Activities and Programs We Are Attending



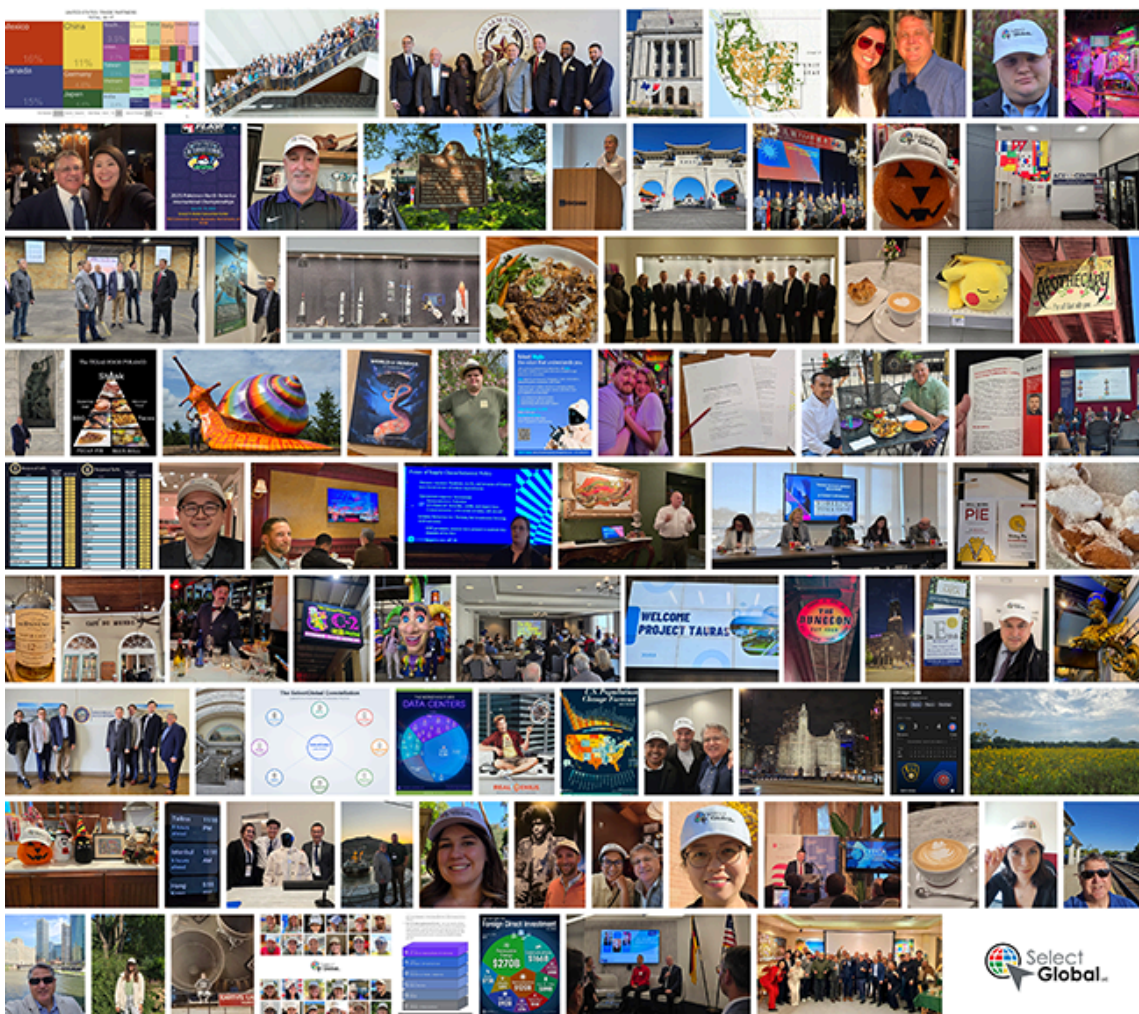
LiveXchange March 2026: Business Facilities' flagship event returns. SelectGlobal will be attending as delegate—an opportunity to reconnect with 20+ municipalities and site selection partners we've been tracking. Georgia is one of our 10-year horizon states, and face-time with the people doing the work matters more than panel presentations. If you're attending, let's connect.

Atlas Platform Enhancements New features launching Q1 2026: Community snapshot modules with permitting timelines and infrastructure capacity data - Partner profile integrations connecting companies directly with vetted site selection specialists - Enhanced search filters for sector-specific requirements (semiconductors, battery manufacturing, data centers)

WhatsApp Community Activation: Our curated network of trade commissioners, economic developers, and expansion specialists is moving from passive directory to active marketplace. Real-time introductions, opportunity matching, and collaborative problem-solving—the way market entry actually happens.

2025 Year In Review:

2025
YEAR IN REVIEW



2025 was a year of deployment, not just conversation.

The faces in this collage represent the network we activated: commissioners who referred real opportunities, site selectors who validated our frameworks, economic developers who partnered on client projects, and company leaders who trusted us with complex expansion decisions. From LiveXchange conferences to trade finance workshops to six-state site tours, we spent the year building the relationships that determine whether expansions succeed or stall. Not every project closed. Not every timeline held. But the infrastructure we built with these partners—that survives market conditions and powers the wins coming in 2026.

Partner Spotlight:

International Trade Association of Greater Chicago (ITA/GC)

ITA/GC is a nonprofit dedicated to empowering companies to do business globally through practical education, networking, and up-to-date trade intelligence. Their sponsorship brings our audience direct access to actionable insights on market access, trade-finance programs, and global strategy.

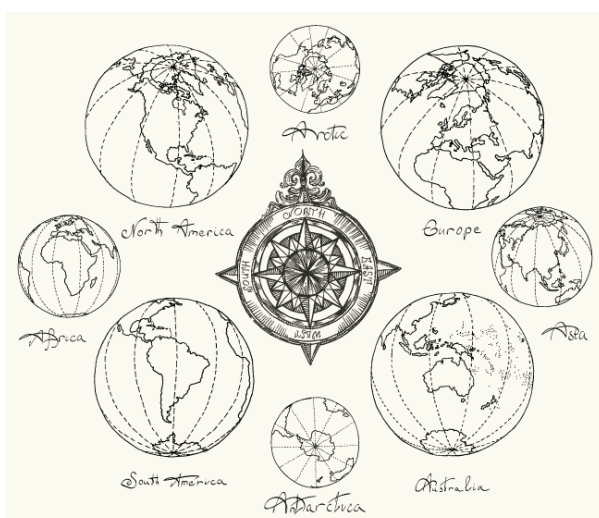
This Month's Contributed Insight:

Most mid-market exporters overlook three critical trade-finance programs that could reduce their capital requirements by 30-40%:

1. **EXIM Bank Working Capital Guarantee** - Converts foreign receivables into bankable collateral
2. **SBA Export Working Capital Program** - Up to \$5M in short-term financing with 90% guarantee
3. **State Trade Expansion Program (STEP)** - Reimburses up to 75% of qualified export marketing expenses

Want to explore how these programs apply to your expansion strategy? [Learn more: itagc.org](https://itagc.org)

Partner With Us in 2026:



SelectGlobal works with three distinct partner types:

- **For Companies:** Strategic orchestration of U.S. market entry and expansion—Virtual Path testing or Physical Path execution, with convergence into sustained operations support.
- **For Communities:** Foreign direct investment attraction strategy, including Atlas profile development, investor-ready infrastructure intelligence, and partnership activation.
- **For Trade Commissioners:** Collaborative client referral networks, joint market studies, and curated introductions to SelectGlobal's vetted constellation of site selectors and expansion specialists.

All partnerships begin with a Discovery Call—transparent assessment, clear recommendations, honest go/no-go guidance.

[✉ Start the conversation](#) [🌐 Explore capabilities](#)

About SelectGlobal

SelectGlobal transforms the complexities of U.S. market entry into competitive advantage for established companies ready to expand. We work exclusively with proven businesses—not startups—providing strategic orchestration across site selection, incentive negotiation, permitting, and operations launch. One engagement, full accountability, coordinated through our vetted ecosystem of 65+ trade commissioners, 250+ communities, and 100+ alliance partners.



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