



TEXAS, USA - A Growth Market

Houston & Austin

Business Tampere

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Software development and consulting services for

- Healthcare and medical devices
- Industrial applications

ISO 9001 and ISO 13485 certified QMS



ISO 27001 certified ISMS



~12 M€
Revenue



4
Sites

FIN: Tampere, Espoo, Jyväskylä
USA: Houston, TX (Minneapolis, MN)



120+
Employees



1999
Founded

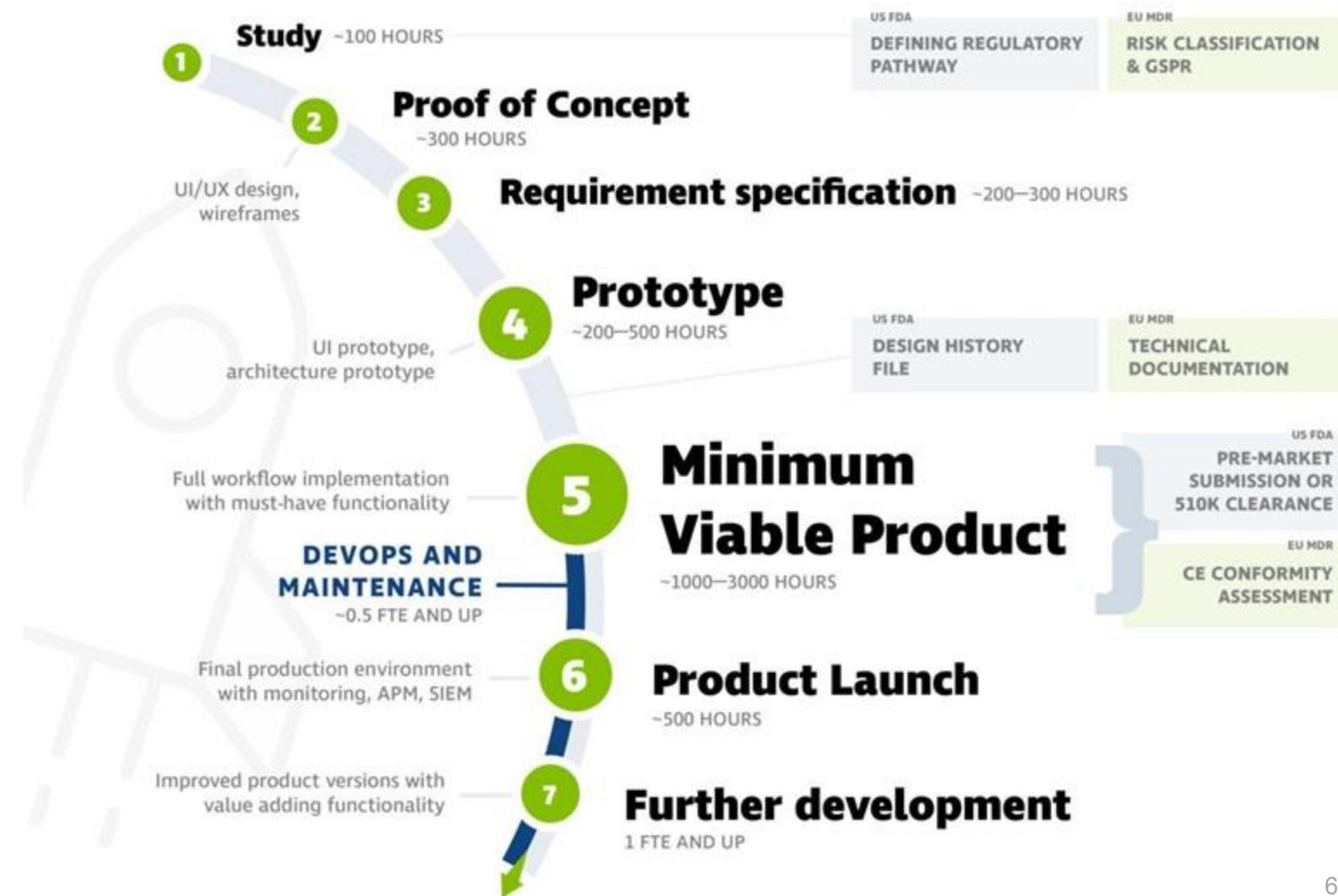
ATOSTEK USA

- Market entry efforts started in the Fall of 2021
 - NYC, Minneapolis, Dallas, Houston
- Currently 2 people in the U.S.
 - Texas, Minnesota
 - Atostek USA, Inc. subsidiary founded 2025,
 - First paying customer 2023 Houston, TX
- Current status of the U.S. customer projects
 - several finished (TX, MN)
 - several ongoing (MN)
 - several in the pipeline across the country (mostly east of the Central Time Zone)

ATOSTEK USA – SUCCESS FACTORS

- Presence
 - Connections
 - Attending in the relevant events, local usually better than big, nationwide
 - Being active, proactive – not waiting someone to call back even if promised, the call will most likely not happen
- Asking the right questions, for example
 - What is the problem the client is trying to solve?
 - What are the client's market entry plans (where, when, how)?
 - Is the funding secured?
 - Is there a prototype, or anything concrete?
 - Has the client understanding of the regulatory landscape?
 - -> Providing possible solutions, ideas
 - -> Showing a systematic approach for development
- ISO 13485 Quality Management System
 - Mandatory for the CE mark
 - US FDA started to enforce ISO 13485 2.2.2026

Atostek SW Dev Process



Things to Consider

- Networking, networking, networking ...
- Going to events, also local small/mid-size
- Personal connections -> be active, keep in touch
- Local presence (hire, trusted partner, ...)
- Have courage to chat, don't be shy, too modest
- USA is not just one entity but 50 states under one flag, which all have their own characters and legislations

Things to Consider

- Simple message with confidence
- U.S. landing page
- U.S. case studies, references
- U.S. prospects care about increasing revenue, quick time-to-market, "general good" is not top priority
- Trying to understand the client's business, problem they are solving, asking questions
- In medtech:
 - Understanding and keeping up-to-date with the regulatory requirements; FDA, HIPAA, federal/state level,
 - Sales cycles can be long

Things to Consider

- Immigration, work permit
 - No visa required to explore the markets -> ESTA 3 months
 - Working and longer visits require a visa, work permit,
 - Longer term visas with authorization to work are very challenging to get.