



An Equus Software Company

**HOW A GLOBAL PEO CAN
HELP SUPPORT THE
BLOCKCHAIN & DIGITAL
CURRENCY REVOLUTION**

Global Expansion Is Proud To Be
Your Ideal Global Partner



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A globe showing the Earth's continents, overlaid with a complex network of white lines and dots, representing a global network or blockchain technology.

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INTRODUCTION

The world as we know it today continues to become increasingly more connected, globalized, and internationalized. Businesses from all around the world are looking for prime opportunities for expansion, and they're willing to take risks to exploit new markets and make their services or products known elsewhere in the world. Even in the wake of the COVID-19 pandemic, it's clear that businesses have their eyes set on expanding internationally. After all, with so much opportunity in new and emerging markets across nearly every continent, it would seem unwise for a business to completely rule out expanding internationally.

When it's time to expand, it's important to do it the right way. For many businesses, they go the route of formally incorporating in a foreign country or sending their domestic employees abroad for overseas assignments. And while these might seem like the "right way," they often come along with tremendous challenges and financial liabilities that might not be in your company's best interest over the long haul.

Other companies recognize the benefits that a Global PEO like Global Expansion can offer them, and choose to work with true international business professionals who can make the transition overseas virtually seamless.

Now, we'll get into that a bit later. First, we want to introduce our topic of discussion for this eBook.

In 2020 and now in 2021, the digital currency revolution is alive and well. In recent months, Bitcoin has surged to its highest yet, and the blockchain technology upon which cryptocurrency transactions are built has expanded, grown, and become much more mainstream across a variety of applications. And not only that, but companies are beginning to invest in cryptocurrency and blockchain technologies, developing new solutions and services to make these exciting developments more mainstream domestically and abroad.





With that in mind, it's important to remember that the way to take advantage of this massive boom in cryptocurrency and blockchain technology is to hit the ground running – and that means quickly. In this eBook, we're going to tell you all about how a Global PEO works, and how a PEO like Global Expansion can provide support to any business looking to expand internationally. More specifically, we'll get into the ways in which we can support you in your quest to offer cryptocurrency or blockchain services worldwide.

“ **The blockchain symbolizes a shift in power from the centers to the edges of the networks.** ”

William Mougayar

Now, before we get into the nitty gritty of how our PEO can support your international business expansion, let's take a long, hard look at what's actually happening in the industry. And if you aren't already aware of just how much Bitcoin and others have surged recently, then it's time for you to hit the books, browse the market, and see for yourself just how ripe this emerging market is with international expansion opportunities. Let's get started!

What Does The Industry Look Like?

If you're reading this eBook, then it should come as no surprise that the cryptocurrency market has officially exploded. Specifically, cryptocurrencies like Bitcoin and Ethereum have really blown up quite a bit since the end of 2020. And now in 2021, they're poised to make even more gains in the near future. With this new surge in value, businesses around the world have begun to develop exciting new cryptocurrency products like eWallets, exchanges, and more, while others have taken to the technology upon which cryptocurrency is traded and exchanged – blockchain. Each of these new developments offer promising business benefits, and if you're a business operating in this space thinking about international expansion, there's no better time than now.

The Industry At A Glance

Even with the recent dip in Bitcoin value, there's still tons of excitement and energy surrounding the digital currency market – and for good reason. For instance, Ethereum, the top-two cryptocurrency only behind Bitcoin, is another digital currency that is rounding the corner and picking up tremendous speed as it sprints forward. In fact, according to thisismoney.co.uk, "Ether, the coin which powers the Ethereum network, has soared almost sevenfold in the last 12 months and is now valued at north of \$1,000." With this news, it's clear to see that it's not as if the buzz is only surrounding Bitcoin – it's all throughout the digital currency market. This excitement has brought on a slew of new investors, and it's got a global market just ready for the taking.

You simply can't overstate the fact that digital currency is quickly becoming a global movement – it's happening all around the world and in nearly every single country in the world. And not only that, but it's finally been given credence from real-world financial institutions. In fact, the cryptocurrency industry recently achieved a first in that the Visa-backed cryptocurrency company, Anchorage, was recently granted the first federal bank charter from the Office of the Comptroller of Currency.



Now, what does this mean and how big of a deal is it, really?

Well, to put things into perspective, this is really a significant development.

Essentially, this federal bank charter provides a clear and open pathway for big banks to begin embracing cryptocurrency. Now, more traditional and conventional financial institutions can actually work with Anchorage to offer their customers a fast track to acquire cryptocurrency like Bitcoin and Ether. It's really such an exciting development because it will, no doubt, pave the way for the increased acceptance and adoption of cryptocurrency in the near future.



Not only does this have financial ramifications, but it'll also have some security ramifications too – and they're good.

Remember earlier, we mentioned that blockchain is the technology upon which cryptocurrency transactions are conducted? Well, blockchain is also receiving its own praise and notice for its ability to provide a secure, encrypted, and transparent process for conducting economic and financial transactions – at least in the digital currency sphere. In addition to that, blockchain has also shown promising aspirations for use in a number of additional applications outside of financial transactions and digital currency transactions.

The Boom Is Real

Similar to how the saying goes, “the hype is real,” well, the boom is real too. There is a real and clear boom of cryptocurrency and blockchain – and it's happening all around the world. Not only are coin prices continuing to surge, but with the recently granted federal charter to Anchorage, it's clear that there will certainly be more positive news of growth and expansion in the near future.

With that in mind, any business looking to immerse themselves in these emerging spaces will certainly want to consider expanding quickly and seamlessly as they'll look to establish new holds on emerging marketplaces around the world.

Remember, not every market in every country has adopted to the boom in digital currencies just yet – this means that there is plenty of opportunity for growth and expansion.

However, every business leader knows that expansion isn't as easy as renting an office space halfway around the world, putting up a sign that says, “open for business,” and immediately begin turning a profit – it's obviously much more difficult than that, and it'll take the right moves and the right decisions to make your international expansion plans worthwhile.

In the next chapter, we'll talk all about how a Global PEO like Global Expansion can work with you to ensure that your business is fully prepared to take advantage of the boom in the digital currency and blockchain space and successfully expand your operations to nearly any country in the world.

What Does A Global PEO Do?

Any business looking to expand internationally will surely have to take the time and energy to research the market in which you're looking to expand into, in addition to all of the legal requirements and liabilities that will most certainly come along with any type of international expansion. With that in mind, you've likely come across the term, "Global PEO." With that said, do you really know what a Global PEO does? If you don't, then be sure to read through this chapter to learn all about just how a Global PEO can help any business expand internationally quickly, seamlessly, and without the stress of formally incorporating.

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The blockchain allows our smart devices to speak to each other better and faster.

Melanie Swan

What Exactly Is A Global PEO?

Here at Global Expansion, we get asked this question a lot – and we've written about it a ton in various articles and eBooks. Take a look at an excerpt down below from a previous eBook titled, "A Global PEO Company: The Secret Weapon For Businesses Looking To Expand Internationally."

"A PEO is an entity that has the capability to provide employee management services, administrative assistance, and compliance strategies for multinational organizations, businesses, and institutions operating outside of their domestic jurisdictions. In other words, they provide virtually everything from talent acquisition, to payroll, to benefits, to employee rights protections and employee management for a fee – all while your HR team focuses on the core of your employee relations back at home.

Essentially, a PEO is a legal entity that stands as the Employer of Record for your multinational organization. This ultimately grants the entity the permission to hire, manage, and pay taxes for your organization within your new host country on your behalf, without the need for your HR or administrative staff back at home to get involved and bogged down with foreign bureaucracy."

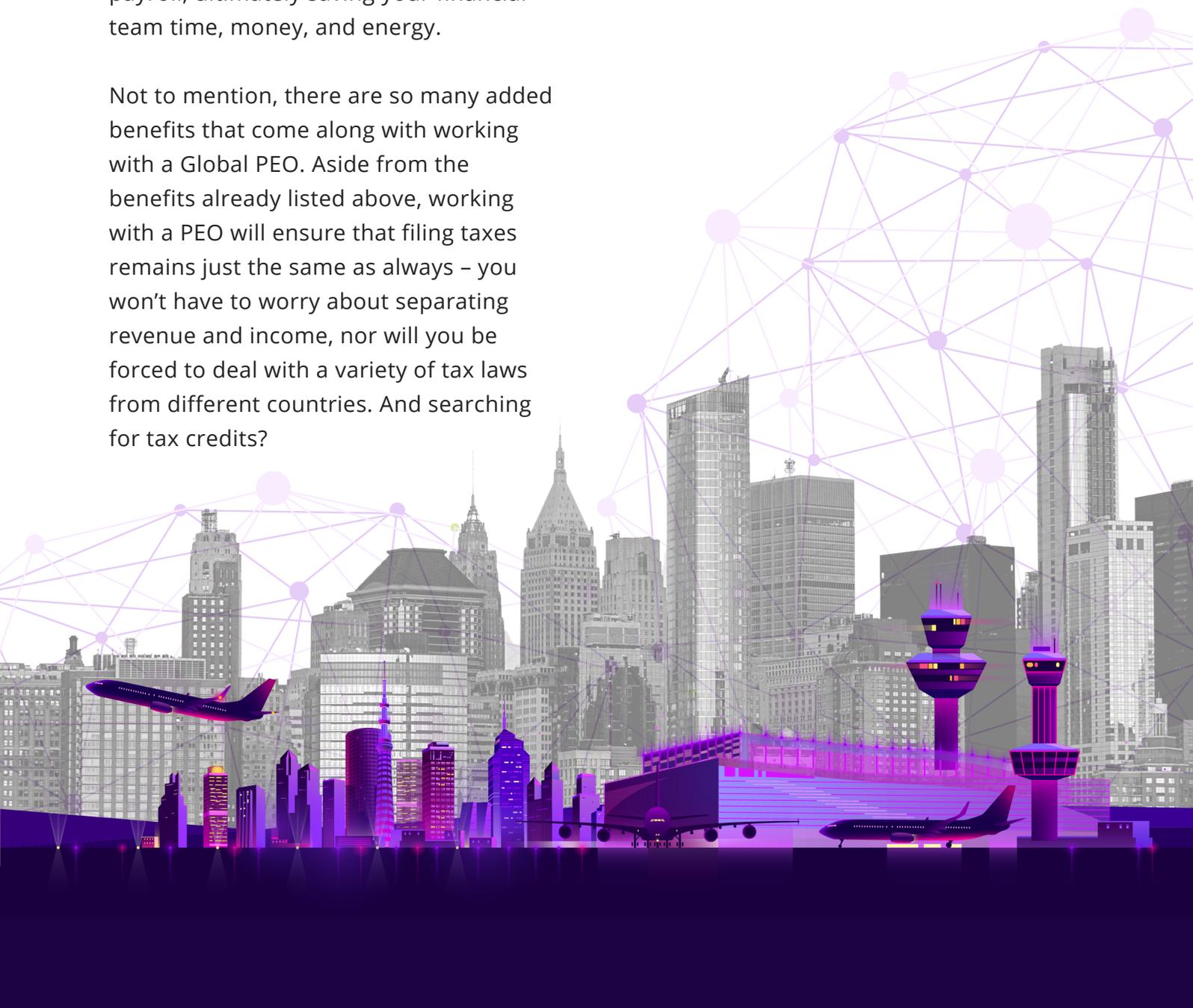
What Happens When You Work With A Global PEO?

Working with a Global PEO makes your transition from a domestic business to a multi-national business virtually seamless. You see, as your Employer of Record, you'll never have to worry about international payroll, shadow payroll, tax liabilities in a foreign country, formally incorporating in another country, etc. At Global Expansion, we handle all of the above on your behalf. We'll hire employees on your behalf – and they'll be your workers, under your leadership. The only difference is that they'll be on our payroll, ultimately saving your financial team time, money, and energy.

Not to mention, there are so many added benefits that come along with working with a Global PEO. Aside from the benefits already listed above, working with a PEO will ensure that filing taxes remains just the same as always – you won't have to worry about separating revenue and income, nor will you be forced to deal with a variety of tax laws from different countries. And searching for tax credits?

That's just not necessary. Remember, tax law become a lot more complicated when you expand your business into a foreign country, and when you're dealing with a quickly expanding and growing digital currency market, you really don't have much time – if any at all – to lose.

It is absolutely imperative that you hit the ground running because if you don't, there will surely be another company standing at the ready to take hold on that market segment that you've had your sights set on.



How To Choose A Global PEO For Your Expansion?

Choosing a Global PEO is a big decision because this relationship will serve as your partner throughout your international expansion endeavors – or at least until you make the move to formally incorporate or exit the market entirely.

Here at Global Expansion, we want you to know that we're one of the most trusted Global PEOs operating in the international business world today. Not only do we have a proven track record of successfully working with multi-national businesses to help them tap into new markets, but we've also got an extensive network that spans multiple continents.

When it comes to your decision to embrace new market opportunities in the digital currency and blockchain space, Global Expansion is well aware of the challenges that you'll face, and we've got the solutions that you need to make the right decisions.

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The Internet is becoming the town square for the global village of tomorrow.

Bill Gates



The Challenges At Hand

Remember, the digital currency and blockchain market is growing more and more competitive by the day. With that in mind, it's imperative that you choose the right Global PEO to assist you in your international expansion plans to ensure that you're strategically positioned to hit the ground running in emerging global markets.

In the next chapter, let's take a look at some of the challenges that you might face in the digital currency and blockchain industry as you look to expand. From there, we'll show you exactly how a Global PEO can provide you with solutions to these challenges.

The Challenges of Blockchain & Crypto Companies

In the previous chapter, we spoke at length about the different ways in which a Global PEO can support multi-national businesses looking to expand overseas. We broke down the fundamental aspects and services that a Global PEO embraces and offers, and we talked about the benefits that come along in working with a Global PEO. In this chapter, we're going to return back to the major point of discussion – blockchain and digital currencies.

Now, if you work for or own a blockchain / cryptocurrency company, then you're likely thinking about international expansion as the industry continues to grow and become much more mainstream than ever before. With that in mind, it's important to be well aware of the challenges that you might face in your expansion endeavors. Likewise, it is equally important for you to be aware of just how a Global PEO like Global Expansion can work with you to provide solutions to these challenges.





Doing Business Overseas Can Be Challenging If You're New To It

Without a doubt, one of the biggest challenges that any multi-national business faces right out of the gate revolves around the fact that you're doing business overseas for the very first time. When it comes down to it, managing a business in your home country comes with its complications, so when you move to expand to a foreign country, things become a bit more volatile – not to mention when you're dealing with a market that is still new, emerging, and even unregulated in some areas.

As a Global PEO, we essentially negate the need for you to formally establish your business as a legal entity in any foreign country. Instead, we serve as your Employer of Record, hiring employees on your behalf and ensuring that all of the payroll, benefits, and tax liabilities fall on our shoulders – not yours. This helps you get your operations up and running faster and with less downside.



You Can Test The Waters Before You Dive In

If any business owner told you that they were 100% confident in their transition or operations overseas, they'd be lying. When it comes down to it, any type of business expansion will include assuming some risk – even more so if you're expanding internationally. While there are a few things you can do to mitigate risk, nothing will ever take all of the risk away completely.

However, working with a Global PEO gives you the unique chance to test the waters before you dive in – and when you're dealing with an emerging industry and market like blockchain and cryptocurrency, having this level of flexibility is an advantage. Essentially, you have a built-in exit strategy when you work with a Global PEO. If the market just doesn't take off how you'd hoped, you can simply exit the market seamlessly without having to worry about financial and tax obligations.



Blockchain & Global Payroll

It's critically important to remember that global payroll can be a complicated map to navigate. From tax liabilities to shadow payrolls, no multinational business is excited to deal with it. With that said, working with a Global PEO will take that burden off of your shoulders. Not to mention, Global Expansion utilizes blockchain to ensure that the payroll process is safe, secure, and encrypted at all costs.



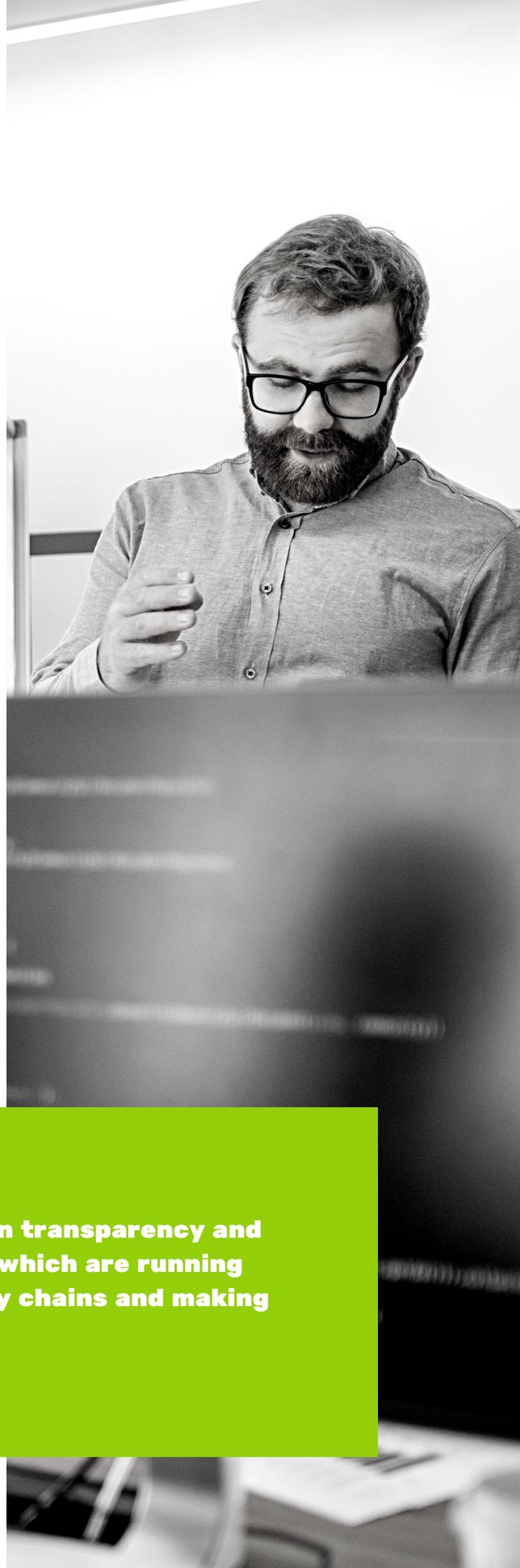
Now Is The Time

You're certainly familiar with the old phrase, "you have to strike while the iron is hot!" Well, the iron is red-hot, and it's time to strike. If you're looking to expand internationally within the blockchain and cryptocurrency sphere, there truly has never been a better time. Get in early, make the right moves, have a good strategy, and work with a Global PEO to get things running smoothly right off the bat.

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The blockchain is all about bringing in transparency and efficiency into the existing systems which are running the upstream and downstream supply chains and making them more proactive and predictive.

Rahul Guhathakurta



CONCLUSION

And with that, you now know much more about what Global PEOs have to offer, how they can help any business with expanding internationally, and how well positioned they are to assist a business in the blockchain and digital currency market as they look to bring their operations overseas.

Here at Global Expansion, we've spent years building out our expertise and reputation as one of the most trusted Global PEOs operating in the world today. Our capabilities are top-notch, and our network is vast – we're always standing at the ready to take on new clients and to work with exciting and engaging businesses looking to make the most out of emerging industries, market developments, and innovative technologies.

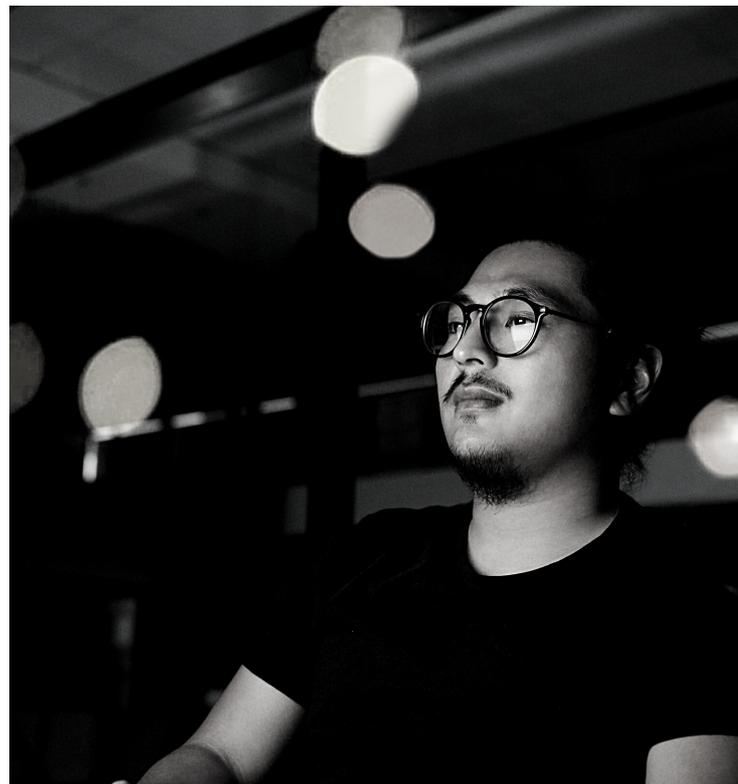
It's time for you to learn more about who we are and what we do. Be sure to visit our website to learn more about our services and what we have to offer. For any questions, reach out to us directly and speak with a member from our team. We'd be more than happy to provide you with more information and to learn more about what you have in mind for your international business expansion plans.

We look forward to hearing from you soon.

By partnering with a PEO, you can strategically position your business for success today, tomorrow, and well into the future.

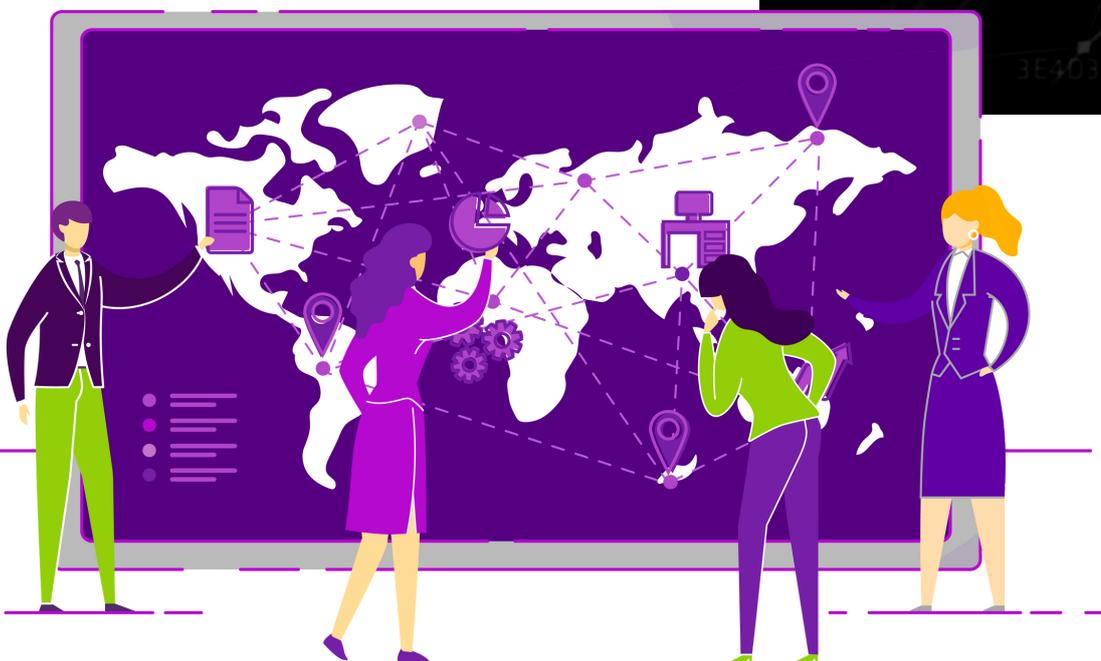
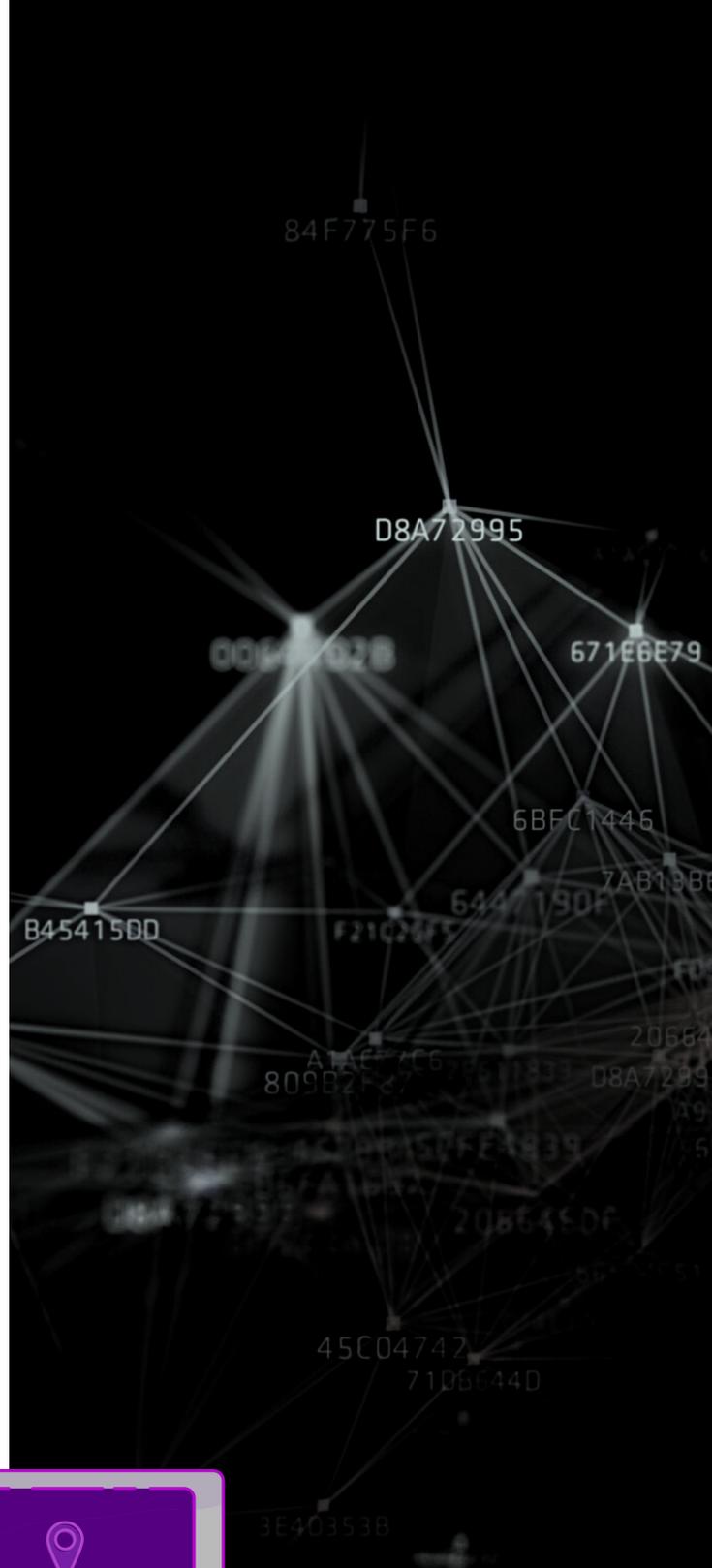
If you're interested in learning more about how a PEO can help your multinational company succeed, then it's time for you to contact us today. We'd be happy to serve as your very first relationship with an experienced and successful Global PEO with a network that you can leverage to guide your international success.

Thank you for reading this eBook, and we hope that you're able to make the right choice. Partnering with a PEO is your one-way ticket to a successful international expansion project, and we'll be happy to prove it to you.



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