

CASE STUDY

UK Tech Startup Navigates US Expansion with Hiline's Expert Guidance

"The support has just been brilliant. There's never a 'no' – there's always 'let's figure out a way forward' which I really like. [Sami] is really good. That's what I love about working with Hiline."



Arti Modhwadia
Fractional CFO

this+that

Finances Before

Complex US Tax Structure

Different state laws, multiple deadlines and country requirements created confusion

Limited US Experience

UK accounting knowledge didn't translate to US markets

Payroll Challenges

Uncertainty about best providers and setup for US employees

International Cash Management

Struggled with optimal timing for moving funds

Finances With Hiline

Expert Tax Navigation & Compliance

Clear guidance through state and federal requirements with timely filings

US Market Knowledge

Experienced team providing comprehensive US accounting support

Efficient Payroll Solutions

Quick implementation of optimal US payroll systems

Strategic Fund Management

Expert guidance on international cash movements

This+That

Mission

To strengthen human communication and social health, in the workplace and in life.

Industry

SaaS

Size

Less than 10

Onboarded

October 2023

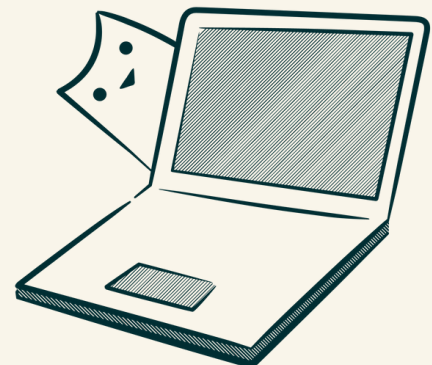
Services

Accounting

US Expansion

Taxes

HR & Payroll



About This+That

This+That builds AI meeting assistants that work with Slack, Google, and Microsoft. Their solution helps businesses track and manage key discussion topics, so that managers can run efficient and engaging meetings. The company's dashboard technology continuously gathers data throughout the day, helping organizations stay on top of critical business matters that require attention.

The Challenge

This+That knew early on they needed a US presence to grow. Their CEO had learned from past experience that waiting too long to expand to the US creates headaches down the road.

However, this transition presented complex financial and regulatory challenges. As a UK-trained accountant, Arti Modhwadia (the company's fractional CFO) found herself navigating unfamiliar territory with [US state and federal tax laws](#), multiple filing requirements, and different compliance standards. The company needed guidance on making the right decisions about US entity structure, tax efficiency, and compliance from the start to avoid costly mistakes that could impact its growth.

The Solution

Through a recommendation from the Startup CFO Network in the UK, This+That partnered with Hiline for their [US accounting needs](#).

Here's how Hiline got them up and running:

COMPREHENSIVE US FLIP SUPPORT

Hiline helped the team set up appropriate accounting systems specifically designed for the new international structure, ensuring seamless operations across both US and UK entities.

STRATEGIC TAX PLANNING AND EXECUTION

The Hiline team provided critical guidance on international tax implications, helping This+That navigate the complexities of operating in multiple jurisdictions. They implemented strategic approaches to optimize tax efficiency and showed them smart ways to move money between countries without surprise tax bills.

US EMPLOYMENT INFRASTRUCTURE

Hiline established efficient payroll systems for US employees and guided the company through setting up appropriate benefits and compensation structures. They ensured full compliance with US employment regulations while creating scalable systems to support the company's future growth and additional hires.

INTERNATIONAL BANKING AND TIME-CRITICAL FUND MANAGEMENT

Hiline helped This+That open their US bank accounts and provided guidance on international cash flow management. Hiline advised on the timing and strategy for moving funds between countries, ensuring proper controls and documentation processes were in place.

The Results

What could have been a stressful and risk-prone transition has become a structured, well-managed process. The company now operates with confidence in both UK and US markets, with clear visibility into their compliance obligations and financial planning needs.

Specific outcomes include:

- A properly structured US parent company with proper compliance measures in place
- Streamlined international operations with the ability to move money easily between the UK and US
- Properly structured payroll systems for US team members
- Quick answers through Hiline's experts when questions come up
- A scalable foundation for future growth in the US market

How Hiline Can Support Your UK-Based Business

If you're a UK company looking to expand to the US market, Hiline offers the expertise and support needed to navigate complex financial transitions. Our team specializes in helping international startups establish and grow their US presence with confidence.

[Reach out](#) to learn how we can guide your US expansion with straightforward accounting help, tax compliance, and financial planning that makes sense.

hiline.co/get-started

