

Red Note Consulting Inc.

红笺咨询

Cross-Border M&A Advisory

跨境并购顾问

Connecting Asian Investors with North American Opportunities

连接亚洲投资者与北美市场机会

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Your Trusted Partner for Cross-Border Transactions

您值得信赖的跨境交易伙伴

Red Note Consulting Inc. is a premier cross-border advisory firm headquartered in Washington State, USA, specializing in connecting Asian investors with high-potential opportunities across North America. Our bilingual team combines 16+ years of investment banking expertise with deep understanding of both Eastern and Western business cultures.

红笺咨询是一家总部位于美国华盛顿州的顶级跨境咨询公司，专注于连接亚洲投资者与北美高潜力投资机会。我们的双语团队拥有超过16年的投资银行专业经验，深谙东西方商业文化。

\$5B+ Transaction Exp.

Proven M&A Track Record of Senior Leadership

团队高管具备超50亿美元并购交易经验

Bilingual Expertise

Bridging East & West

双语双文化专业能力

End-to-End Advisory

Full Lifecycle Support

端到端顾问服务

AI-Empowered

Data-Driven Insights

AI赋能的咨询方法





Bridging East and West

连接东西方

Red Note Consulting Inc. was founded with a clear mission: to facilitate seamless cross-border transactions between Asia and North America. Based in Bellingham, Washington, we serve as a strategic bridge for investors seeking to establish, acquire, and grow businesses across the United States and Canada.

Headquarters 总部	Bellingham, WA, USA
Founded 成立时间	2025
Focus 专注领域	Cross-Border M&A, Business Development
Target Markets 目标市场	USA, Canada, Asia
Client Focus 客户定位	SMEs & Investment Projects



Connect You to North American Businesses

链接北美市场

Our unique value proposition stems from our ability to integrate Eastern and Western approaches, delivering customized solutions that address the specific challenges of cross-border transactions.

我们独特的价值主张源于整合东西方方法的能力，为跨境交易的特定挑战提供定制化解决方案。

01 **Deep Investment Banking Roots** 深厚投行背景

Our leadership brings 16+ years of experience from top-tier financial institutions, participating in deals involving Lyft, Impossible Foods, and Mobileye.

02 **Bicultural Expertise** 双文化专长

We understand the nuances of doing business in both Asian and North American markets, enabling smoother negotiations and integrations.

03 **Full-Cycle Support** 全周期支持

From deal sourcing to post-merger integration, we provide comprehensive support throughout the entire transaction lifecycle.

04 **AI-Enhanced Services** AI增强服务

We leverage cutting-edge AI tools to enhance research, analysis, and decision-making processes for better outcomes.

Comprehensive Advisory Solutions

全面的顾问解决方案

Red Note Consulting offers four integrated service pillars designed to support clients throughout their cross-border journey, from initial strategy to execution and ongoing operations.

红笺咨询提供四大整合服务支柱，全程支持客户的跨境业务发展，从初始战略到执行及持续运营。

01

Financial Advisory (M&A)

并购财务顾问

- Deal sourcing & identification
- Financial due diligence
- Valuation analysis
- Transaction execution

02

Business Establishment

企业设立

- Company formation
- Market entry strategy
- Reshoring solutions
- Regulatory compliance

03

Marketing & Branding

市场营销

- Cross-cultural marketing
- XiaoHongShu campaigns
- Brand positioning
- Content strategy

04

Operation Support

运营支持

- Accounting & Taxation
- Business registration
- Local management
- Operational coordination

M&A Advisory Capabilities

并购顾问

Expert Guidance Through Every Phase of Your Transaction

交易全流程的专业指导

With over 13 years of experience in investment banking and international M&A, our team delivers customized solutions that support your strategic goals. We specialize in cross-border transactions connecting Asian capital with North American opportunities.

凭借超过13年的投资银行和国际并购经验，我们的团队提供支持您战略目标的定制化解决方案。我们专注于连接亚洲资本与北美机会的跨境交易。



01

Deal Sourcing

交易寻源

Target identification, market screening, opportunity assessment
目标识别、市场筛选、机会评估

02

Due Diligence

尽职调查

Financial analysis, operational review, risk assessment
财务分析、运营审查、风险评估

03

Valuation

估值分析

DCF modeling, comparable analysis, precedent transactions
现金流折现模型、可比分析、先例交易

04

Execution

交易执行

Negotiation support, documentation, closing coordination
谈判支持、文件制作、交割协调

05

Integration

整合支持

Post-merger planning, synergy realization, management transition
并购后规划、协同效应实现、管理层过渡

Business Establishment Services

企业设立服务

Your Gateway to the North American Market 进入北美市场的门户

For investors looking to establish or expand operations in North America, we provide comprehensive support from initial planning through ongoing management.

对于希望在北美设立或扩展业务的投资者，我们提供从初始规划到持续管理的全面支持。

Reshoring Solutions

回流解决方案

We help businesses expand or relocate operations to the U.S., navigating regulatory requirements and optimizing operational efficiency.

Market Entry Strategy

市场进入策略

Our team develops tailored strategies for entering the U.S. and Canadian markets, considering industry dynamics, competitive landscape, and regulatory environment.

Full-Cycle Support

全周期企业支持

From business registration and setup to growth management, we coordinate all aspects of establishing your North American presence.

Industry Expertise

行业专长

Deep Sector Knowledge

深厚的行业知识

We focus on high-growth sectors where our cross-border expertise creates the most value, bridging market gaps between Asia and North America.

我们专注于高增长领域，利用跨境专业知识创造最大价值，弥合亚洲与北美之间的市场差距。

Consumer & Retail

消费与零售

Cross-border E-commerce, Brands, Food & Beverage, Lifestyle

Healthcare

医疗健康

Biotech, Medical Devices, Health Services, Wellness

TMT & Digital

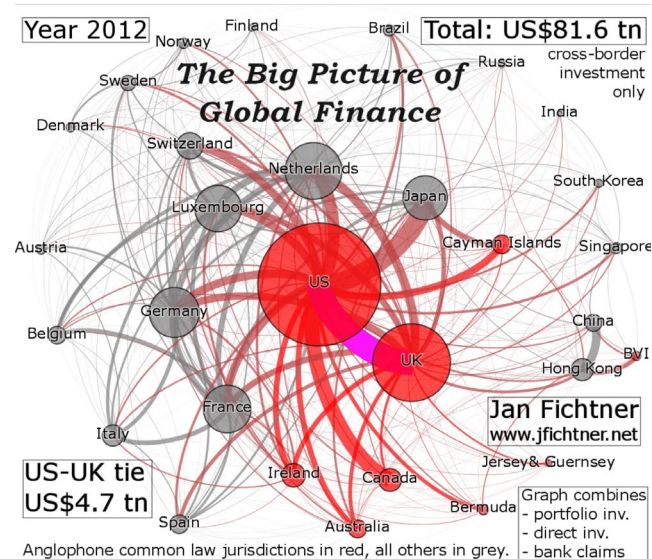
科技与数字媒体

SaaS, Digital Platforms, AdTech, Artificial Intelligence

Advanced Mfg.

先进制造

Automation, Clean Tech, Logistics, Industrial Tech





Andy Wei

Founder & President 创始人 & 总经理

Andy Wei is a seasoned investment banker with over 16 years of experience in capital markets and cross-border M&A. He has held senior positions at top-tier financial institutions and has successfully advised on landmark transactions involving global companies such as Lyft, Impossible Foods, and Mobileye.

Andy Wei 是一位拥有超过16年资本市场和跨境并购经验的资深投资银行家。他曾在顶级金融机构担任高级职务，并成功为包括 Lyft、Impossible Foods 和 Mobileye 在内的全球知名企业提供重大交易顾问服务。

Core Expertise | 核心专长

Cross-Border M&A

Capital Raising

Strategic Advisory

Tech & Consumer Sectors

跨境并购

资本融资

战略咨询



Javier Xu

Co-Founder 联合创始人

Javier Xu is a cross-border M&A and finance professional with hands-on experience in transaction support, valuation, and financial analysis across North America and Asia. His background spans investment analysis, accounting, and deal execution, supporting strategic acquisitions, restructurings, and growth initiatives for international clients entering the U.S. and Canadian markets.

Javier Xu 是一名专注于跨境并购与公司金融的专业人士，在北美及亚洲市场具备丰富的一线交易支持、估值分析与财务建模经验。他的职业背景涵盖投资分析、会计及交易执行，曾支持国际客户在进入美国及加拿大市场过程中推进战略性收购、重组及业务增长项目。

Core Expertise | 核心专长

Cross-Border M&A

Corporate Finance

Asset Bidding Advisory

U.S. Accounting & Taxation

跨境并购

资本融资

资产竞标咨询

Core Team 核心团队



A Multidisciplinary Team of Experts

多学科专家团队

Our strength lies in our diversity. We bring together professionals from finance, law, and industry backgrounds to provide comprehensive advisory services that address every aspect of your cross-border needs.

我们的优势在于多元化。我们汇集了来自金融、法律和行业背景的专业人士，提供全面的顾问服务，满足您跨境业务的各个方面需求。

Investment Banking 投资银行

Former bankers from top-tier firms specializing in execution and valuation.

Industry Specialists 行业专家

Deep sector knowledge in Technology, Consumer Goods, and Healthcare.

Compliance 合规

Experts in cross-border regulations, structuring, and risk management.

Market Research 市场研究

Data-driven analysts providing actionable market insights and trends.

Transaction Experience

交易经验



\$5B+

Transaction Participation
参与交易总额

16+

Years Experience
行业经验

Representative Experience

代表性案例

Our team members have held key positions at top-tier investment banks, participating in high-profile transactions across technology, consumer, and automotive sectors.

我们的团队成员曾在顶级投行担任关键职位，参与了科技、消费和汽车领域的知名交易。

Lyft

Strategic Advisory

Capital Markets & Strategic Growth Initiatives

Impossible Foods

Capital Raising

Private Placement & Strategic Investment

Mobileye

M&A Advisory

Cross-Border Acquisition & Integration

Confidential Client

Buy-Side M&A

Acquisition of North American Tech Asset

Our Process

服务流程

We employ a disciplined, five-phase approach to ensure every transaction is executed with precision, maximizing value while minimizing risk for our clients.

我们采用严谨的五阶段流程，确保每笔交易精准执行，在为客户将风险降至最低的同时实现价值最大化。

01

Preparation

项目准备

- Strategic review
- Valuation analysis
- Teaser creation

02

Marketing

市场推广

- Buyer identification
- Outreach campaign
- NDA execution

03

Due Diligence

尽职调查

- Data room setup
- Management presentation
- Q&A coordination

04

Negotiation

交易谈判

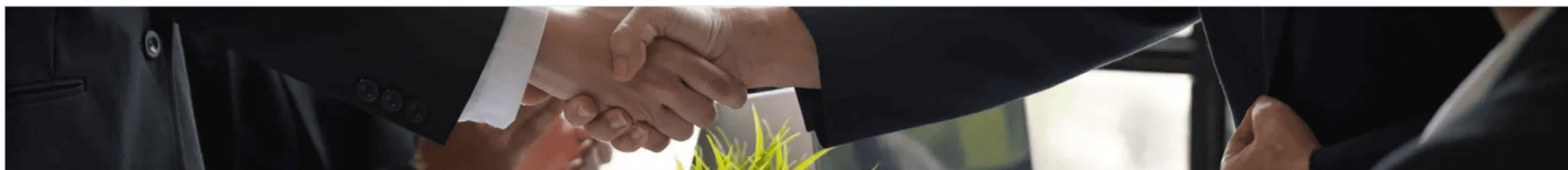
- LOI evaluation
- Deal structuring
- SPA negotiation

05

Closing

交易交割

- Final documentation
- Funds transfer
- Post-merger plan



Why Choose Us

为何选择我们

Your Strategic Partner for Success

您成功的战略合作伙伴

01 Cross-Border Specialization 跨境专长

We bridge the cultural, regulatory, and business gaps between Asian investors and North American opportunities.

我们弥合亚洲投资者与北美机会之间的文化、监管和商业差距。

02 Senior-Level Attention 高层关注

Every client engagement receives direct involvement and oversight from our Managing Directors.

每个客户项目都由我们的董事总经理直接参与和监督。

03 Holistic Approach 整体方案

We offer integrated solutions covering M&A, strategy, and operations for sustainable growth.

我们提供涵盖并购、战略和运营的整合解决方案，实现可持续增长。

04 Proven Results 卓越业绩

A track record of successfully closing complex international transactions and creating value.

成功完成复杂国际交易并创造价值的卓越记录。



"We are committed to your long-term success in the North American market."

Our Promise | 我们的承诺

Contact Us

联系我们

Let's discuss your strategic goals and how we can support your cross-border success.

让我们探讨您的战略目标，以及我们如何助力您的跨境业务成功。



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Thank You

谢谢

Red Note Consulting Inc.

Connecting Asian Investors with North American Opportunities

连接亚洲投资者与北美市场机会

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