

GLOBAL EXPANSION PLAYBOOK

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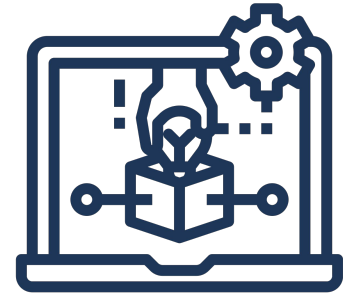
LAUNCH READINESS



Make sure you have business operations down pat in your home market



If you're "bored" in your home market, it's a good sign you're ready to expand



Software/online businesses can expand internationally more easily

LAUNCH PHASES

Phases	Timing	Steps
Phase 1: Due Diligence and Selection	1-2+ months	<ul style="list-style-type: none">• Engage local consultants• Evaluate market
Phase 2: Corporate Setup	2 months	<ul style="list-style-type: none">• Entity• Tax ID• Bank Account
Phase 3: Product Localization	3-4 months	<ul style="list-style-type: none">• Translations• Currency• Content Regionalization
Phase 4: Business Operations Setup	3 months	<ul style="list-style-type: none">• Hire GM• Hire Team• HR Setup

EVALUATING A MARKET



Customer Behavior



Regulatory landscape



Localization Requirements







Government and market conditions



Market size

EVALUATING A MARKET

Difficulty	Type of Countries	Countries in this category
 Easiest	English-speaking Western countries that are more comparable to the US	Canada, UK, Ireland, Scotland
 Intermediate	Stricter Western countries that have tighter regulations and heightened adherence to rules (less flexibility with your company as you look to expand there).	Germany, Japan
 Expert	The further east you go into the Middle East, Asia, or Africa, the more difficult it gets.	Middle East (Israel, UAE), Eastern European Countries (Poland, Hungary)
 Experts only	The hardest countries are those that have business cultures and governments that are very different from the US.	Russia, China

BUSINESS CASE

Market Sizing and Behavior



- Similarity to existing markets
- Influencer community
- Buyer behavior

Forecasted Market Share



- Existing market share time horizon
- Factors and features to accelerate share

Projected Investment



- Localization costs
- FTE costs
- Setup costs

Which roles do you need to have in-market, and for which can you rely on centralized resources?

	Must be local	Get local guidance	Can be run from HQ
General Manager	X		
Sales & Marketing	X		
People/HR		X	
Customer Support		X	
Product Development			X
Finance			X

PMO TOOLKIT

1

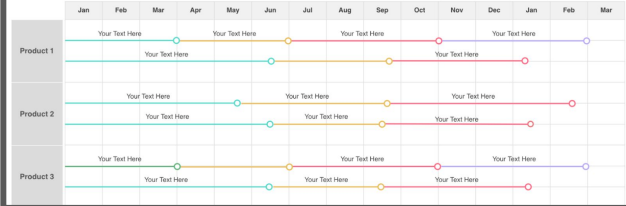
Requirements Checklist



2

Launch Timeline & Roadmap

Product Road Map Gantt Chart

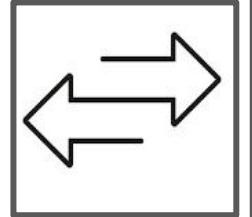


3

Communications Strategy



Meeting Touchpoints



Weekly Updates & Expansion Hub