TAKING A START-UP GLOBAL

GOING GLOBAL...

“It is Expensive.”

SO WHO AM I?

(3)(7)(14)(61)

(2)(4)(12)(25)(94)

(1000)(42)

(13)

IT STARTS WITH YOU

"It really depends on your business."

A. Cost verses benefit.

B. Evaluate your infrastructure.

C. Beware the hidden costs.

THE BUSINESS MODEL

"The hockey stick."

A. Understand the burn rate.

B. Products is a different beast to services.

C. Do a market analysis.

GOING OVERSEAS

"Know your foes and friends."

A. Travel.

B. Leverage UKTI and other associations.

C. Look for alliances and partnerships.

GO TO MARKET THINKING

"To win the game, you need to score."

A. Its all about the customers.

B. Create a strong go-to-market strategy.

C. Vet it with the experts.

SALES MODEL

"I like the zoom function on Google Map."

A. Be flexible on your sales channels.

B. Know your pipeline.

C. Match your supply with demand.

BE FLEXIBLE

"Shipping takes how long?"

A. Adjust for time zones.

B. Customer service has to be a priority.

C. Be prepared for scale.

TALENT IS EVERYTHING

"I am the VP of Global Sales."

A. Hiring adds complexity.

B. Understand local verses international hiring.

C. Centralize decision making.

BE SMART

"There is a time and place."

A. Leverage everyone around you.

B. International growth has to be strategic.

C. It's all about timing.

THE NEXT LAST 40 MINUTES

It **starts** with you, understand your **Business Model**, get to know the **market**, see it for **yourself**, build your **GTM**, be **wary**, always **ask** for help, **hire** the best and be **smart**.

"Global Expansion puts Pressure on your Business."

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UK Trade
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THE GLOBAL SPOTLIGHT ON UK INNOVATION

GREAT
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