

GrowthWheel for Export and Internationalization

30+ Decision Sheets to help your clients go international



+ 20 more Decision Sheets

Learn everything about the GrowthWheel Toolbox
and the online Business Advisory Platform

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GrowthWheel International Inc.

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TO EXPORT
THINK LIKE A START-UP

 GrowthWheel®



To export —think like a start-up

When a business goes international, their challenges grow globally as well. Whether your client is about to export for the first time or has direct foreign investment, there are many decisions to make and actions to take to ensure their exporting is successful.

It can be a challenge to advise an established company going into a new international market. —Next time, suggest they think like a start-up!

When an established company sets out on a journey to enter a new market, it's facing some of the same decisions that face an early start-up.

The start-up company is making decisions for the first time about its products and services, how to build customer relations, who to partner with, how much to invest, etc.

For the export company it's the same —because all decisions that were made for the business in the home market are now on the table again.

Create an attractive **BUSINESS CONCEPT**



Build lasting **CUSTOMER RELATIONS**

Establish a strong **ORGANIZATION**

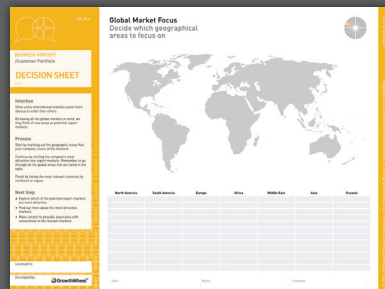
Maintain profitable **OPERATIONS**

GrowthWheel is a visual toolbox and an online platform for business advisors and their clients to make decisions with a 360° perspective.

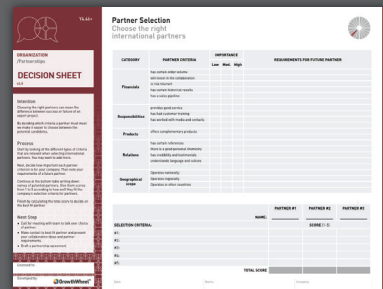
One of our tools is a pack of 30+ visual Decision Sheets that help Export Advisors take clients through a process where they understand alternatives and reach decisions.

Check to see if some of the decisions you see here are relevant for your clients and talk to us if you want to learn more.

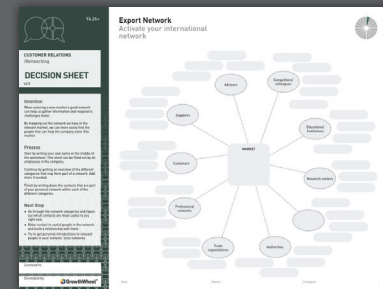
- Export Motivations** Formulate the purpose of going into a new market
- Product Adaptation** Explore the possibilities for adjusting the products and services
- International Pricing** Make price policies for the foreign market
- Export Approach** Choose the right approach to export
- Global Market Focus** Decide which geographical areas to focus on
- Market Criteria** Choose the right international markets
- Market Attractiveness** Review attractiveness of the focus markets
- Barriers to Entry** Map the barriers to entry in international markets
- Market Information** Decide what market information to gather and how to do it
- International Logistics** Decide how to ship, store, and produce your products and services
- Customer Acquisition Costs** Add up the costs per customer for entering a new market
- Market Launch Plan** Make a time schedule for the market entry
- Export Network** Activate your international network
- Export Partners** Choose the right advisors and local partners
- Business Platform** Choose the right platform for export or market entry
- Market Check** Do a market check before market entry
- Business Adaptation** Adapt the company's business to the new market
- Language Adaptation** Explore the need for language adaptation
- Export Law** Go through the legal part of the internationalization process
- Export Documentation** Decide which documents you need for the export process
- Task Delegation** Choose which tasks to delegate to local partners
- Partner Selection** Choose the right international partners
- Export Payment** Choose the right payment method
- Partnership Agreement** Clarify the components of partnership agreements
- Partner Communication** Make an annual schedule for communicating with the partners
- Risk Analysis** Review risk probability and consequence and decide preventive steps



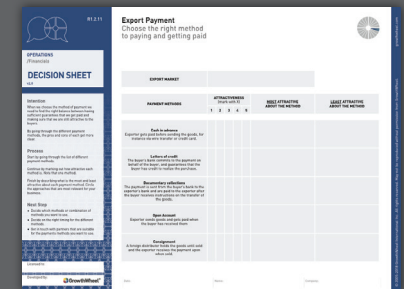
Global Market Focus
Often some international markets seem more obvious to enter than others. By having all the global markets in mind, we may think of new areas as potential export markets.



Partner Selection
The right export partner can mean the difference between success or failure. By deciding which criteria a partner must meet we make it easier to choose between potential candidates.



Export Network
When entering a new market a good network can help us gather information and respond to challenges faster. By mapping out our network, we can more easily find people who can help.



Export Payment
When choosing the payment method we need to find the right balance between having sufficient guarantees that we get paid and making sure that we are still attractive to the buyers.