



**SKOLKOVO // GTM Team**

**GTM approach to International Expansion**

**December 2019**

# СЕГОДНЯ У МИКРОФОНА

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**ЕГОР ЯКОВЛЕВ**

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# 6.8x

**B2B Technology Market in Germany alone had sales 6.8x Russia's entire IT market<sup>1</sup>**

# 29.7x

**Investment: In 2018, VC Investments in the EU was 29.7x greater than those in Russia.<sup>2</sup>**

# 80%

**In 2018 3-D printers producer Anisoprint started international expansion, and 80% of Revenue is International**

<sup>1</sup> [Deloitte](#) & [IDC](#)

<sup>2</sup> [Dsight](#) & [Dealroom](#)



## Five key struggles for start-ups to go international

Growing  
Start-Ups  
Often  
Struggle  
With

1



Defining the **right market niche** for their product

2



Success in completing international **client deals & pilot projects**

3



**Correct pricing decisions**

4



Overcoming **product adaption** barriers in target market

5



**Fundraising** and **negotiating** with international investors

# Key aspects to successfully enter the international market

1

## Strategy Development



- Country focus and market segmentation
- Product-Market-Fit
- Sales Roadmap and Partner Acquisition plan
- Pricing development plan

## Market Entry Preparation



- Operation roll-out plan
- Negotiation with buyers and partners
- Maintaning the relationship

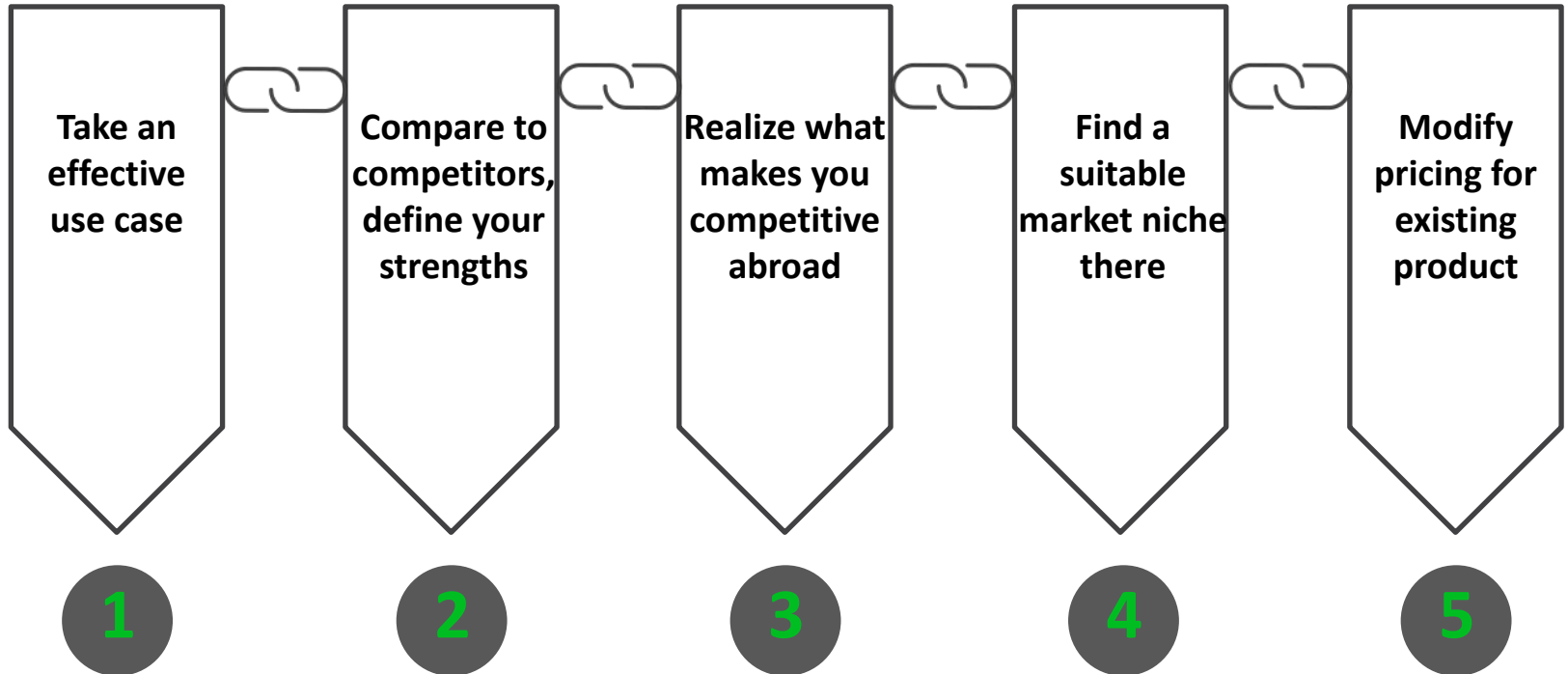
3

## International Fundraising

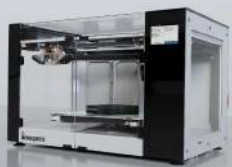


- International deal structuring
- Pitch material preparation
- Identification of international investors

2



# Anisoprint company successfully modified their pricing for the European market entry



## Client background and situation

- Patented technology for continuous fiber printing
- Ready-to-sell product A4 composer

## Solution

- Analysed competitors and doubled the prices and increased margins by 40%
- Proposed distributors sales strategy

## Results

- Has strong sales in Germany: BMW, Airbus, Schaeffler etc
- Serial production and offices in the EU

# ServiceSoft company successfully modified their product for the European market entry



## Client background and situation

- Successful in oil&gas industry in Russia
- Developed a new product for asset tracking based on satellite service Iridium for marine industry

## Solution

- Identified relevant sales channels and proposed a sales strategy
- Talked to industry experts
- Focus on marine industry
- Optimised pricing

## Results

- New product was developed, all irrelevant features were taken out
- Cost of the equipment was reduced by 2 times, making the product price competitive in the market
- Attracted new partners in the EU



**Before the meeting**

- **Understand the need** and prepare something to show immediately in case if needed to go on with the meeting
- **Approach the right people** to set the meeting, do a proper research online

**During the meeting**

- **Manage the time carefully** and think about the proposal/cooperation instead of presenting your company for 20 min
- Make sure **that the person is empowered to carry out decisions**
- Clarify the next steps

**After the meeting**

- **FOLLOW-UP, FOLLOW-UP, FOLLOW-UP**
- Implement the next steps
- Follow the arrangements

## Exhibitions

### Purpose

- Present your product
- Obtain contacts of potential partners and pitch your product to them
- Identify competitors approach for marketing their product

### Approach

- Prepare a target list of companies relevant for your company
- Make a workshop or presentation during the expo (ideal)
- Buy a stand (optional)

### Next steps

- Prepare a list of expos in your industry
- Prioritize them

## Experts

- Obtain an expertise in a target industry in the most efficient way

- Talk to relevant people during exhibitions and conferences
- Talk to regulatory authorities
- Talk to potential clients/companies in your sector, which are already present in the market

- Plan 2-3 expert interviews for your expansion to a target market

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