MIND COOKERY TRAINING

Beyond Borders

Startup scaling & global expansion: going further by going less wide

Beyond Borders is a training on startup scaling and global expansion. It makes the case that startups go further by going deep in one or two well-chosen markets, then using them as stepping stones to the next, rather than spreading thin across many. Grounded in market and startup-failure data, it covers how to choose and sequence markets, sell across cultures, build the sales engine, fund the expansion and get the company ready, before tackling the hardest question of all: when to enter the US.

WHAT PARTICIPANTS TAKE AWAY

- **A three-phase roadmap:** audit your readiness honestly, rank target markets on weighted criteria, then commit to the entry model your profile actually supports.
- **Market sequencing:** use logistical, cultural, regulatory and economic proximity, and the island-hopping principle of choosing for leverage, not size.
- **Cultural intelligence:** five dimensions to map before entering a market, illustrated by Uber's $1B-a-year retreat from China.
- **The sales engine:** when to move from founder-led sales to a first AE and a scaling team, and how to budget and staff the first 18 months in market.
- **Funding and readiness:** run fundraising like a sales pipeline, and put governance, legal, financial and trust foundations in place before scaling.

PROGRAMME

— **Market Context**
The evidence behind the strategy

— **The Expansion Roadmap**
Audit, prioritise, select

01 **The Expansion Paradox**
Depth before breadth

02 **Strategic Metaphor**
MacArthur's island-hopping

03 **Market Sequence**
Start with what's close

04 **Cultural Intelligence**
Including the Uber China case study

05 **Founder-Led Growth**
Sell it yourself, then hire well

06 **Go-to-Market Discipline**
Budget and team as arithmetic

07 **Raising Capital**
Fundraising as a sales process

08 **Governance & Readiness**
Get the boring things right

09 **The US Question**
UK & Netherlands as stepping stones

WHO IT IS FOR

Founders, CEOs and commercial leaders of SaaS and tech startups planning their first, or next, international market.

> *"Depth before breadth. The startup graveyard is full of decks that confused activity with progress."*

Kerim Alain Bertrand · Founder, Mind Cookery