MIND COOKERY TRAINING

Global Expansion Readiness Framework

A hands-on, scored exercise for B2B SaaS companies going international

Global Expansion Readiness is a training exercise on assessing whether a B2B SaaS company is ready to expand internationally, and how it should go about it. Participants work through two practical tools: a 90-point readiness assessment across five areas, which places the company as Ready, Somewhat Ready or Not Ready, and a three-phase strategic planning toolkit that audits internal readiness, ranks target markets and identifies the best-fit entry model. The aim is to replace gut feeling with data-driven decisions, reducing risk and raising the odds of success.

WHAT PARTICIPANTS TAKE AWAY

- **An objective readiness score:** grade 30 statements from 0 to 3 across product and market fit, financials, go-to-market, legal and operations, and team.
- **A clear verdict:** 75–90 is Ready; 50–74 is Somewhat Ready, where a soft or limited launch makes sense; below 50 means pausing 3–6 months to strengthen the core.
- **Market prioritisation:** rate candidate markets on potential, cultural and logistical proximity, competition, cost of entry and regulatory ease, then focus on one or two.
- **The right entry model:** a weighted selector that scores your fit for a local recruit, a home-grown champion or a reseller network, and shows when a hybrid works best.
- **A roadmap, not just a score:** your weakest sections become the pre-expansion to-do list, debated and decided in a leadership workshop.

PROGRAMME

01	**Product & Market Fit** Localisation, demand, pricing, scalability	06	**Scoring & Interpretation** Ready, Somewhat Ready or Not Ready
02	**Business Model & Financials** Budget, unit economics, runway	07	**Internal Readiness Audit** Product, financials, team, legal
03	**Go-to-Market & Sales** ICP, entry model, pipeline, partners	08	**Market Prioritization Matrix** Rank target markets on five criteria
04	**Legal, Tax & Operations** Entity, compliance, data, IP, HR	09	**Expansion Strategy Selector** Local recruit, champion or reseller
05	**Team & Talent** Leadership, local hires, cultural agility	10	**Leadership Workshop** From scores to an expansion roadmap

WHO IT IS FOR

SaaS founders, CEOs and executive teams weighing their first or next international market, ideally working through the exercise together.

> *"Replace gut feelings with data-driven decisions, and turn your weakest scores into your expansion roadmap."*

Kerim Alain Bertrand · Founder, Mind Cookery