

BUILDING YOUR GLOBAL GROWTH STRATEGY

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6

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MARKET

1. PROBLEM

2. MARKET NEED

3. MARKET POTENTIAL

4. MARKET ACCESS

PRODUCT

5. PRODUCT

6. BUSINESS MODEL

7. SALES

8. TRACTION

TEAM

9. TEAM

10. BOARD / ADVISORY

11. ACCELERATORS

12. KEY PARTNERS

FINANCIAL

13. SOFT FUNDERS

14. KEY INVESTORS

15. FUNDING ROUND

16. POTENTIAL EXITS

REVENUE

IPO

EXIT



Scale-Up Map



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