















# International Expansion Scoping Canvas

 <h2>Organizational Goal</h2> <ul style="list-style-type: none"> <li>• What is your organizations goal? Think in line of your value proposition</li> </ul>	 <h2>Global Goal</h2> <ul style="list-style-type: none"> <li>• How does expanding internationally play a role in the long-term growth of your organization?</li> </ul>
<p><b>Region/Country/City: _____</b></p>	
 <h2>Team/ Stakeholders</h2> <ul style="list-style-type: none"> <li>• Are all leadership members and C-suite on-board for international expansion?</li> <li>• Is the organization’s culture and mindset ready to grow beyond borders?</li> <li>• Have you prepared your team for international expansion?</li> <li>• How will you manage the transition?</li> <li>• Have you communicated the change plan clearly to everyone?</li> </ul>	 <h2>Technology</h2> <ul style="list-style-type: none"> <li>• Do you have the technology to effectively scale into a new market?</li> <li>• Is your technology ready to take on the changes? Here are a few to think off:             <ul style="list-style-type: none"> <li>○ Evaluate back-end infrastructure</li> <li>○ Security systems</li> <li>○ Multiple languages</li> <li>○ UX adjustments by region</li> <li>○ Market related standard by region</li> <li>○ Currency adjustments and payment</li> </ul> </li> </ul>
 <h2>Why does the market need your product?</h2> <ul style="list-style-type: none"> <li>• What is the demand for your product in this region? Do you have data to support it?</li> <li>• What localization does your product need to suit the region?</li> <li>• How much effort would be needed for product education? Is it a need or a want?</li> <li>• What would be your product’s lifecycle?</li> <li>• What other similar products are in the market? Who would be your competitors?</li> </ul>	 <h2>Why do you need to be in this market?</h2> <ul style="list-style-type: none"> <li>• Why are you attracted to this market?</li> <li>• Who is your target market in that region?</li> <li>• What is your Total Addressable Market (TAM)?</li> <li>• What is the potential for future growth into other regions? Are you using this region as an entry point?</li> <li>• Do you have a reference customer or potential lead?</li> <li>• Are there potential distributors or partners you can work with?</li> </ul>
<p><b>Do you have product market fit in the region?</b></p>	
 <h2>Risks &amp; Mitigation</h2> <ul style="list-style-type: none"> <li>• Consider the government, political, and regulatory environment in that region?</li> <li>• What are the legal and tax implications for that country? Consider global tax planning and withholding taxes.</li> <li>• What kind of entity are you able to setup there as foreign company? (LLC, JV, etc.)</li> <li>• What are the labor laws and standards of that region?</li> <li>• How will you protect your IP?</li> <li>• What is the ease of doing business look like?</li> </ul>	

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