

THE WORKSHOP

WHAT TO EXPECT



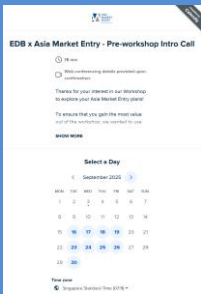
In partnership with:



THE WORKSHOP: OUR 3-STEP WORKSHOP PROCESS

PRE-WORKSHOP

15 Minute Get-To-Know You Session

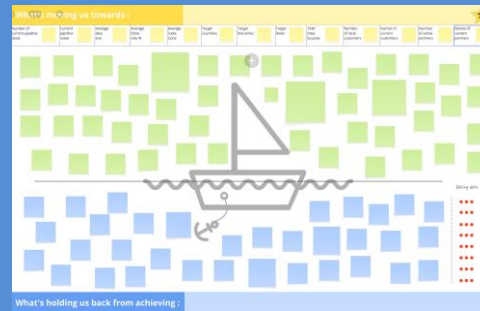


- Meet and Greet
- Explanation of the Workshop process and what to expect
- Discuss who from your team should attend
- Discuss your high-level Asia goals and agree focus topic areas for the Workshop
- Answer any of your open questions about the program



THE WORKSHOP

One-hour 1-2-1 online Workshop using Miro

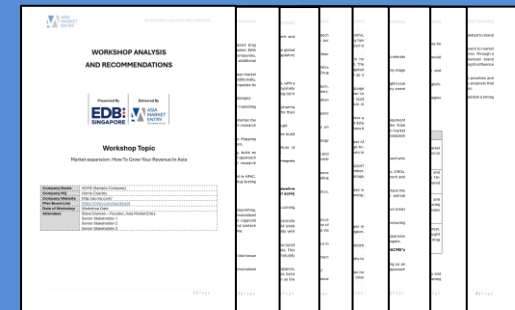


- Identify short and medium-term revenue growth challenges in Asia.
- Focus on critical issues
- Highlight key questions for your next expansion stage.
- Answer team questions on revenue growth in Asia
- Document findings in Miro



POST-WORKSHOP

Documented Analysis of Findings from the Workshop



- Identification of expansion Issues you need to address and prioritisation on what you need to do next
- Identify key questions to be answered in the short term
- Identification of stakeholders you should meet in market
- Suggest tasking to be done next and by who and identify how to measure expansion success





COMPANIES

- **Industry:** Any
- **International Growth:** Must be strategically looking to grow revenue in international markets
- **Region:** Can be located anywhere in the World, expanding to anywhere in the World
- **Product Readiness:** Must have a market-ready product or service
- **Employees:** Minimum of Five
- **Annual Revenue:** Minimum of SGD\$500k ARR
- **Customers:** Must have evidence of at least three paying customers in their home market



PEOPLE

Senior stakeholders in your business that have a vested interest in the company growing its business in Asia. Typical attendees that attend include:

- Founders
- Chief Executive Officer
- Chief Finance Officer
- Head of Sales or Growth
- Head of Marketing
- Head of Partnerships
- Regional Asia Head

THE WORKSHOP: WHAT TO EXPECT

Total Duration: 1 hour

Format and Location: Online Over Zoom

Agenda:

1. **Workshop kick-off and introductions:** 5 mins
2. **Warm-up & roll-call in Miro:** 5 mins
3. **Goal setting in Miro:** 5 mins
4. **What's working well for your business that brings you to explore new markets?:** 15 mins
5. **What's holding you back with your expansion?:** 25 mins
6. **Prioritisation Exercise and Wrap:** 5 mins

The workshop will focus on the following critical discussion areas and questions:

- **New market evidence:** why you think your target market is good for your business
- **Revenue growth:** current revenue metrics, and target market goals
- **Partnerships:** channel strategy.
- **Marketing strategies:** direct pipeline and brand awareness
- **Sales operations:** sales process repeatability
- **Market support:** resourcing your new market

POST-WORKSHOP DELIVERABLE: WHAT IT INCLUDES



A 3000 Word Analysis and Recommendations Report

Company Overview:

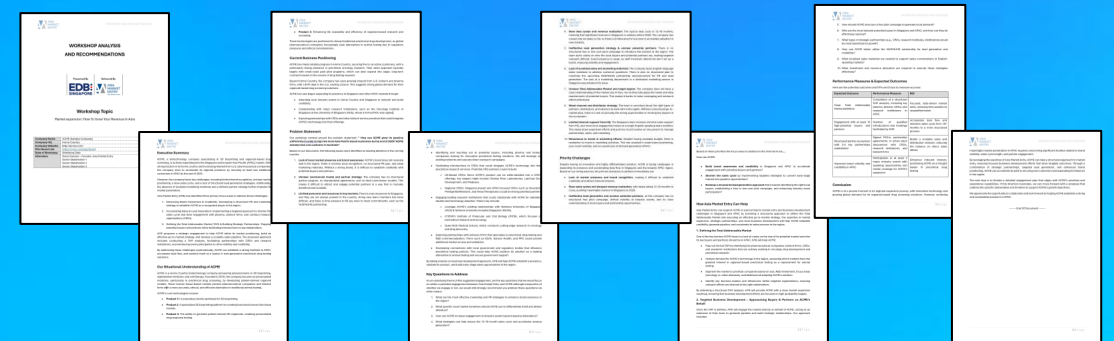
- Situational Understanding and Brief description of the company's core offerings and goals for the region.
- Synthesis of what's holding your business back
- Prioritisation of issues to solve in the short, medium and long term
- Actional next steps on how to tackle each issue

Connections To Meet

- Suggestion of local stakeholders to meet and how to reach them
- Personal introductions to local stakeholders where appropriate

Recommendations and Outputs

- Clear pathways on how to validate new markets
- Best practice on how create new pipeline in new markets
- How to build and grow channel partnerships
- How to build brand presence through localised marketing
- How to prioritise which countries to target first
- How grants can help you fund your expansion.
- Prioritisation of what to do next, and in what order



Book Your Workshop Today

<https://www.asiamarketentry.com/book-a-workshop>



Steve Dawson, Founder

A: 56a/b Boat Quay, Singapore

W: www.asiamarketentry.com

E: contact@asiamarketentry.com

T: +65 93718000

