

## ...Before starting: expansion plan header

**Expansion name:** how you will call it internally.

**Target dates:** estimated start and evaluation of results.

**Responsible person and team:** who leads and who executes or provides support.

**Clear objective:** what you want to achieve and in what timeframe. Example: "2 pilots in 8 weeks in Germany."

**Adapted value proposition:** differential message for that country.

**Target pricing:** estimated price range to be competitive.

**Entry channels:** how you will enter (direct, partners, hubs, etc.)

**Total budget:** global cap and distribution by phases.

**Tracking tools:** CRM or sheet + KPI dashboard.

**Rules to move forward or stop:** criteria to continue, pivot, or pause.

# INTERNATIONALIZATION CHECKLIST TEMPLATE FOR YOUR STARTUP

With the following checklist, you can verify if your startup is ready to start an internationalization process.

Phase 1 – Strategy and Market Fit	Phase 2 – Product and Value Proposition	Phase 3 – Business Model and Financial Viability	Phase 4 – Legal, Tax, and Regulatory Framework
<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Reason:</b> I have defined why I want to internationalize (growth, diversification, demand, existing client, etc.)</li> <li><input type="checkbox"/> <b>Priority markets:</b> I have identified 1 or 2 priority markets (not too many at once)</li> <li><input type="checkbox"/> <b>Market size:</b> I have estimated the market size (TAM, SAM, and SOM) for the target country</li> <li><input type="checkbox"/> <b>Real need:</b> I have validated that there is a real need for my solution in that market</li> <li><input type="checkbox"/> <b>Competition:</b> I have analyzed local and international competitors</li> <li><input type="checkbox"/> <b>Differentiation:</b> I have a differential value proposition compared to local competition</li> <li><input type="checkbox"/> <b>Entry type:</b> I have defined whether I will enter as a pilot/test or permanent establishment</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Validation:</b> I have validated my product with users, clients, or pilot tests in the country</li> <li><input type="checkbox"/> <b>Local message:</b> I have adapted language, narrative, and pitch to the cultural context</li> <li><input type="checkbox"/> <b>Competitive pricing:</b> pricing fits the market and local purchasing power</li> <li><input type="checkbox"/> <b>Adaptations:</b> I have assessed whether technical, regulatory, or cultural adaptations are needed</li> <li><input type="checkbox"/> <b>References:</b> I have use cases or pilots that can serve as credible references</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Revenue:</b> I have defined the revenue generation model for the new market</li> <li><input type="checkbox"/> <b>Break-even:</b> I have calculated the break-even point for the international market</li> <li><input type="checkbox"/> <b>Profitability:</b> I have analyzed market profitability after taxes, logistics, and partners</li> <li><input type="checkbox"/> <b>Budget:</b> I have defined a specific internationalization budget</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Legal barriers:</b> I have detected requirements that could prevent operating in the market</li> <li><input type="checkbox"/> <b>Expert validation:</b> I have checked regulations with specialists or local sources</li> <li><input type="checkbox"/> <b>Licenses:</b> I have analyzed the need for certifications, permits, or approvals</li> <li><input type="checkbox"/> <b>Legal form:</b> I have defined whether I will enter with a subsidiary, branch, partner, or distributor</li> <li><input type="checkbox"/> <b>Taxation:</b> I know the tax impact and fiscal obligations of the country</li> <li><input type="checkbox"/> <b>Intellectual property:</b> my intellectual property and brand are internationally protected</li> </ul>

With the following checklist, you can verify if your startup is ready to start an internationalization process.

Phase 5 – Team and Internal Capabilities	Phase 6 – Go-to-Market and Commercial Strategy	Phase 7 – Funding and Growth Support	Phase 8 – Risks and Monitoring
<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Alignment:</b> the founding team is aligned with the international strategy</li> <li><input type="checkbox"/> <b>Experience:</b> I have key people with international experience or knowledge</li> <li><input type="checkbox"/> <b>Scalability:</b> the team and current processes are ready to scale without losing agility</li> <li><input type="checkbox"/> <b>Multi-market capacity:</b> I can manage more than one market at the same time</li> <li><input type="checkbox"/> <b>Responsible roles:</b> I have defined clear responsible roles for international expansion</li> <li><input type="checkbox"/> <b>Team resources:</b> I have allocated time and people to execute the expansion</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Entry channel:</b> I have defined and validated the main entry channel in the target market (direct sales, partners, distributors, online)</li> <li><input type="checkbox"/> <b>Early adopters:</b> I have a clear list of potential first customers</li> <li><input type="checkbox"/> <b>Pre-entry conversations:</b> I have spoken with local prospects before entry</li> <li><input type="checkbox"/> <b>Adapted strategy:</b> marketing and sales are adapted to the market</li> <li><input type="checkbox"/> <b>Local ecosystem:</b> I have explored hubs, support programs, or entry partners</li> <li><input type="checkbox"/> <b>Materials in local language:</b> I have commercial materials in the local language</li> <li><input type="checkbox"/> <b>Allies:</b> I have identified partners, advocates, or key figures in the market</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Runway:</b> I have funding for 12 months of international expansion</li> <li><input type="checkbox"/> <b>Support programs:</b> I have identified public or private internationalization programs</li> <li><input type="checkbox"/> <b>International investors:</b> I know investors or financial entities with an international focus</li> <li><input type="checkbox"/> <b>Cash flow:</b> I have modeled the impact of expansion on cash flow</li> <li><input type="checkbox"/> <b>Plan B:</b> I have a plan B if entry into the target market is slower than expected</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Risks:</b> I have identified the main risks (regulatory, financial, operational)</li> <li><input type="checkbox"/> <b>Local KPIs:</b> I have specific metrics for that market</li> <li><input type="checkbox"/> <b>Decision criteria:</b> I have defined clear criteria to continue, pivot, or exit the market</li> <li><input type="checkbox"/> <b>Monitoring:</b> I have a periodic monitoring and reporting system</li> <li><input type="checkbox"/> <b>Evaluation horizon:</b> I have defined a timeframe to evaluate results in the new market</li> </ul>