

GLOBAL MARKET ENTRY PROGRAMME

Workshop 'Validation'

September 4th, 2025

PARTICIPANTS OF THE GMEP '25



EFUELUTION



WORD OF WELCOME BY THE ORGANISATION

◆ The City
The Partners
The **Hague.**



TODAY'S AGENDA

Workshop 'Validation' - September 4th

- 14:00 - 14:15** Welcome & Introduction
- 14:15 - 15:10 MO Analysis Results
- 15:10 - 15:30 Validation
- 15:30 - 15:45 Coffee Break
- 15:45 - 16:00 Intro GTM Strategy
- 16:00 - 16:15 Prep for Market Expert Breakouts
- 16:15 - 16:45 Country Expert Breakouts (FR / DE)
- 16:45 - 17:00 Learnings & Wrap-up



This session consists of



Plenary & break-out discussions



Learnings from experts by video



Content we have collected and created



Assignments

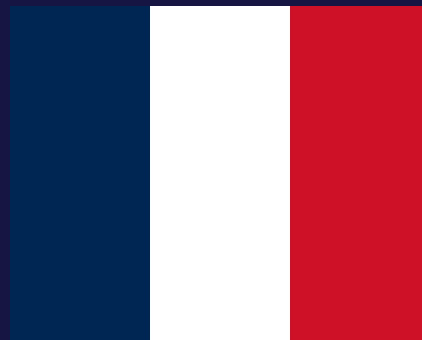


Kirra Pickering
International Programme
Lead DutchBasecamp



Fanni Burai
International Project Coordinator
DutchBasecamp

COUNTRY EXPERTS



RULES OF ENGAGEMENT



LET'S AGREE THAT



We use the Chatham house rules



We make it interactive!



We respect each other's time and are prepared



We have fun, learn from and interact with each other

GOALS OF TODAY

- ❑ Sharpen your **MO-analysis**
- ❑ Examine your **validation strategy** and **resource options**
- ❑ Introduction to building your **Go-to-Market strategy**



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40 MIN

BREAK-OUT SESSION DISCUSS MO-ANALYSIS

- ▶ Each company has 3 minutes to present + a few min of questions/feedback:
 - Your decisive parameters for market attractiveness
 - What you are looking for in a market fit
 - Your biggest assumptions
 - What you need to validate

- ▶ You'll be split up into 3 groups





First results MO-analysis

- Which market are you focussing on (Germany / France)?
- What are the most important parameters that determine your local market fit (Size & Growth, Pricing, Competition, Regulations, The Need, Culture)?
Name the most important ones
- What are your biggest assumptions you are making about Germany / France?
- Which implications do these assumptions have on your GTM Strategy for Germany / France?



How you can help me & I can help you:

- What do you still need to validate, and do you have an idea how you are going to validate this?
- How can the other participants or Country Experts help you with this? *E.g. I am looking for data about a specific topic, I am looking for an expert with knowledge about a market and / or a specific topic.*
- Have you found any useful resources, contacts or anything else that could be relevant to the other participants? *E.g. I have a useful contact that knows everything about a market and / or a specific topic*



EFUELUTION



human insight



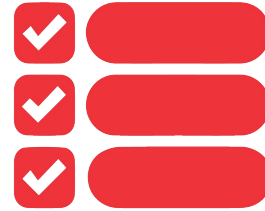




Insights to share?

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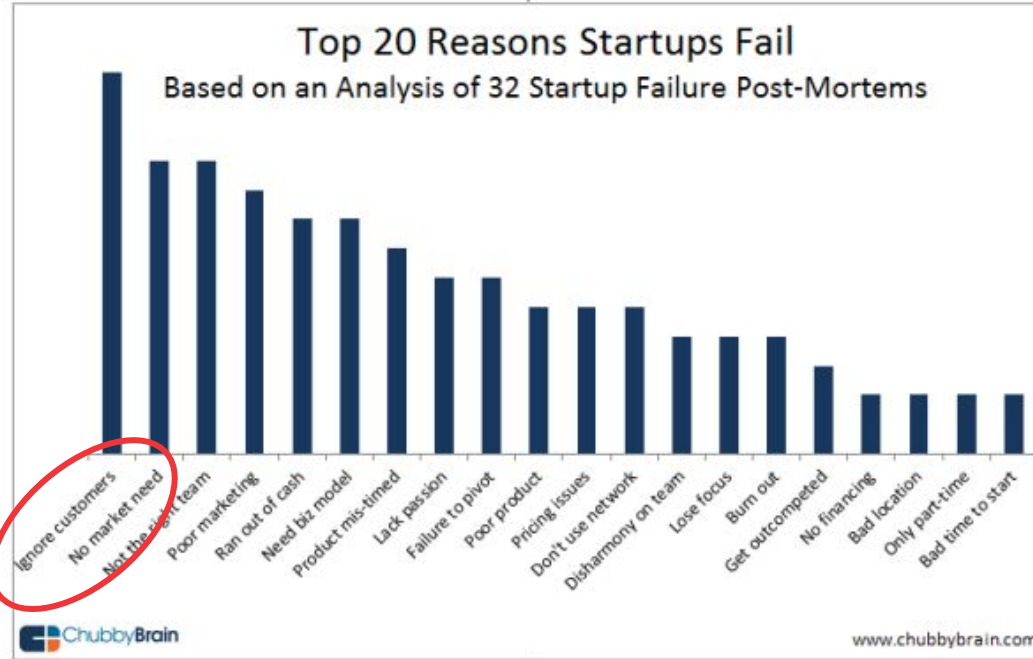
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Next step is to **validate** your
key assumptions

WHY VALIDATE?



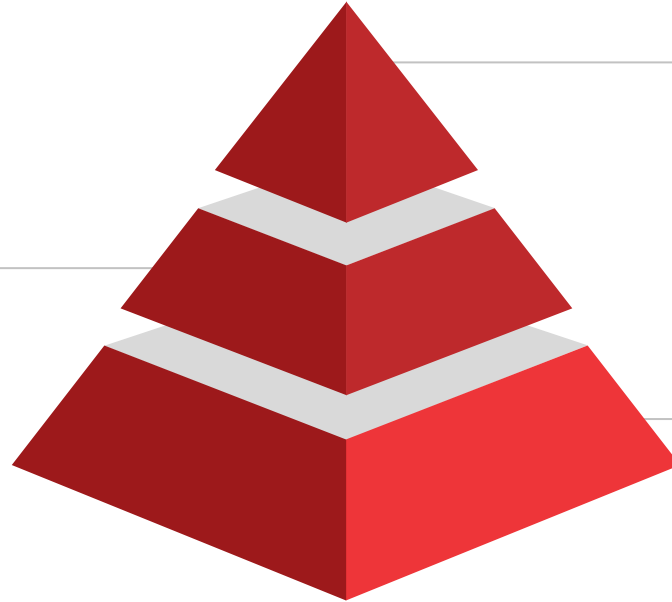
How to **validate** your assumptions?

PYRAMID OF VALIDATION

Customer Interviews

Understand local customer through qualitative research

2



Experiments

Validate assumptions by measuring purchase intention

3

Market Intelligence

Insights in the dynamics of the market through desk research and expert interviews

1

PYRAMID OF VALIDATION

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1. MARKET OPPORTUNITY



Size & Growth



The Need



Competition



Pricing



Regulation



Culture

MARKET INTELLIGENCE: DESK RESEARCH & EXPERT INTERVIEWS

Discover “hard“ factors with quantitative
analysis

1. MARKET OPPORTUNITY



Size & Growth



The Need



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Culture

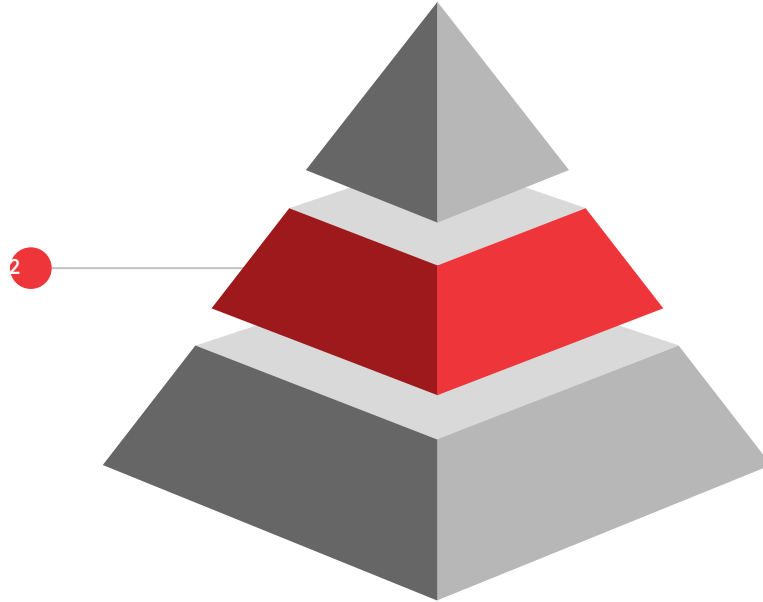
CUSTOMER INTERVIEWS & EXPERIMENTS

Discover “soft“ factors with qualitative
analysis

PYRAMID OF VALIDATION

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SPEAK TO LOCALS



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Culture

WHICH PARAMETERS CAN'T YOU MEASURE YET?

What are the key assumptions you need to validate through customer interviews?

How do **potential clients** look at the
problem you solve?

Understand the **local context**



Who has already done this?
Insights to share?

**Don't pitch your product,
but focus on **the problem you solve****

**This is not new, but it is a crucial
element and structurally
underestimated**

The risk?
Bias.

THREE FUNDAMENTAL RULES TO PREVENT BIAS

Rule 1	Avoid exposing your ego & feel
Rule 2	Any form of hypothetical is worthless. Replies will be too optimistic
Rule 3	Ask people to do you a favour. It makes them feel good about themselves

RIGHT & WRONG WHEN DOING INTERVIEWS

	Right	Wrong
Rule 1	Talk about them & listen more	Talk about your idea & talk more
Rule 2	Specifics in the past	Generics or opinions about the future
Rule 3	Ask for an introduction	Ask them to correct your mistakes

The Mom Test



Customer Interviews Tips & Tricks

8	<i>"What else have you <u>tried</u>."</i>	Good	If they haven't looked for ways to solve it already, they're probably not going to look for (or buy) yours.	Things to look for: <ul style="list-style-type: none"> • When's the last time it came up (recent = great sign)? • Talk me through how...
9	<i>"Would you pay X for a product which did Y?"</i>	Bad	It violates rule 2: no hypotheticals.	See the list in question 3. People stop lying when you ask them for money. If you really want to put them to the test, you need to ask them for a deposit or a pre-order.
10	<i>"How are you dealing with it now?"</i>	Good	You learn a lot more through their actions instead of their opinions.	Things to look for: <ul style="list-style-type: none"> • Workflow information • Price anchor
11	<i>"Where does the money come from?"</i>	Good	In a B2B context, this is a must-ask.	Things to look for: <ul style="list-style-type: none"> • Who's budget will the purchase come from • Who else is involved and holds the power to torpedo a deal
12	<i>"Who else should I talk to?"</i>	Good	Great question. You're asking them for a <u>favor</u> . People want to help you. Give them an excuse to do so! I suggest ending every conversation like this.	If someone doesn't want to make intros, you screwed up the meeting (probably by being too formal, pitchy, and clingy), or they don't actually care about the problem you're solving.

Respondent.io

RESPONDENT

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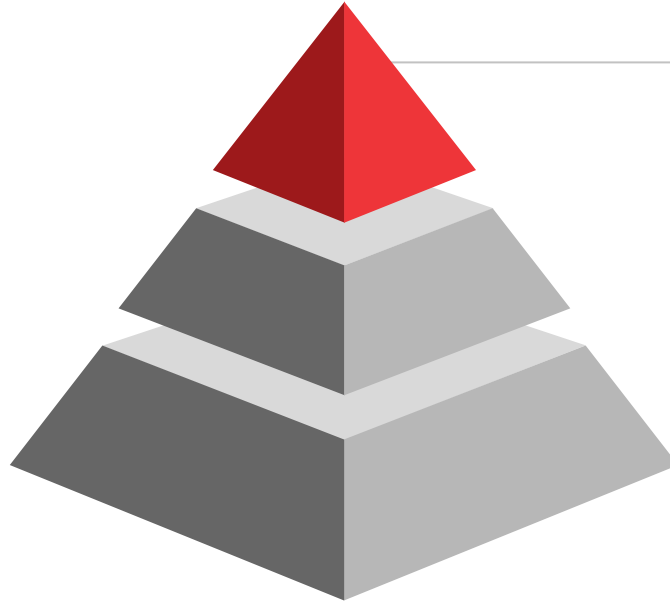


[Respondent.io](https://www.respondent.io)

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CLONABLE FOR QUICK TRANSLATION

OWN YOUR INTERNATIONAL EXPANSION

Increase the chance of successfully conquering new markets by joining our Globaliser programme that combines proven tools with tailored guidance and support from experienced founders.

Select your Globaliser 

★★★★☆
8,5+ RATING FROM 600+ FOUNDERS



VOTRE EXPANSION INTERNATIONALE

Augmentez vos chances de réussir à conquérir de nouveaux marchés en participant à notre programme Globaliser, qui combine des outils éprouvés avec des conseils et un soutien personnalisés de la part de fondateurs expérimentés.

Sélectionnez votre Globaliser 

★★★★☆
NOTE DE 8,5+ AUPRÈS DE PLUS DE 600 FONDATEURS



The only **real validation** is a
signature under a contract.

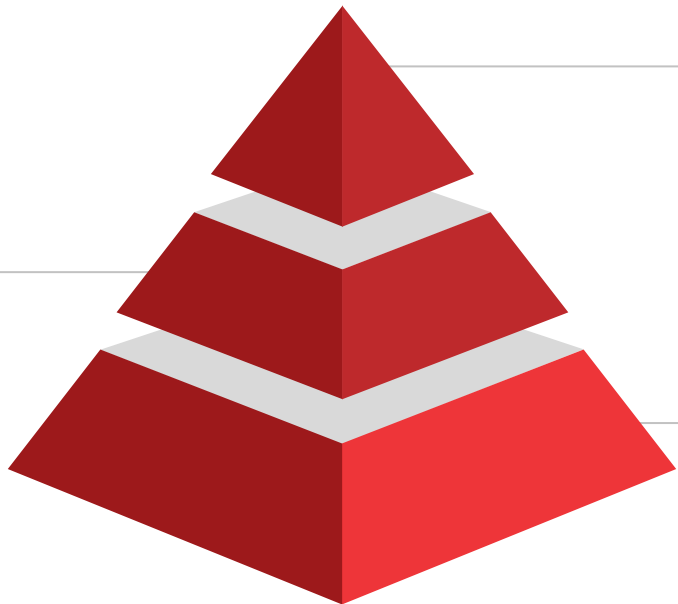


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ASSIGNMENT IDENTIFY YOUR INTERVIEWEES

- ▶ What are the key assumptions you need to validate through customer interviews (which parameters can't you measure yet?)
- ▶ Who would you like to speak to in order to validate these assumptions?
- ▶ How are you going to find those people? What role do you expect your Regional Mentor to play in this?
- ▶ What do you need to ask them to validate your assumptions?





ASSIGNMENT CREATE AN INTERVIEW SCRIPT

- ▶ To help you with conducting your validation interviews, create an interview script for the people you want to interview.
- ▶ What do you need to ask them to validate your assumptions?
- ▶ Write down 5-10 questions.



**WE HAVE A BIG NETWORK,
MAKE USE OF IT.**

How NBSOs Can Support You



NBSOs are your local business allies in 22 markets worldwide. They provide practical, on-the-ground support for Dutch companies expanding internationally.

NBSOs are free to contact and are especially valuable in your validation phase when exploring new markets.

Useful links:

- Overview of NBSOs & locations → [NetherlandsWorldwide - NBSO Offices](#)

What you can contact them for:

- **Market research & data** → Sector trends, competitor landscape, regulations
- **Cultural insights** → Business etiquette, negotiation styles, introductions
- **Subsidies & funding info** → Local support schemes, RVO programs
- **Events & trade fairs** → Access, matchmaking, NL pavilions
- **Finding partners** → Distributors, clients, government contacts
- **Local network access** → Chambers, clusters, accelerators



Questions?

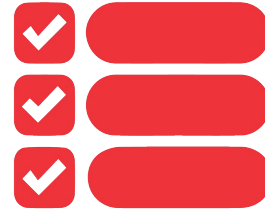
AIGHT... WAIT A SECOND ...



A thick red line starts from the top center, loops to the left, then curves down and to the right, ending near the bottom right corner of the slide.

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Go-to-Market Strategy:
**“How to seize the identified
opportunity”**



**What should be included
in a **GTM** strategy?**

1. MARKET OPPORTUNITY



Size & Growth



The Need



Competition



Pricing



Regulation



Culture

2. GO-TO-MARKET STRATEGY



Product Localisation



Distribution Channels



Marketing



Sales



People & Partners



Value Proposition

3. ORGANISATION



Goals & KPIs



Organisational Structure



Legal



Finance



Company Culture



Investment



What does your current (home market) sales playbook look like?

1. MARKET OPPORTUNITY



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MARKET FIT

Does the opportunity fit your company?

The lower your **market fit** ,
the more you would need to invest
in changing **your GTM strategy**

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MINI-ASSIGNMENT IDENTIFY YOUR QUESTIONS

- ▶ Look back at your MO canvas for your GTM strategy in France or Germany.
- ▶ Make a list: What do you still need to learn more about or validate?
 - Think about all parts of the MO canvas
 - How can the country experts help you? Eg. network, regional insights, cultural insights, etc

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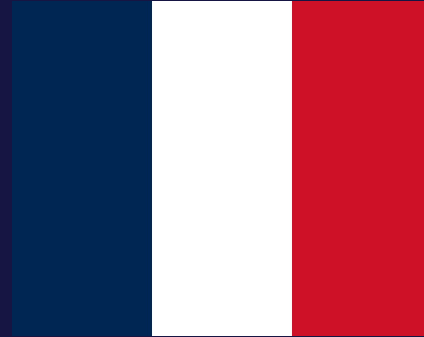
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COUNTRY EXPERTS



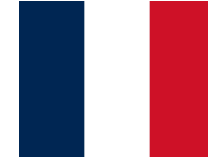


30 MIN

BREAK-OUT SESSION COUNTRY EXPERTS

- ▶ Ask your prepared questions - be specific!
- ▶ Take notes on insights for your GTM strategy
- ▶ Listen to others' questions - you might learn something new
- ▶ Think practically - how does this apply to your MO canvas?
- ▶ You'll be split up into 3 groups (DE/DE/FR)





EFUELUTION

miniDis



SensiBlue



BNL
Supplies



LUO



**What is the most impactful
takeaway from this breakout for
your GTM or next steps?**

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Key takeaways of today

**PLEASE EVALUATE THIS SESSION &
SHARE YOUR INPUT IN JUST 2 MIN**

