

GLOBAL MARKET ENTRY PROGRAMME

Workshop 'Defining Local Market Fit'

Assignments

July 10th, 2025

LET'S GET TO KNOW EACH OTHER BETTER

Interview your peer:

- ▶ What exact problem do they solve for their customer?
- ▶ Who is their ideal customer? Why?
- ▶ Why are they choosing France or Germany? Which factors are behind this decision?
- ▶ What's their biggest challenge related to this market?

20 minutes to chat (10 min per company / 7 min for group of 3)

Write answers on post-its





ASSIGNMENT 1 - SIZE & GROWTH

- ▶ How do you define the size of your market? What are the quantifiable characteristics of your Ideal Customer?
- ▶ Are these characteristics the same in your target market?
- ▶ Is there a specific type of client you want to prioritise (e.g. vertical, use case)?





ASSIGNMENT 2 - COMPETITION

- ▶ How do your potential customers in your target market currently solve their problem?
- ▶ Can you identify different types of competitors (direct vs indirect?)
- ▶ Can you already name them (direct & indirect competitors)?
- ▶ What's your biggest assumption about competition? What if this is different than expected? What could be a consequence for your GTM Strategy?





ASSIGNMENT 3 - REGULATION

- ▶ Which regulations can you think of that you need to take into account? For example:
 - Subsidies / tax incentives
 - Industry specific regulations
 - Regulation around procurement / tenders
 - Regulation around privacy & GDPR?
- ▶ Are there also opportunities for you with regards to regulation?
- ▶ What's your biggest assumption about regulation? What if this is different than expected? What could be a consequence for your GTM Strategy?





ASSIGNMENT 4 - PRICING

- ▶ Who pays for your product?
- ▶ What are the key elements of your pricing strategy? And how would that work in your target market?
- ▶ How do you compare to your competition on pricing (higher/lower/same)?
- ▶ What's your biggest assumption about pricing? What if this is different than expected? What could be a consequence for your GTM Strategy?





ASSIGNMENT 5 - NEED & CULTURE (MARKET FIT)

- ▶ What's the **specific problem** you are **solving** for your customers?
Think of their local need.
- ▶ Which **pain** of **customers** are you solving?
- ▶ What are **important cultural conditions** for your PMF?
E.g. Looking forward culture / openness to innovation / Open to work with foreign companies / Communication in business can be in English
- ▶ What's your biggest assumption about market fit? What if this is different than expected? What could be a consequence for your GTM Strategy?

