



Agenda for the

WORKSHOP GOING GLOBAL

22ND OF NOVEMBER 2023
ONLINE

GOING GLOBAL: LET'S DO IT

- 1** **Title Slide: Going Global for Startups**
- Introduction to Seymour and his failures.
- 2** **The Allure of Global Expansion**
- Overview of why expanding globally benefits startups.
- 3** **Deciphering Global Market Dynamics**
- Insights into different international markets and trends.
- 4** **Selecting Your Target International Market**
- Criteria and tools for choosing the right market.
- 5** **Cultural Insights and Local Adaptation**
- Adapting to cultural differences and local needs.
- 6** **Assembling a Diverse Global Team**
- Strategies for building an effective international team.
- 7** **Navigating Legal and Regulatory Challenges**
- Understanding and complying with international laws.
- 8** **Effective Global Marketing and Branding**
- Tailoring marketing strategies for diverse audiences.
- 9** **Financing Your Global Venture**
- Options and strategies for funding international growth.
- 10** **Key Takeaways and Closing Thoughts**
- Summarizing essential points and final insights.

