

TRADE AND  
INNOVATE WITH  
THE DUTCH

GLOBALISER



## About the programme

The Globaliser is an intensive 12-week programme, for any entrepreneur struggling to structure, plan and prioritise the international expansion of their startup or scale-up. Every Globaliser is tailored to a specific industry or business model so participants experience peer-to-peer learning at its finest. The programme includes individual coaching, 5 plenary sessions, expert sessions, assignments and feedback.

## Ideal participant

- Wants to explore which foreign market(s) are most promising for scaling.
- Funding stage: In between Seed - Series A (or bootstrapped with healthy cashflow).
- Between 15 and 50 FTE (enough capacity to execute international strategy).
- Significant home market share (know that for growth they need to look at new markets soon).
- For companies with high-growth potential.

*\*This is an average ideal participant profile, exceptions are possible depending on home market, vertical/niche, client type etc.*

[dutchbasecamp.org](http://dutchbasecamp.org)

## Outline of the programme

12 weeks

- Compare potential markets
- Choose your most promising market
- Go-to-market strategy
- Value proposition & localisation
- Build your business case & validate
- 5 full days of in-person plenary workshops with founders and experts
- 10 hours of coaching by experienced entrepreneur
- Peer-to-peer learning & intermediate check-ins
- Each globaliser has a sector focus

## Highlights



### 10 hours

10 Hours of individual coaching with an expert.



### Market selection tool

Compare target markets with the globaliser's market selection tool (MOCO tool).



### Tailored Session

The programme is filled with plenary sessions with industry experts, coaching and peer-to-peer learning. Globaliser tailors the sessions to your needs (tailored sessions).



### After the programme

After the programme, you will have a structured & validated approach in growing internationally, validated target market(s), Go-to-Market strategy for identified market(s) and a solid international roadmap for practical guidance on the next steps to take.

## Testimonial

"The Globaliser programme gave us new and important insights that resulted in a refreshed view on our target markets. We now have a foundation and with the provided tools and structure, we can continue building and improving our internationalization plans with more confidence."

Daan Meboer, CEO at UTURN



Pricing

€ 4000 ex.VAT

\* Per company at least 2 representatives can join