



International Readiness Checklist



Startups ought to have the ambition to think global from day one, especially if the domestic market has a limited audience for your product.

Acquire the necessary skills needed to be able to internationalize with minimal risks. Take a look at German Accelerator's **“Internationalization Readiness Checklist”** to find out what factors to consider and where you stand in assessing your readiness for internationalization.



Assess Your Needs

Some companies are able to take the step to internationalize sooner than others. To find out if you are one of those, ask yourself the following questions:

- **Is there a need for local operations or logistics in a new market?**

☐ Yes ☐ No

- **Do you have to build an entirely new product and/or fulfill localization requirements, should you expand abroad?**

☐ Yes ☐ No

- **Do you have to acquire customers via offline channels (stores, distributors, etc.)?**




☐ Yes ☐ No

- **Is having an established local network crucial for your business?**

☐ Yes ☐ No

→ If the answer is **“No”** for all of the questions above, you might be able **to make a move beyond your home market** sooner than later. If you need to hire a local team, build a new product, or require local operations, product servicing, logistics, etc., additional preparation is needed.




Assess Your Home Market

-  Confirm that you have a repeatable, scalable business model in your home market
-  Make sure you have an effective sales model in your home market (sufficient inbound leads, etc.)
-  Ensure that expansion into another market will not impede your growth at home



Assess the New Market in a New Country

-  Identify a beachhead market or market segment abroad and ensure product-market-fit before committing to an expansion
-  Gain understanding of the local culture and market trends
-  Research the local industries, regulations, potential competitors, and the potential customer landscape
-  Assess potential differences in your sales cycles
-  Establish local contacts and create a network of advisors that can help you onsite

Assess Business Resources

-  Assess the capacity of your management team to prioritize the business launch in another market for the next 12 months
-  Ensure your HR Team is ready to handle employee payroll, taxation, and employment laws in your target market
-  Make sure you have a solid financial plan and sufficient buffer to cover the cost of expansion

Assess Team Alignment

-  Guarantee that all founders/management staff are in agreement that the startup is ready for internationalization and are willing to commit resources from the home market to a new market
-  Make sure that your expansion plan is part of the strategy and your team is open and ready to support internationalization



→ If you're facing challenges with the points above or are not sure where to start, **Kickstart International** might be the right program for you. If you've thought about many of the points above and are ready to expand overseas, consider applying to one of our **Market Access** or **Market Discovery** programs.

If you're ready to take the first step, **apply now** or reach out to our company scouts to discuss which program will suit your needs via **startingup@germanaccelerator.com**.



About German Accelerator

German Accelerator empowers German startups to **scale globally**. We take high-potential companies on a fast-paced learning journey to understand, discover, and access the **world's leading innovation hubs in the U.S. and Asia**.

Through highly-customized programs, mentoring from dedicated experts, as well as access to our vast network of business partners and investors, we help startups from all stages and across various industries on their way to international success.

German Accelerator is run by German Entrepreneurship GmbH and is proudly financed by the German Federal Ministry for Economic Affairs and Climate Action (BMWK). For more information, visit **www.germanaccelerator.com**.