

# Going Global on a Shoestring

Global Expansion in the Software Industry a Small Budget

By  
Hans Peter Bech

## Summary

Software in general travels easily across borders. You don't need to build factories, distribution centers and have an armada of service vehicles to serve customers in other countries.

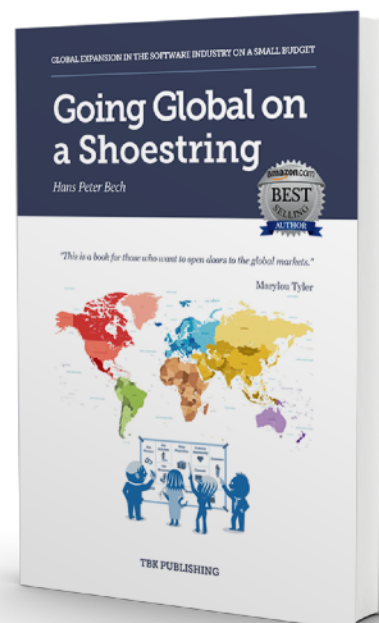
Companies that have business in foreign markets are worth much more than companies that only have customers domestically. Even just small export ratios can increase the value of a technology company more than ten times.

Software companies typically commence international expansion before they are firmly settled in their domestic markets, before they have a professional management infrastructure in place and at a time where they can allocate only tiny budgets to the endeavour.

*Going Global on a Shoestring* is a handbook for the executives and business developers in small and medium sized software-companies (20-200 employees) that lay out the strategies for global expansion as well as perform the actual field work with winning the first customers abroad.

It is a book about how to get the first customers outside your domestic market. We could call it establishing the bridgehead or building the foundation for further growth. Getting the foundation in place and then scaling it to market leadership are two very different tasks. This book is mainly about the first task and not so much about the other.

The book is based on Everett M. Rodger's principles around Diffusion of Innovations, Alexander Osterwalder's business model framework, thirty case software industry stories and the author's personal experience with growing companies from incubation to global market leadership. It provides a practical approach to international expansion, when you cannot afford making big mistakes.



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## Back page

*Winning customers abroad is the dream of any software entrepreneur. Finally, there is a book that is directing this journey practically and in a straightforward manner. By using the principles presented, more software products can find more customers worldwide.*

- Gönül Kamali, Chairman at YASAD, The Turkish Software Industry Association, Istanbul, Turkey

*Having an innovative product is a good start, but it doesn't always make customers beat a path to your door. Hans Peter's book is a toolbox with hacks that can produce great results for the small software company that has a great product, but not the deep pockets required for traditional marketing and sales.*

- Gregorio Navarro, CEO at Wepall, software for robots, Murcia, Spain.

*Business development is not a synonym for sales. That is especially true in an international context. This book provides the framework for how smaller software companies can exploit the global potential of their products faster and without making the huge investments required by the traditional approaches.*

- Allan Martinson, CEO at XOLO, the virtual business platform, Tallinn Estonia

*Regardless of the business or industry that you're in, the global marketplace will always be larger than the domestic one. This book provides a framework and simple-to-implement tips for software companies with limited budgets to take advantage of their global potential with strategies such as thought leadership development.*

- Pamela Campagna, professor at Hult International Business School, Cambridge, Massachusetts, USA

## The Author



Hans Peter Bech is a bestselling author and a professional blogger on international business development in the IT industry

Hans Peter also facilitates workshops for the TBK Academy® and is an advisor for governments and companies. He holds a M.Sc. in Macroeconomics and Political Science from the University of Copenhagen.

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## The Hook

International expansion is *the* top challenge and opportunity for all product-focused SMBs in the software industry.

Most of the business literature, of which the vast majority is written in the USA, does not touch on this issue. With a domestic market that make up close to 17 per cent of global demand, US companies can grow much larger at home than for example a Finnish company that has a domestic market representing only 0.2 per cent.

However, succesful global expansion is far from only a matter of the size of the budget. There are many examples of how companies have poured millions and even billions into global expansion and failed miserably. Increasing the spending on your current business model in an unknown environment is often a recipe for failure.

Where big companies can afford big losses, SMBs cannot.

*Going Global on a Shoestring* is the first book to address the issues associated with global expansion in the software industry with a focus on the SMB-segment when you have a great product and only a small budget.

## Target Audience

The book is written for the English-reading market across the globe. The language is simple, avoiding jargon and complexity. All concepts are explained thus the book doesn't require the reader to have any special prerequisites.

Target readers are business development, marketing and sales professionals in the software that work with international revenue generation. That segment includes approximately **5 million people** that have a LinkedIn profile.

It may also be useful for government sponsored export-promotion programs (although they are somewhat critiqued in the book) and for business schools.

## Competition

There are books on international business development and marketing. They are mostly on an introductory level, with an academic approach and addressing all types of business across all industries. None of my consulting clients have ever referred to any of these books.

There are a few books on international sales (as a portion of the total revenue generation process) and those I have checked are apparently of very low quality (based on reader ratings).

## Promotion Approach

The book will primarily be promoted through social media and specifically towards the author's over 30,000 LinkedIn followers and their networks.

It will be submitted for review to around 200 readers and opinion leaders.

## Testimonials/Review

The book will have an ample number of reviews prior to publishing.

## Spin-Offs

The author can offer keynotes, workshops and consulting on the subject.

## Product Details and Distribution

|                                      |  |
|--------------------------------------|--|
| <b>Project name:</b>                 | Going Global on a Shoestring - Global Expansion in the Software Industry on a Small Budget |
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