



**SOFT LAND**  
PARTNERS

## Soft Land Partners Universal Internationalization Readiness Checklist

The intent of this checklist is both to uncover potential gaps in your international expansion plan as well as to reveal all of the elements to be covered when expanding to international markets. This checklist is designed to be agnostic to geography, industry, and company stage so you may have additional items to consider to complete your plan.

Your comments, questions, and suggestions are important. Please email us at [conciierge@softlandpartners.com](mailto:conciierge@softlandpartners.com).

<b>Name</b>	
<b>Company</b>	
<b>Email</b>	

<b>1. Leadership</b>		
	A. Why do you want to take this next step in international expansion? What's your purpose?	
	B. Is Sr. Management committed to international expansion efforts?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	C. What are your success criteria?	
	D. Is expansion critical to maintain competitive advantage?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	E. Do leaders have knowledge & experience in international markets?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
<b>2. Product</b>		
	A. Have you proven product-market fit in home/existing markets?	

*This checklist is compliments of the [Soft Land Partners](#) community. It is open source.*



		<input type="checkbox"/> Yes, strong sales	<input type="checkbox"/> No or Unsure
		<input type="checkbox"/> Yes, in pilot phase	
	B. Have you determined the product-market fit in new markets?		
		<input type="checkbox"/> Yes, some sales traction and 3rd party research confirmation	<input type="checkbox"/> No or Unsure
		<input type="checkbox"/> Possibly, some sales traction or 3rd party research confirmation	
	C. Does the product need adjusting or tailoring for the new market?		
		<input type="checkbox"/> Yes or Unsure	<input type="checkbox"/> No
	D. Does your product have a distinct competitive advantage over the competition (quality, price, rarity, innovation)?		
		<input type="checkbox"/> Yes, in both existing and new markets	<input type="checkbox"/> Not sure
		<input type="checkbox"/> Yes, in existing market	<input type="checkbox"/> No
	E. Assuming success, do you have available production and/or labor capacity to meet increased demand?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
<b>3. Financing</b>			
	A. Do you have the necessary funding for expansion?		
		<input type="checkbox"/> Funding is available	<input type="checkbox"/> Funding unavailable
		<input type="checkbox"/> Funding being negotiated	<input type="checkbox"/> Unsure of funding requirements
	B. Is your business model well tested and proven?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	C. Do you need to access capital not available in your home market?		



		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	D. Have you coordinated banking arrangements in home and new markets?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
<b>4. People/Talent/HR</b>			
	A. Do you have the leadership and infrastructure to pursue the new market?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	B. Do you have the knowledge or experience in the new market including the ability to speak the target language for sales and customer services, as well as to localize marketing materials / websites etc?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	C. Do you have the resources to work on new market expansion?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	D. Have you secured the appropriate visas for key employees?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	E. Have you built, or have access to, a strong local network of mentors, advisors, and market experts?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	F. Have you developed HR strategy, including legal, insurance, cultural knowledge, language/cultural competence, and benefits, for the new market?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	G. Does your talent recruitment process sufficiently showcase your corporate culture and create the right environment to attract the target local employees and team members?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
<b>5. Legal &amp; Tax</b>			
	A. Have you established the proper legal entity for the new market?		
		<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	B. Have you anticipated and complied with the various regulatory and		



	registration requirements that may affect your business?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	C. Have you investigated and satisfied the new market's tax and implications for your home market?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	D. Have you developed a risk mitigation strategy?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	E. Have you investigated and secured the appropriate intellectual property rights, including trademarks, patents, and copyrights?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
<b>6. Sales &amp; Marketing</b>		
	A. Have you already generated sales in the new market?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	B. Is it the RIGHT TIME to introduce the company /service in the new market? Do you have a strong USP in comparison to local and global competition?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	C. Have you assessed the market potential for your product/service and is there enough opportunity for a reasonable return-on-investment?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	D. Do you know or are you confident that you have estimated client/customer acquisition costs?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	E. Does your plan/strategy include the appropriate level of customer service and are you confident that you have estimated the cost to retain clients/customers?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
	F. Do you have adequate marketing and sales budget to enter the new market?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure



<b>7. Location/Real Estate</b>		
A. Have you selected a location to base your market-entry and are you confident in the choice?		
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
B. Have you secured the necessary space (office, manufacturing, warehouse, laboratory, etc...)?		
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
C. Do you have a relationship with state/federal/regional economic development organizations in order to investigate all possible sources of non-dilutive funding or low cost capital and any other resources you may need. Are you using this to compare potential locations into which to expand?		
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
<b>8. Logistics</b>		
D. Have you determined how you will distribute your products or services?		
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
E. Are you confident in your logistics partnerships?		
	<input type="checkbox"/> Yes	<input type="checkbox"/> No or Unsure
<b>9. Overall</b>		
Beyond the items above. Are there additional issues/items that concern you about your international expansion? If so, please detail that here.		

Congratulations on completing the next step in your international expansion. Based on what you submitted, one of our team members will be back to prompt (usually within 24-hours) with recommendations and next steps.

In the meantime, please feel free to reach out to [concierge@softlandpartners.com](mailto:concierge@softlandpartners.com) with questions or any additional ways that we can support your success.