C2NM Market Survey
GROW GLOBAL or DIE LOCAL
Internationalization of High-tech Firms

- Scientific market survey with twenty qualitative, in-depth, face-to-face subject matter expert interviews (all experts are founders, shareholders, and CXOs of high-tech firms, which internationalized successfully)
- Key-success factors how to internationalize high-tech firms successfully
- How lean internationalization increases the valuation of high-tech firms
- Important insights how to design and to create winning business models, strategies, networks, competences, products, and distribution channels in foreign markets
- Update about current internationalization theory and practice
- Potential readers are VCs, business angels, investors, shareholders, founders, senior managers, consultants, and supporters of high-tech firms
Market Survey

Grow Global or Die Local – Internationalization of high-tech firms

Grow Global or Die Local

Early, fast, and successful internationalization of innovative products is key for all high-tech firms, especially if they are located in countries with a relatively small home market. However, there are many delays and failures, which endanger the future of many promising products, projects, and firms.

This scientific market survey unveils the key-success factors of how to internationalize high-tech firms successfully and how the concept of lean internationalization might increase the valuation and the success of high-tech firms.

It is based on twenty qualitative, in-depth, face-to-face subject matter expert interviews. All experts are founders, shareholders, and CXOs of high-tech firms, which internationalized successfully.

Research Questions

This market survey consists of a questionnaire with 28 questions, which cover the following topics:

1. What is the significance of early and fast internationalization for high-tech firms?
2. Why high-tech firms differ in their speed and success of internationalization?
3. How high-tech firms could internationalize faster and earlier?

Results

This market survey produced results in the following areas:

• How business model innovation drives successful internationalization;
• How to create winning international strategies;
• Efficient internationalization processes;
• Market entry modes for pioneers and market leading high-tech firms;
• Foreign market selection for disruptive technology providers;
• Lean internationalization;
• Born global and international new ventures;
• Required competences of founders and members of the management team;
• International networking competence;
• International learning competence;
• Influence of investors like for example VCs, business angels, or government agencies;
• Global online sales channels;
• Winning sales strategies;
• How to select local distributors;
• PR, social media, and search engine marketing;
• Product adaptation and standardization;

Fees and delivery

The full survey includes almost 200 pages, 20 exhibits, and a huge list of references for only EUR 1'980 plus VAT and delivery. It is written in English, comes in PDF format, and includes a personal presentation.

Order now under:
info@company2newmarket.com.
About c2nm

c2nm supports your organization to acquire NEW customers in NEW foreign markets in LESS time, with FEWER resources, and with LOWER risk to create sustainable competitive advantages in the global economy.

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Target Groups

• VCs, business angels, and shareholders;
• Founders and entrepreneurs;
• Managers and board members;
• Consultants, lawyers, advisors, and banker;
• Specialized service providers like incubators, accelerators, government agencies, foundations;

Researcher and your personal contact

Michael Neubert, PhD

• Visiting Professor in “strategic management/ marketing” and “international entrepreneurship” at several well-known, international universities like ISM, ISEG, and the university of Liechtenstein and Vorarlberg;
• Researcher and author of several scientific articles and books like for example “Global Market Strategies” (Campus Verlag (Frankfurt) and Chicago University Press);
• Successful investor in high-tech start-up firms;
• More than 20 years of experience as CXO, consultant, and non-executive board member;

C2NM – About us

C2NM is a leading consulting, training, publication and IT development firm specializing in the field of international and intercultural management.

C2NM offers services from the development of international strategies and global market research to market entries, turnarounds and market exits as well as intercultural trainings and seminars.

C2NM has clients from small and medium-sized enterprises, multi-nationals, non-governmental and non-profit-organizations to government agencies.

C2NM uses its own methodologies like the market development process company2newmarket®. Its application allows our clients to acquire NEW customers in NEW foreign markets in LESS time, with FEWER resources, and at LOWER risk.

C2NM and its partners have more than twenty years of experience in all major global markets and industries.

C2NM acts as external project manager, interim manager, coach, or consultant to meet our clients’ needs as good as possible.

Let internationalization become your competitive advantage. We will succeed with you.