

Open Waters

🕒 3—6 Months

Capturing the foundations of your business

We engage with your leadership team to seize your core values and capture your business model and business goals.

Defining your specific market differentiators in Asia

We get in front of potential customers and partners to find the fit between their needs and your business.

Creating a solid qualified pipeline

We define quantifiable objectives with you: create a \$1M pipeline, organise 50 demos, deliver 10 POCs...

Phase

1

Deep Dive

🕒 9—12Months

Incubation of your local presence

We will recruit and coach your first local staff members, and sign the first customers.

The expansion

We will start venturing in new territories for your company, host demand generation events to identify new opportunities and create a complete network of partners.

Working with local authorities

You will not be required to commit to create a legal entity just yet but we will work with local authorities and government bodies to define the best legal structure for your company and help you with the legal setup.

Phase

2

Cruising

🕒 As long as you want to

Recruiting a regional General Manager

To take control of the local operations while we will remain engaged as advisors as long as you need us.

Phase

3



Pufferfish
Partners