

GO GLOBAL WITH LOCAL ADVISORS



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Founder

www.boardio.com

ADVISOR IS A FLEXIBLE AND COST-EFFECTIVE MODEL FOR GROWTH AND EXPANSION

ADVISOR

 An advisor is an experienced professional with wide networks, who provides ongoing strategic guidance, insights, and connections to support a company's growth, typically choosing to work selectively with companies they believe in and have a genuine interest in.

CONSULTANTS, EMPLOYEES

• Optimal for structured planning and long-term execution

ADVISORS ARE IDEAL FOR COMPANIES WITH LIMITED RESOURCES SEEKING FAST ACCESS TO A NEW MARKET



HOW COMPANIES HAVE USED ADVISORS IN GLOBAL

EXPANSION

1. GLOBAL EXPANSION STRATEGY

Advisors guide creating strategies using similar prior experience.

A B2B SaaS company in PropTech was planning an expansion outside its domestic market and needed an advisor with expertise in growing and expanding a similar kind of business. They started working with an advisor who had expanded a B2B SaaS startup into several European markets.

3. ACCESS TO CLIENTS

Warm introductions speed up sales and decision-maker engagement.

A SW development company in MedTech had attempted to enter the US with a traditional approach—hiring local salespeople. However, this did not work as expected, as the salespeople struggled to gain access to real decision-makers. They needed advisory board members who could facilitate introductions to potential clients. The company started to work with two senior professionals with access to C-level executives within target clients. These advisors began arranging meetings with potential clients.

2. MARKET ENTRY

A local advisor with relevant domain expertise works with the company to plan the market entry.

To grow sales in Germany, the cosmetics company sought advisors with strong links to local retail chains. The company began working with an advisor who had successfully established a cosmetic brand across the entire DACH region and had a broad network in the industry.

4. ACCESS TO FOREIGN INVESTORS

Connections to investors smooth funding in target regions.

The company in the aviation industry from the Nordics saw that their key market was Germany, so they planned to raise funding there. They needed someone local with good connections to potential investors. The company started working with an advisor who had worked with Family Offices for many years. This advisor began making introductions, which eventually led to an investment.



BEST PRACTISES ON WORKING WITH ADVISORS

- UNDERSTAND YOUR TEAM'S SKILL GAPS Identify what local knowledge, networks, or skills your team lacks for success in the new market.
- SEARCH WIDE FOR ADVISORS

 Go beyond your network. Prioritize advisors with local credibility and genuine interest in your business.
- START WITH A TRIAL PERIOD

 Test the fit over 1-3 months with limited or pro bono compensation to gauge commitment and value.
- GET THE ADVISOR'S SKIN IN THE GAME

 Use performance-based compensation to align incentives and drive results.
- CLARIFY DELIVERABLES EARLY

 Define clear goals—like introductions or hiring support—so success is measurable for both sides.
- ROTATE ADVISORS AS YOU GROW
 Reevaluate advisors regularly to ensure they align with your current growth stage.



SOME RESOURCES

HANDBOOK ON ADVISORS www.boardio.com/handbook

Founder Institute FAST agreement https://fi.co/fast

Founder Advisor Standard Template

Version 2.0

This Founder Advisor Standard Template (this "Agreement") is entered into as of the date set forth on the signature page by and between the undersigned company (the "Company") and the undersigned advisor (the "Advisor").

The parties agree as follows:

- Services. Advisor agrees to act as a mentor or advisor to the Company and provide advice and assistance to the Company from time to time as further described on <u>Schedule A</u> attached hereto or as otherwise mutually agreed to by the parties (collective), the "Services".
- 2. <u>Compensation</u>. For the provision of the Services, Advisor shall be entitled to receive the compensation as detailed on the signature page hereto. The Company will seek written approval or have a meeting of the Board of Directors to authorize the Advisor compensation and deliver definitive stock purchase or option agreements regarding the stock compensation within 30 days from the date of this Agreement. If the Company fails to provide the foregoing documentation within such 30-day period, then Advisor shall have the right to contact directors of the Company.
- 3. <u>Expenses</u>. Subject to the prior written approval of the Company following a detailed request by Advisor which includes a maximum amount to be reimbursed, the Company shall reimburse the reasonable travel and related expenses incurred by Advisor in the course of performing services hereunder.
- 4. <u>Term and Termination</u>. The term of this Agreement shall continue until terminated by either party for any reason upon five (5) days prior written notice without further obligation or liability except for the compensation earned by Advisor through such date of termination.
- Independent Contractor. Advisor's relationship with the Company will be that of an independent contractor and not that of an employee. Advisor will not be eligible for any employee benefits, nor will the Company make deductions from payments made to Advisor for employment or income taxes, all of which will be



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