

GO GLOBAL WITH LOCAL **ADVISORS**



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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.

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.

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.

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

1

UNDERSTAND YOUR TEAM'S SKILL GAPS

Identify what local knowledge, networks, or skills your team lacks for success in the new market.

2

SEARCH WIDE FOR ADVISORS

Go beyond your network. Prioritize advisors with local credibility and genuine interest in your business.

3

START WITH A TRIAL PERIOD

Test the fit over 1-3 months with limited or pro bono compensation to gauge commitment and value.

4

GET THE ADVISOR'S SKIN IN THE GAME

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

5

CLARIFY DELIVERABLES EARLY

Define clear goals—like introductions or hiring support—so success is measurable for both sides.

6

ROTATE ADVISORS AS YOU GROW

Reevaluate advisors regularly to ensure they align with your current growth stage.

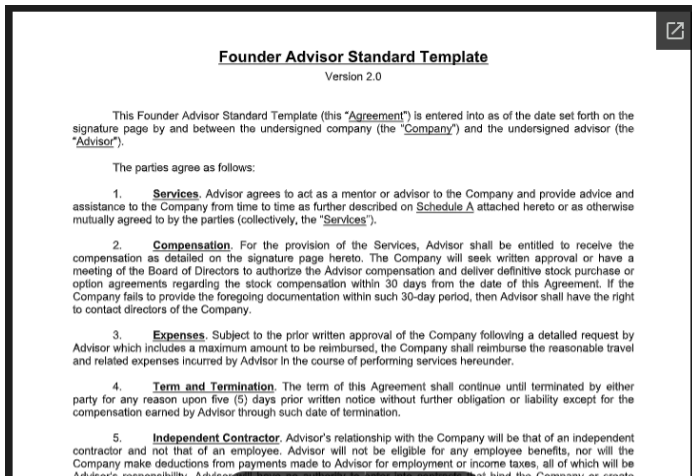
SOME RESOURCES

HANDBOOK ON ADVISORS

www.boardio.com/handbook

Founder Institute FAST agreement

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