

## Are you looking to reach a global market and increase sales efficiently?

*How do you grow your company and expand to other markets? Where should you expand? Are you ready to enter into a new market and does your team have the experience? How much does it cost?*

There are many questions that need to be explored before deciding to expand into the global market — and even more questions to ask in order to succeed in a global market!

The Global Clusters Program has a proven program and methodology to help determine if expansion is right for you. The program provides a structured foundation to work from and involves your entire team. It's cost effective and provides a roadmap for success through an experienced group of business professionals.

## What is the Global Clusters Program?

The Global Clusters Program is one of the programs that supports the larger Oulu Inspires Initiatives. A company and industry specific business development program that:

- *Builds an understanding and strategies to establish a presence in the global market*
- *Prepares and trains the executives to identify the most likely growth segments and geographic markets for their products and services*
- *Opens crucial networks to you that are needed for high growth*
- *Assists and supports companies to begin in a new market and obtain beta customers that would lead to creating a critical mass of customers*
- *Cost effective accelerated approach to examine and enter other markets*
- *Builds new skills and competencies for the management teams*

The Global Clusters Program will help companies from Finland to capture their fair share of the Global High Tech and Life Sciences Markets



## Mission & Value Proposition

The Mission of Global Clusters program is to connect the most promising high-growth technology and life sciences companies from Oulu region with the right customers, partners and investors in other markets with a focus on North America, and to enable companies' success by offering them the opportunity to learn best practices in high-tech strategy development and implementation based on proven models explained by industry professionals.

Global Clusters is delivered by a US and Finnish team of executives with demonstrated experience in assisting Finnish companies with successful North American launches including Ekahau, Code-nomicon, Fountain Park and others. Global Clusters is a unique proven vehicle to reduce the time, money and effort needed for a successful North American launch.

<http://globalclusters oulu.fi/>

*"Through the program we expect the participating companies to create 250 new jobs and raise 25 million (Euro) of Venture Capital investments in the next 5 years. Global Clusters enables the companies to reach the leading position in their product category. This results into the emergence of new growth companies in Oulu region. Examples attract new entrants and thus the total employment effects can become as high as thousand new jobs,"*

Petri Kinnunen, Global Clusters project manager.

## Global Clusters Roadmap - A Four Phase Process

Global Clusters is specifically designed for high tech companies targeting critical mass of customers and global market presence. It provides proven tools for market analysis and strategy development as well as connections to world class resources and networks that can be extremely beneficial and applicable even if the company would not be ready to launch in North America right away or would decide to try other geographical markets. Following is the brief overview of the proven four phase process:

### PHASE I - Getting Ready for Global Markets

- Market Research
- Marketing Strategy and Positioning
- What business problem or pain you address?

May to June 2007

### PHASE II - Market Research & Tailoring Business Strategy

- Market Development
- Competitive Analysis
- Articulate your value proposition for customers partners or funding sources

August to September 2007

### PHASE III - Product Validation & Lead Generation

- Goto Market Validation
- One On One Appointments with customers, partners or funding sources

October to November 2007

### PHASE IV - Launch Support

- Implement a Market Launch in North America

May 2007 to January 2008



## Global Connexus - An Experienced Team of Leaders

The Global Connexus core team and many of it's partners have been working with companies from Finland for the last 5 to 6 years. We are familiar with the cultural issues embedded in the business practices of Finnish companies and also Finnish business executive's style and ways of doing business. Visit us at:

[www.globalconnexus.com](http://www.globalconnexus.com)

## State-of-the-Art Resources

There are a verity of resources to help you once you're in North America including the **San Jose Software Business Cluster** which offer:

- Consultation of on-site SBC Director
- Consultation with SBC Advisors and Executive Associates
- Business development seminars
- Business assistance through network of volunteers, interns, and members of the business community
- Introductions to business resources and the capital investment community
- Complete facility services

**The Chasm Institute** which is the founded by Geoffrey Moore and Mark Cavender of "Crossing The Chasm" fame, provide the strategic development tools for a successful North American launch

- Framing Strategy develops product leadership strategies across all phases of the Technology Adoption Life Cycle.
- Emerging Market Strategy develops the knowledge and skills required to create and execute Early strategies that will lead to market leadership.
- Mature Market Strategy develops the knowledge and skills execute Tornado and Main Street market strategies that will lead to market leadership.
- Implementation Planning teaches your people how to make their strategy come to life by planning five specific go-to-market programs.

**San Jose SDForum** which is the leading Silicon Valley not-for-profit organization providing an unbiased source of information to the technology community.

- A venue for engineers, executives, researchers, technology leaders, and venture capitalists to exchange information on emerging technologies and best practices
- Access to 12,000 software professionals annually through more than 20 events each month
- Members benefit from programs focused on professional development and making the right connections, along with value added services

## Are you ready to find out if you can compete in a Global Market?

Contact us today for all the details. We'll be happy to discuss in detail all the options available for you and your team. Phase I is starting soon and we're only supporting 15 companies. If you're interested, please contact:

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