

The Global Growth Canvas

One market, one column set. Fill it per market or per entry mode, not for the whole strategy at once.

Market / scope:

Date / version:

WHERE *Is the opportunity real?*

Demand signal
Size, growth, who is actually buying

Access conditions
Tariffs, registration, ownership limits, agency law

Competitive density
Who holds the channel, how entrenched

HOW *What would the route in be?*

Entry mode
Distributor, agent, JV, direct, acquisition

Partner profile
Licences, channel, coverage, capability, capital

Commercial model
Pricing, margin, terms, exclusivity

WHETHER *Can we actually resource it?*

Product readiness
Registration, adaptation, certification

Organisational capacity
Who owns it, what else they carry, governance

Capital and appetite
What is available, over what horizon, risk tolerance

Sequencing
What goes first, what waits for proof, what is off the table

Evidence gaps
Where the room was guessing — this becomes the research brief