

FOR TECHNOLOGY PROVIDERS

Growth & Market Expansion Strategy

advance2global provides go-to-market and expansion strategy for technology companies in any vertical — including a proven, repeatable path into the US and UK markets — built on advance2global's own track record helping technology providers scale across borders.

The work is led by operators who have launched and grown their own technology ventures into new markets, and who stay hands-on through execution rather than handing off a plan at the diagnosis stage. The pages that follow set out where that expansion strategy typically starts, how an engagement runs end to end, and a sample of the growth it has helped deliver.

— Where We Take Technology Providers Next

01 Go-to-Market Strategy**02** US & UK Market Entry**03** Channel & Partner Strategy**04** Localization & Regulatory Readiness

— Expansion Strategy Built On

Direct operating experience, not just international frameworks

A proven, repeatable US & UK entry path

Hands-on through execution, not just diagnosis

Any technology vertical — not just retail tech

— The Four Areas We Work In

Go-to-Market Strategy

Positioning, channel, and launch sequencing built around how the target market actually buys — not a generic international-expansion template.

US & UK Market Entry

A proven, repeatable path into the US and UK markets — entity structure, first hires, and the moves that get to a live customer fastest.

Channel & Partner Strategy

Which distributors, resellers, and partners actually reach the target buyer in a new market — evaluated against how the business really sells.

Localization & Regulatory Readiness

Adapting pricing, contracts, and operations to each market's rules and expectations before they become an expensive lesson learned live.

— How a Market Expansion Engagement Works

01 Market Assessment — we size the opportunity and pressure-test demand, competition, and regulatory readiness before a dollar is committed to the market.

02 Entry Strategy — a go-to-market plan built around positioning, channel model, and the fastest credible path to a live customer, not a generic country playbook.

03 Local Execution — standing up the partnerships, compliance, and operational pieces alongside your team, so the plan survives contact with the real market.

04 Scale & Expand — refining the model on real market feedback, then carrying the playbook into the next market or vertical.

— Operators Who've Taken Their Own Ventures Across Borders

Market expansion advisory built on direct operating experience, not just international-consulting frameworks. We've launched and grown our own technology ventures into new markets, and we stay hands-on through execution — the same rigor whether the engagement is a first US launch, a UK entry, or a channel strategy reset.

— Growth We've Helped Deliver

Retail Inventory, Solved at Scale

Supported Onebeat's expansion into new retail verticals, helping shape a go-to-market narrative that contributed to a marked rise in qualified retailer conversations within the first two quarters.

[Onebeat · Case Study](#)

Sizing Intelligence, Built for Global Retail

Led go-to-market and media outreach strategy for SizeSutra, building a targeted retail-technology press and editor network from the ground up and securing coverage across leading industry titles.

[SizeSutra · Case Study](#)

Enterprise Planning, Brought to Market

Built the strategic kickoff and stakeholder-alignment framework behind Plan Optimus implementation programs with major enterprise clients, shortening the runway from signed deal to live rollout.

[Plan Optimus · Case Study](#)

Ready to Expand?

Book a discovery call — no obligation, no generic pitch. We'll talk through the market, the opportunity, and what a good first step looks like.

[Book a Market Expansion Discovery Call →](#)