

Market entry programs

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What is a canute program?

The Canute programs are for **Nordic Scaleups** with a proof-of-business in their home market who are ready to scale internationally

During the **three day programs** you will get hands-on insights on how to grow your business using a local network that would otherwise take months to build.

A market entry program will cover the following topics

01 Learning from successful founders

Expand your network with Nordic founders who already scaled internationally. Get hands on recommendations based on their experiences.

02 Raising funding from local investors

Learn about fundraising from international investors and local scaleups. Get tips and insight from local BAs and VCs.

03 Market penetration and sales

Hear about different go-to-market strategies from local sales experts and get hands on experience from founders who has successfully penetrated the market.

04 Useful networks, accelerators, and events

We invite top accelerators to pitch their opportunities for you, as you might want to use an accelerator as entry-point.

05 PR & branding

How to sell the Nordic story abroad? Meet a top PR and marketing agency who will give you an overview of the media landscape and market tailored advice.

06 Overview of office options

We introduce you to leading co-working spaces and office opportunities, and connect you with a number of Community Managers to give you a point of entry.

07 Legal and financial setup

Tax, VAT, payslips, bank accounts and local contracts. All subjects you have to get your head around when setting up your business internationally.

08 Recruiting local talent

Hear what other Nordic companies have done to attract and successfully hire local talent, and meet the local recruitment experts that can make it happen.

200+ ambitious scaleups have already been on a program:



ComplyCloud



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Female^{invest}



At Canute you'll meet all the people and gain all the knowledge you need to be successful in foreign markets. We joined with a focus on Germany, and it was an absolutely brilliant program!

Dennis Forchhammer, CEO at **Happy Helper**

*It was a great experience, and the perfect *soft landing* for me and Pleaz for dipping the waters in the US market.*

Anders Banl Larsen, Cheif Growth Officer at **Pleaz**