

# First Three Markets Worksheet

Pairs with: Choose your first three markets deliberately

Compare markets by speed, learning, regulation, access, and reference value.

<b>Founder / team</b>	<b>Account / market / topic</b>	<b>Date</b>
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**When to use it**

Use when choosing the first market, second market, or next international expansion path.

## What this worksheet covers

Market pain	Buyer access
Budget route	Regulatory burden
Reference value	Operational complexity

## Questions to answer before you start

Which market creates the fastest honest proof? _____ _____ _____	Which market teaches something that travels? _____ _____ _____
Which market creates the strongest reference? _____ _____ _____	Which market adds too much complexity too soon? _____ _____ _____

## Market comparison

Market	Pain	Buyer access	Budget route	Regulation	Reference value	Operational complexity	Total
Market 1	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
Market 2	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
Market 3	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
Market 4	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
Market 5	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____

## Sequence decision

Position	Chosen market	Why now	Evidence needed to move next
Primary market	_____ _____	_____ _____	_____ _____
Adjacent market	_____ _____	_____ _____	_____ _____
Future market to monitor	_____ _____	_____ _____	_____ _____

## Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
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## Decision card

### What this now tells me

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### Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

### Next action

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### Owner

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### Date to review

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