

Market Portability Checklist

Pairs with: Think global before you build local too deeply

Understand whether the proposition can travel beyond the first market.

Founder / team	Account / market / topic	Date
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When to use it

Use before hard-coding product, pricing, evidence, compliance, or sales decisions around one local market.

What this worksheet covers

Universal pain	Local assumptions
Data access	Compliance differences
Support model	Sales motion

Questions to answer before you start

What is universal and what is local? _____ _____ _____	Which assumptions will break in another market? _____ _____ _____
What proof language can travel? _____ _____ _____	What should stay configurable? _____ _____ _____

Portability checklist

Area	Local assumption	Will it travel?	Change needed
Problem/pain	_____ _____	_____ _____	_____ _____
Buyer role	_____ _____	_____ _____	_____ _____
Budget owner	_____ _____	_____ _____	_____ _____
Data access	_____ _____	_____ _____	_____ _____
Compliance requirement	_____ _____	_____ _____	_____ _____
Procurement process	_____ _____	_____ _____	_____ _____
Support model	_____ _____	_____ _____	_____ _____
Pricing model	_____ _____	_____ _____	_____ _____
Sales motion	_____ _____	_____ _____	_____ _____
Reference language	_____ _____	_____ _____	_____ _____

Future-market learning

Market	Question to test now	Who to ask	Evidence needed
Market 1	_____ _____	_____ _____	_____ _____
Market 2	_____ _____	_____ _____	_____ _____
Market 3	_____ _____	_____ _____	_____ _____

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

Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

Next action

Owner

Date to review
