



**Global Growth
OS**

Expand on evidence, not instinct.

Most New Zealand tech companies go offshore underprepared, internally split, and into the wrong market first. The Global Growth OS gets your whole team, board, and advisors seeing the same clear picture of where you stand, before you commit a dollar to the move.

60-70%

of international expansions fail

11

diagnostics across three phases

20 min

to your first shared picture

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Global Growth Partnership · Fractional CRO for NZ B2B tech scaling internationally · nickburns.world



THE WALL MOST FOUNDERS HIT

You've proven it works here. Now what?

You've built something good. Customers love it, and a far bigger market is waiting in Australia, the US, or the UK. But getting there feels impossibly risky, and the riskiest part is making the biggest calls of the company's life without a shared, honest read on where you actually stand.

The catch-22

You need international revenue to attract capital, but you need capital to fund the expansion that earns it. Most companies stay stuck here.

The skills gap

New Zealand is a small, relationship-driven market. Selling into a big offshore market takes a different playbook, and most founding teams were never trained for it.

The cost of waiting

Every year you delay, a competitor moves in. Get the market, the partner, or the first hire wrong and you can burn a year and serious capital, with the board watching.



WHAT THE OS ACTUALLY CHANGES

The point isn't a faster process. It's a shared picture.

Picture the moment every expansion needs and almost never gets: the founder, the leadership team, the board, and the advisors all looking at the same evidence-based read on where the company really stands. The gaps named. The risks visible. The first move clear.

Everyone in the room finally seeing the same thing.

That alignment usually takes weeks of workshops and expensive discovery to reach, if a team reaches it at all. The Global Growth OS gets you there in an afternoon, and every diagnostic turns one hard question into a personalised report you can act on or put in front of anyone whose buy-in you need.



HOW IT WORKS

Three phases. Eleven tools. One journey.

A suite of structured diagnostics, each a focused 20-minute conversation that produces a personalised report. Every tool encodes a founder-to-exit journey and 20+ years scaling B2B tech, tested against real outcomes. Start with the Readiness Scorecard, then add the tools you need.

FOUNDATION

Where do we stand, and where should we go?

- 1 Readiness Scorecard**
The anchor. Evidence-based scoring across PMF, financial, team, product, market.
- 2 Market Entry Selector**
Attractiveness × readiness. Your primary, secondary, and defer markets.
- 3 Capital-Revenue Bridge**
Maps the revenue milestones that make your next raise fundable.
- 4 Commercial Architecture**
Go-to-market approach, pricing, first-hire sequence, and 90-day launch plan.

EXECUTION

How do we actually do this?

- 5 Pricing Architecture**
Localises pricing: currency, buyer sophistication, competitive anchoring.
- 6 Channel Partner Evaluator**
Scored partner-fit: capability, commitment, cultural fit.
- 7 Buyer Persona Builder**
Market-specific B2B personas: goals, pains, decision dynamics, messaging.
- 8 Sales Playbook Generator**
Market-specific sales approach, discovery questions, and an objection-handling library.

SCALE & CAPITAL

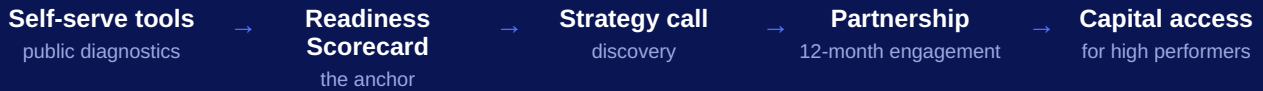
How do we fund and lock in growth?

- 9 Investment Readiness**
Scores traction, unit economics, and governance into an investor-ready scorecard.
- 10 Investor Fit Matcher**
Matches your stage, vertical, and capital need to the right investor types.
- 11 Traction Tracker**
A quarterly dashboard against your Readiness Scorecard baseline. The tool you keep using.



WHERE IT FITS

The OS sharpens the start of every engagement. It doesn't replace one.



Founders enter at the tools layer. Readiness qualifies for a strategy call; fit qualifies for the Partnership; performance opens up capital access.

The Foundation tools aren't a replacement for an advisor, a consultant, or your strategy lead. They're the thing that makes every one of those conversations start chapters ahead, because you arrive holding a structured diagnosis and a clear list of gaps instead of a hunch.



WHY IT MATTERS

Expand on instinct, or expand on evidence.

Expand on instinct

- ✗ Pick the wrong first market and burn months finding out
- ✗ A team and board quietly not aligned on the plan
- ✗ A raise attempted before the traction supports it
- ✗ Weeks of costly discovery just to learn where you stand

Expand on evidence

- ✓ A clear, ranked view of which market to enter first
- ✓ Your team and board aligned on one shared diagnosis
- ✓ A capital story sequenced so the raise actually lands
- ✓ Execution-ready clarity in days, for almost nothing

BUILT ON LIVED EXPERIENCE

I've done this. Not just advised on it.

I'm Nick Burns. I founded and scaled my own startup, Emendo, to \$8M and an exit to McKesson, a Fortune 10 company, and I grew revenue to \$49M at Jade. Twenty years of that taught me what works going from New Zealand success to global traction, what doesn't, and how to tell the difference early.

The OS productises the diagnostic layer, the part that's the same for everyone. The judgement, the relationships, and the execution still happen with real people, through the Partnership.

TRACK RECORD

- Scaled Emendo to \$8M and a Fortune 10 exit (McKesson)
- Grew revenue to \$49M at Jade
- 20+ years B2B sales and commercial leadership
- Performance guarantee, five clients maximum

See where you really stand.

Start with the free Readiness Scorecard. About 20 minutes, and you'll walk away with an evidence-based read on your readiness to expand and the first thing to fix. No pitch. If you're not ready yet, it'll tell you that, and why.

[Take the free Readiness Scorecard →](#)

1. ASSESS

Take the free Scorecard

2. MAP

We map your best-fit markets on a call

3. PARTNER

If we're a fit, we begin



Global Growth
PARTNERSHIP

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Founder-to-exit credibility · Performance guarantee · 5 clients maximum