



Appendix

Export Readiness Checklists

1 Our Rationale

Our mission:

Think about the following and put a cross against those which need to be more widely understood.

- Financial
- Reputation
- Staff Recruitment
- Staff Development
- Research opportunities
- Sharing our expertise
- Keeping pace with peers
- Protecting existing overseas activity
- Other.....

Risks:

Think about the following and put a cross against those where further work is required.

- Legal
- Financial
- Reputational
- Strategic
- Clinical
- Governance
- Operational
- Other.....

The barriers we face:

Think about the following and put a cross against those where further work is required.

- Language
- Culture
- Legal and regulatory
- Trade barriers
- Finding contacts
- Other.....



2 Our Proposition

Intellectual Property:

Think about the following and put a cross against those where further work is required.

Copyright	<input type="checkbox"/>
Trade Marks	<input type="checkbox"/>
Patents	<input type="checkbox"/>
Design rights protection	<input type="checkbox"/>
Non-disclosure agreements	<input type="checkbox"/>
Employment contracts	<input type="checkbox"/>
Other.....	

4 Our Resources

The mindset of our organisation:

Think about the following and put a cross against those where further work is required.

The Chief Executive is supportive	<input type="checkbox"/>
The Board is supportive	<input type="checkbox"/>
The Management Team is supportive	<input type="checkbox"/>
Clinical Staff are supportive	<input type="checkbox"/>
Management staff are supportive	<input type="checkbox"/>
Other.....	

Our commercial resource:

Think about the following:

Time for:

- Market research
- Planning
- Product/service development
- Website and promotional material changes
- Sales and marketing activities inc. overseas visits
- Managing technical and regulatory approvals
- Training
- Other.....



Our Resources continued

Budget:

Think about the following:

Budget for:

- People costs
- Market Research
- Product development
- IP protection
- Marketing materials
- Website development/changes
- Training
- Travel and subsistence
- Exhibitions
- Legal contracts
- Technical/regulatory approvals
- Product and professional liability insurance
- Other.....

Skills:

Think about the following:

Skills including:

- Bid writing
- Market research
- Business planning
- Language and culture
- Exhibiting overseas
- Selecting and managing partners
- Understanding international IP protection
- Presentation skills
- International SEO

Resources & collateral in place?

Think about the following and put a cross against those where further work is required.

- Market-ready product/service
- Technically skilled staff
- Required processes
- Required collateral (materials, etc)
- Required cashflow
- Other.....



5 Route to Market

Our strategic options:

Think about the following:

Agency agreement

Distribution agreement

Direct sales

E-commerce

Licensing

Franchising

Strategic alliance

Joint Venture

Wholly owned subsidiary

Value added reseller