



NICKBURNS.NZ



GO GLOBAL

THE 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 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



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 sha

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.

WHAT YOU WALK AWAY WITH

- A scored, evidence-based read on readiness
- Your best first market, ranked against the rest
- The gaps named, in priority order
- A report you can hand to a board or an investor
- A baseline to track against every quarter



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 co-founder-to-exit journey and 20+ years scaling B2B tech, tested against real outcomes. Start with the International Readiness Scorecard, then add the tools you need.

FOUNDATION

Where do we stand, and where should we go?

1 International Readiness Scorecard

The anchor. Evidence-based scoring across product-market fit, financial, team, product and market.

2 Market Entry Selector

Attractiveness against 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 a 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 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.

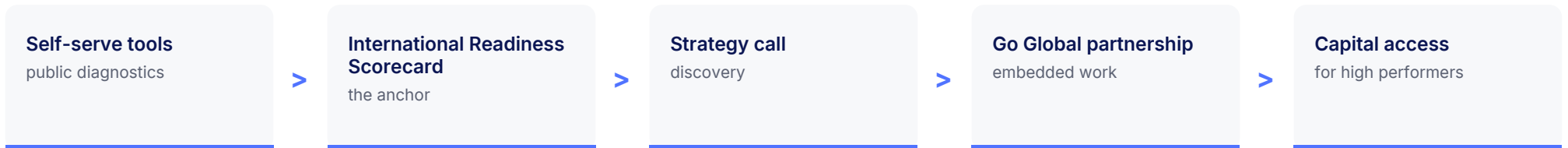
11 Traction Tracker

A quarterly dashboard against your 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 you for a strategy call, fit qualifies you for the partnership, and performance opens up capital access.

The Foundation tools are not a replacement for an advisor, a consultant or your strategy lead. They are 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 co-founded and scaled Emendo to \$8M ARR and an exit to McKesson, then the 14th-largest company on the Fortune 500, and I helped grow revenue from \$31m to \$46m at Jade between 2019 and 2023. 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 is the same for everyone. The judgement, the relationships and the execution still happen with real people, through the partnership.

TRACK RECORD

- Co-founded and scaled Emendo to \$8M ARR, exit to McKesson (Fortune 500, #14)
- Grew revenue from \$31m to \$46m at Jade, 2019 to 2023
- 20+ years in B2B sales and commercial leadership
- 60+ tech companies helped grow, at home and offshore
- A maximum of four embedded clients at a time, across both stages

See where you really stand.

Start with the free Growth Scorecard. About six minutes, and it scores your revenue engine at home. Finish it and the International Readiness Scorecard opens straight after, because a home engine that leaks will export the leak. No pitch. If you're not ready to go offshore yet, it will tell you that, and why.

nickburns.nz/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