



**BC TECH**  
association

## HyperGlobal

Helping tech companies expand into new markets and scale globally

### WHO IS IT FOR

The program is designed for CEOs and executives of growth-stage tech companies (\$1M-\$10M annual revenue) and scale-stage tech companies (\$10M+ annual revenue) who want to enter new global markets.

### WHAT IS IT

Going global and exploring new markets is crucial in scaling your business. Grounded in decades of expertise in international expansions, HyperGlobal provides Canadian technology companies with

- **Expertise:** In-market customer discovery and validation conducted by local sales agents to assess market readiness and fit
- **Global connections:** Outbound market trips to select locations to do one-on-one meetings with potential customers and partners. Inbound buyer connection days match making SME with global buyers
- **Knowledge:** Seminars on key topics to help SME's go global

### HOW IS IT DELIVERED

BC Tech's HyperGlobal program helps you validate if you have the right product for the right market with the right business model and accelerate growth. BC Tech engages local sales agents in your target market to conduct primary research with your potential customers.

### WHAT IS UNIQUE

Our program ensures participating companies make the connections needed to take their business to the next level through:

- Export educational seminars
- In-market customer discovery by international partners
- Inbound buyer connection days
- Outbound market connection trips