

SPOTLIGHT on INTERNATIONALISATION



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What is the 'secret sauce' for successful internationalisation?

When resources are limited, and you know that it is a question of survival for your company: look for the perfect team member to take care of it. Find someone that can do exactly what you need in your target market and is good networker. You need to onboard him or her fully so that he knows everything about the company. After all, he/she'll try to do the same aboard.

First step towards internationalisation. Young start-ups struggle in establishing an internationalisation strategy, based on the available resources. What would be your tip to them, to maximise the impact of their actions?

Start networking aboard early. This takes time, and you will uncover opportunities along the way. It's never too early to start. Work towards a prestigious collaboration or finding the perfect country manager that will give you a stronghold in your next market.

Hand-on experience. Could you please summarise the internationalisation activities of your company in few sentences?

Because our team has always been international, all key team members are listening to opportunities in their home countries. Just yesterday, thanks to our Lithuanian team member, we agreed on a partnership with Lithuania regarding fundraising. We have a subsidiary in France to fully take advantage of this market, have partnerships in many European countries: Portugal, Great Britain, France and Lithuania and work directly with companies in Belarus, India, Spain, Hungary and Germany. We aim for finding the best people to work with, no one is really far in Europe! This is also encouraged by many European grants that force cross-border collaboration. And it is for the best of the company. We are currently recipients of three such grants (and had another 3 in the past) and they are wonderful opportunities to accelerate your business, and open doors to other markets. An example: a few weeks ago, our Spanish partner referred us to a Hungarian company that was looking for a speaker for an event held in Czech Republic. Result: free visibility in a market we do not know anyone. Before that, a EIT Health program brought us to Lisboa where we met the doctors who became the main partners in our project. What made the difference? One of our teammate was talking Portuguese.



About STEPUP Solutions

StepUp Air revolutionizes sport trackers by using state-of-the-art sensor technologies to provide accurate and useful data. Unlike other devices, it is based on breathing and enables athletes to always know precisely their limits where they improve the most when training, while reducing the risk of fatigue injuries.

<https://stepupair.com/>

About CELIS Project

CELIS project combines some of the world-class life science ecosystems in Europe, where cross-sectoral fertilisation has given rise to promising new technologies and products, resulting in new value chains. The project builds on the existing Health Axis Europe Alliance, with the aim to professionalise and expand this inter-regional cooperation and increase its impact, especially for SMEs among their members.

<https://www.health-axis.eu/celis>

CELIS project can support the development of new international cooperation through travel vouchers (up to 1 100 Euro), within the so-called ClusterXchange. We can help you navigate through the process and application.

More information: <https://clustercollaboration.eu/clusterxchange>

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