

Global SaaS Expansion Checklist

Market Research & Strategy

- Analyze target market's economic indicators, customer behavior, and market trends.
- Identify and evaluate your main competitors in the new market.
- Research the target country's legal and regulatory environment, including data protection laws and industry-specific regulations.
- Determine the size and potential of the target market for your SaaS product.
- Define your expansion goals and objectives (e.g., market share, revenue targets).
- Choose an expansion strategy (e.g., market penetration, market development) using a framework like the Ansoff Matrix.

Product Localization

- Translate and localize your website, marketing materials, and user interface.
- Adapt your product features and functionalities to meet local needs and preferences.
- Ensure your product complies with local regulations and standards.

Team & Operations

- Decide on your team structure (local team, remote team, or a combination).
- Hire local talent or partner with local experts for market knowledge and cultural insights.
- Establish clear communication channels and workflows for your international team.

- Set up localized customer support channels (e.g., phone, email, live chat) in local languages and time zones.

Legal & Finance

- Engage legal experts to ensure compliance with local laws and regulations.
- Set up appropriate legal entities and tax structures in the target country.
- Understand and comply with local tax obligations, including VAT/sales tax.
- Partner with a Merchant of Record (MoR) to simplify tax compliance and payment processing.

Payment Processing

- Choose a payment processor that supports multiple currencies and local payment methods.
- Offer localized checkout experiences with language, currency, and payment options tailored to the target market.
- Ensure secure payment processing with PCI DSS compliance and fraud prevention measures.

Marketing & Sales

- Develop a localized marketing strategy that resonates with the target audience.
- Adapt your pricing and packaging to suit local market conditions and customer expectations.
- Establish local partnerships to expand your reach and distribution channels.
- Build relationships with local influencers and media outlets.