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06/10/22  
ACCOR ARENA - PARIS

# MÉTAMORPHOSE



LA HANDITECH

## Round table - Disability and innovation: What are the main sources of funding for startup businesses and international growth ?



Technology company founders should be more determinedly international in their vision and strategies from the very start of their business to increase the economic success of their efforts. It has been shown that firms with international sales have higher sales growth than firms that sell only domestically. Technological sophistication of products also has a positive impact on growth. In addition, intense competition and shorter windows of opportunity increase the pressure to grow rapidly to appropriate the returns from innovation.

One of the biggest challenges for international businesses is driving the demand and awareness in local markets. Most international businesses invest heavily in marketing, rather than infrastructure, so they can scale without needing to be on the ground in a foreign market. With such a centralized model, international companies maintain tight control of their product marketing and branding, making it easier for one consistent message across multiple geographies. The potential to plan and grow an international business is greater than it has ever been. A strong digital presence creates access to new markets and customers. Digitalisation has made it quicker and cheaper to internationalise a business. However, having sales feet on the ground is still necessary and successful international organizations have found it more effective and efficient to make use of international distributors networks.

For most of these companies funding can provide the business with security to expand overseas and accelerate growth, which often results in a far more valuable business over time. Ultimately the existing shareholders should end up with more valuable stakes in the business.

High-growth technology companies can seek out equity finance to fund their international expansion. One key advantage is that the company can tap into the connections, networks and knowledge of its investors. It may also give the company the financial resources to make acquisitions.

While VC investors will push for a detailed plan, they also expect an ability to see, test and reiterate quickly to changing market conditions. A business with international ambitions must be prepared to pivot and not be stuck in its thinking, it must not be afraid to change and adapt.