

From market hypothesis to first outreach

In groups create a practical baseline for taking your company, product or service into a chosen international (or national) context.

1 Define strategy

Choose the market hypothesis and why it is worth testing.

2 Define audience

Map who has need, influence, budget and access.

3 Find contacts

Build a first qualified list with evidence and priority.

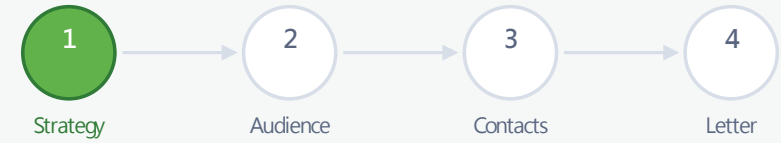
4 Draft letter

Create a concise outreach message with a clear ask.

Example thread used in this deck

NMI digital reading screener → Poland → educational decision-makers → first partner conversations

Define your strategy



What this means

- State the market hypothesis in one sentence.
- Choose one product/service, one market and one reason to believe the timing is right.
- Define what you are trying to learn, not only what you hope to sell.

How to reach a useful baseline

- Use 3–5 selection criteria: need, budget, access, competition, strategic fit.
- Select one primary route to validate first: partner, pilot, distributor, public buyer or research network.
- Decide the minimum evidence needed before investing more time.

NMI example baseline

Strategy: test whether NMI's digital reading screener has demand in Poland.

Why Poland: large EU education market, strong public-sector need, comparable literacy-support challenges, likely room for evidence-based digital screening tools.

First validation goal: 15–20 qualified conversations before deciding on localization or piloting.

Workshop output

A 'one-sentence' strategy: "We will test [offer] in [market/segment] because [reason], by first validating through [route]."

Define your target audience



What this means

- Identify who feels the problem, who can approve adoption and who can block it.
- Separate user, buyer, influencer and implementation partner roles.
- Avoid “schools” or “companies” as the audience; name concrete roles and organization types.

How to reach a useful baseline

- Create 3–5 audience segments and score them by fit and access.
- Use a simple buying-centre map: decision-maker, expert, budget owner, day-to-day user.
- Pick the first segment to contact based on credibility and learning value, not only size.

NMI example baseline

Primary: municipal education leaders, special education coordinators, psychological-pedagogical counselling centres, national/regional education agencies.

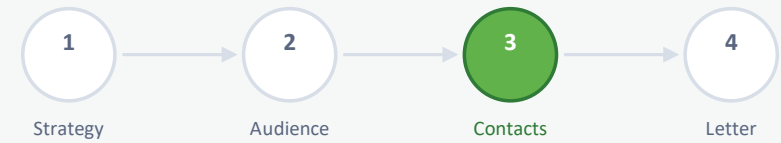
Secondary: universities, literacy researchers, assessment publishers, teacher-training networks and NGOs working with learning support.

First audience choice: expert/institutional contacts who can validate need and point to decision-makers.

Workshop output

A first audience map with 1+ segments, the decision roles in each and the segment to contact first.

Search for relevant contacts



What this means

- Turn the target audience into named people, organizations and evidence-backed leads.
- Prioritize relevance over volume: every contact should have a reason to be on the list.
- Keep the research reusable by recording sources, assumptions and next action.

How to reach a useful baseline

- Use AI (or existing contacts) for search planning, then verify through public sources, LinkedIn, networks and official websites.
- Concentrated effort: work in one shared spreadsheet with fixed fields: organization, person, role, fit, evidence, source, priority, outreach angle.
- Aim for 20–40 first-pass leads, then reduce to the top 10–15 for outreach.

NMI example baseline

Search angles: “Poland dyslexia screening”, “reading fluency assessment Poland”, “psychological pedagogical counselling centre”, “digital learning assessment”, “special education municipality Poland”.

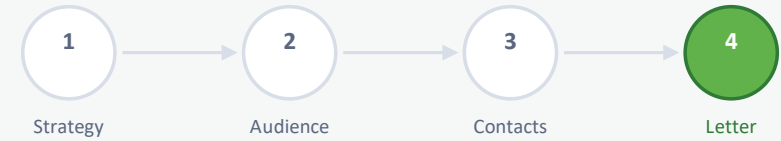
Use NMI/CECO networks to identify warm introductions where possible.

Prioritize contacts with policy, assessment or literacy-support responsibility.

Workshop output

A shared contact sheet with top-priority leads (a few is enough for the Workshop), evidence for why they matter and one outreach angle per lead.

Draft the first outreach letter



What this means

- Write a short message that opens a conversation, not a sales pitch.
- Make the hook specific to the recipient's role and context.
- State credibility, value hypothesis and a clear low-friction ask.

How to reach a useful baseline

- Keep it to 150–200 words with one purpose.
- Use this structure: context → why them → what you are exploring → one concrete question or meeting ask.
- Create one base version and one role-specific variation for the highest-priority audience.

NMI example baseline

Hook: NMI develops evidence-based digital tools for identifying reading-support needs in Finland.

Value hypothesis: similar early screening challenges may exist in Polish education systems.

Ask: “Would you be open to a 20-minute conversation about how reading difficulties are currently identified and what tools are missing?”

Workshop output

A concise draft email/LinkedIn message with hook, credibility, recipient relevance and a 20-minute conversation ask.