

Your China strategy has made it through the board room and now it's time to deliver. You have real pressure to move quickly but carefully. The decisions you make in the next year or two will likely determine your success or failure in China.

The China Business Builder program fills the knowledge, experience and resource gaps that Western technology companies like yours face when starting their China business. The program goes beyond simply providing advice or reports. ADG works side-by-side with your team, from market validation and entry, to launching your first solutions in China. ADG's experience and corporate relationships will have you operating in China in the shortest time possible while helping you avoid costly mistakes. Most importantly, you can get started right away with ADG as part of your team on the ground in China.

China Business Builder will set you on the right path to success in China.

BENEFITS INCLUDE:



A gap analysis of your entry strategy and objectives to confirm early options and pre-conditions



A flexible business model to bring in the right internal or external specialists as needed



Accelerated timeline towards real business opportunities and revenues



An immediate local China presence to engage with potential partners, customers, or other resources to move the strategy forward





China Business Builder leverages our broad spectrum of cross functional business experience gained from over 20 years of helping companies navigate the China market:

STRATEGY + MARKET OPPORTUNITY VALIDATION

Market Assessment

Assess Chinese market demand, competitors, and potential partners

Review baseline (IP, trademarks, competition, privacy, licensing etc.)

Validate business models via on-the-ground assessment of potential partners and customers

GTM Strategy

Identify key technical and strategic partners

Confirm GTM path and investment

STRATEGIC GROWTH

Strategic Growth Options & Planning

JV partner identification, business plan development and closing

Capital raising support - strategic

New channels for growth

Long Term Operations Strategy

Hands-on client ownership

ADG as a local operating partner

M&A

SALES & BUSINESS DEVELOPMENT

Sales and BD Initiatives

Identify customers and partners and expand the funnel

Localize business models and value proposition

Engage Customer/partners, qualify and promote value prop

Break down objections, develop champions, manage technical trials and support negotiations

Support tech integration/development and pre-launch marketing

Manage ongoing relationships

Ops Support

Localization of BD material

Basic IT infrastructure

Import, license, export, compliance, tax and regulatory support

ACCELERATE MARKET PRESENCE FOR SCALE

Enity Establishment

Entity establishment plan

Leverage 3rd party licenses for quick entry

IP, trademark support

Regulatory review and path to compliance

Website development, ICP licenses and domain acquisition and operations

Piracy reduction strategies and implementation services

In Market Team Building

Recruiting, team building and design including employee of record services

Management

Interim Finance & accounting support

PARTNER DEVELOPMENT & RESELLER ECOSYSTEMS

Partner Development

Partner recruitment

Map partner capabilities and footprint against requirements

Gap analysis - roles & responsibilities

Develop partner business models, and localize value propositions

Enable and support partners with technical, sales and post-sales support

Demand generation activities

Channel Management

Lead management

Pricing

Reseller depth and breadth

MARKETING + DEMAND GENERATION

Marketing Localization

Website, WeChat, video hosting platform, Zhihu, etc

Content localization / development

Curated social media

Marketing Amplification

Trade show support

PR (coverage, press releases, etc.)

Identify and leverage KOLs

Lead generation activities (Baidu, industry forums, EDM)





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It was important for us to find a partner like ADG that could help us build our China strategy while also working hand-in-hand with our own team to drive the business strategy forward

Cristian Parinno, VP, Canonical/Ubuntu

My initial goal in hiring ADG was to help us figure out our goto-market strategy in China. I assumed we needed some advice and some introductions due to the complexity of the market and the challenges of knowing which partners to trust. I didn't fully appreciate how much help we needed, and how quickly ADG could deliver. They were willing to do whatever it takes to make us successful in China. ADG helped save us from many costly mistakes and got us to market faster than I anticipated.

Steve Walden, SVP Business Development, Alteryx