

Lean Landing

The Fast Track to New Markets

Lean Landing is designed to get small businesses quickly into new European markets. If you want to test whether your products or services can be sold abroad, or if you're looking for new European partnerships, this programme is for you.

What you get

The Lean Landing network consists of 26 partners, accelerators and incubators from across the North Sea Region, i.e. Denmark, Sweden, Norway, Germany, Holland and UK. Together, we have boots on the ground in all six countries, enabling us get you quickly in touch with new customers and partners. Critically, the Lean Landing network gives you hands-on knowledge and local insight into anything from business laws to cultural etiquette in markets far from home. And when joining the Lean Landing programme, you will be able to use the office facilities at incubators and accelerators across the North Sea Region.

What we do

Favouring a hands-on approach, we arrange partner and customer meetings for you in your country of choice, so you can get fast feedback from potential customers or partners and perform a real-time test of the potential of your products and services in a new European market. That way, you avoid traditional market analysis and get quick, solid feedback to act on via practical encounters.

What it costs

It's free to join, and we'll even refund 50% of your travel costs. If you're interested in joining the Lean Landing programme, the first step is a screening interview, where we assess your company's potential and motivation to participate in the project. To apply for an interview, please contact your local partner via <http://www.northsearegion.eu/lean-landing/>

