User story map - by theme

Motivation	Information and resources	Skills	Logistics	Compliance	Risk management	Opportunities
Why I want to expand	I need information and resources to do it	I need to ensure I have the skills I need to do it	I need to move stuff and people	I need to comply with the law	I need to know what to do if something goes wrong	I need to find new opportunities to do it

Phase 1 ⚙

Increase my profit
Priority: Must have

Grow my supplier
Priority: Must have

Make my job easier
Priority: Must have

Reduce my risks
Priority: Must have

Find out about the different routes to market options
Priority: Must have

Access information about different routes to market
Priority: Must have

Access information about TTIPs
Priority: Must have

Find information on creating a good business plan/marketing/sales strategy
Priority: Must have

Find information to evaluate potential opportunities
Priority: Must have

Find information on converting pricing, payment terms, pitching, and contracting negotiations, etc
Priority: Must have

Access the right information about potential buyers
Priority: Must have

Access the right information to produce my business plan
Priority: Must have

Access information about the countries I want to expand to
Priority: Must have

Keep up to date with news about the countries that I want to expand to
Priority: Must have

Access information about compliance requirements
Priority: Must have

Keep up to date with news about compliance requirements
Priority: Must have

Access information about customs
Priority: Must have

Keep up to date with news about customs
Priority: Must have

Access funding
Priority: Must have

Access information about finance
Priority: Must have

Keep up to date with news about logistics
Priority: Must have

Get information about logistics
Priority: Must have

Understand everything involved in transporting/storage/warehousing/etc to a good standard
Priority: Must have

Access the skills I need to understand the different routes to market options
Priority: Must have

Access the skills I need to understand the TTIPs relevant to me
Priority: Must have

Create a good business plan/marketing/sales strategy
Priority: Must have

Access the skills I need to identify, secure, fulfil and verify potential opportunities
Priority: Must have

Access the skills I need to secure potential new buyers
Priority: Must have

Access the skills I need to secure potential new customers
Priority: Must have

Access the skills I need to conduct good causing market research
Priority: Must have

Access the skills I need to understand what's important to my customers
Priority: Must have

Access the skills I need to gaining compliance across countries
Priority: Must have

Access the skills I need to manage the financial aspects of my business
Priority: Must have

Access the skills I need to manage my business logistics
Priority: Must have

Tweet or rant secure and fulfil opportunities
Priority: Must have

Tweet or rant secure logistics
Priority: Must have

Comply with rules and regulations around compliance
Priority: Must have

Comply with language and cultural compliance
Priority: Must have

Comply with financial rules and regulations
Priority: Must have

Comply with rules and regulations around logistics
Priority: Must have

Comply with rules and regulations around compliance
Priority: Must have

Access risks and uncertainties/fulfilling an opportunity
Priority: Must have

Access information about how to do it if something goes wrong
Priority: Must have

Understand why remain opportunities exist/succeed
Priority: Must have

Manage risks around compliance
Priority: Must have

Manage risks around customs
Priority: Must have

Manage logistical risks
Priority: Must have

Find new buyers quickly
Priority: Must have

Find new sellers quickly
Priority: Must have

Stay ahead of the competition
Priority: Must have

Find out about the different routes to market options
Priority: Must have

Find information on producing investment
Priority: Must have

Find information on intermediaries
Priority: Must have

Access information about the sectors I want
Priority: Must have

Keep up to date with news about the sectors I want
Priority: Must have

Find out my competitive position
Priority: Must have

Access competitor intelligence
Priority: Must have

Keep up to date with news about my competitors
Priority: Must have

Understand market trends
Priority: Must have

Access information about risks
Priority: Must have

Keep up to date with news about risks
Priority: Must have

Access information about language and culture
Priority: Must have

Keep up to date with news about language and culture
Priority: Must have

Access information about international and
Priority: Must have

Access information on sales and
Priority: Must have

Keep up to date with news about sales and
Priority: Must have

Access information about legal issues
Priority: Must have

Keep up to date with news about legal
Priority: Must have

Access information on marketing and
Priority: Must have

Keep up to date with news about marketing and communications
Priority: Must have

Access the skills I need to successfully apply
Priority: Must have

Access the skills I need to work with an
Priority: Must have

Access the skills I need to understand good sectors
Priority: Must have

Access the skills I need to conduct
Priority: Must have

Access the skills I need to research
Priority: Must have

Feel confident doing business anywhere in
Priority: Must have

Be there in time or in minute/engage other
Priority: Must have

Access the skills I need to understand cultural
Priority: Must have

Access the skills I need to understand risks and
Priority: Must have

Access the skills I need to understand the legal
Priority: Must have

Conduct successful marketing and
Priority: Must have

Access the skills I need to conduct good
Priority: Must have

Tweet or rant move buyers
Priority: Must have

Tweet or rant move sellers
Priority: Must have

Tweet or rant new markets
Priority: Must have

Tweet or rant new internationals
Priority: Must have

Tweet or rant new sectors
Priority: Must have

Tweet or explore new markets
Priority: Must have

Tweet or rant with people in my sector
Priority: Must have

Move swiftly across borders
Priority: Must have

Tweet or conduct marketing and
Priority: Must have

Tweet or rant / can conduct activities
Priority: Must have

Comply with language and cultural compliance
Priority: Must have

Comply with rules and regulations around compliance
Priority: Must have

Comply with rules and regulations around compliance
Priority: Must have

Comply with rules and regulations around compliance
Priority: Must have

Comply with rules and regulations around compliance
Priority: Must have

Comply with rules and regulations around compliance
Priority: Must have

Manage risks around visas and immigration
Priority: Must have

Manage risks around TTIPs
Priority: Must have

Manage financial risks
Priority: Must have

Manage risks around legal issues
Priority: Must have

Manage risks around marketing and communications
Priority: Must have

Manage risks associated with my chosen
Priority: Must have

Find new investors and investment
Priority: Must have

Find intermediaries
Priority: Must have

Access new opportunities as an
Priority: Must have

Connect with a wide range of networks
Priority: Must have

Get opportunities to connect with my
Priority: Must have

Phase 2 ⚙

Phase 3 ⚙