



Case Study



*How EntryMapper redefined ESG platform
DoGoodPeople's strategic expansion*

SUMMARY

This detailed case study delves into DoGoodPeople's collaboration with EntryMapper to understand their current market situation, competitive differentiation, Ideal Customer Profile and identify target customers and partnerships in two priority countries.



DoGoodPeople is a Spanish-headquartered company focusing on employee ESG engagement via an employee app. DGP had gained significant traction in Spain and neighbouring countries with large customers, and was ready to expand into new geographies. After undertaking an internal country prioritization exercise to define its next two expansion markets, DGP required a data-driven method to kickstart market entry, specifically in understanding the competitive white space and defining its Ideal Customer Profile. EntryMapper identified DoGoodPeople's white space opportunity and competitive differentiation, and developed an Ideal Customer Profile (ICP) through analysis of the market as well as existing customers. Once the ICP was defined, EntryMapper used these characteristics to identify a long-list of 500+ high potential target customers per country.

OUR APPROACH

EntryMapper's approach for DoGoodPeople was defined by 4 key areas, covering broader topics such as mapping white space, down to specific topics such as developing customer and partner lists.

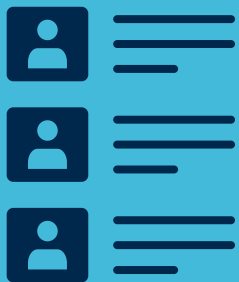


1 **DEFINED COMPETITOR LANDSCAPE & WHITE SPACE**

This involved a comprehensive review of the market, identifying the types of competitors, DGP's competitive differentiation, and the identification of the white space in the market for DGP to venture into. It also included deep dives into the position of DGP against its key competitors to identify where DGP enjoys competitive advantages

2 **CREATED IDEAL CUSTOMER PROFILE**

EntryMapper's in-depth analysis crafted DGP's Ideal Customer Profile by analyzing existing customers, competitor customers and assessing each potential vertical to build a specific set of characteristics which would inform customer targeting



3 **IDENTIFIED SPECIFIC CUSTOMERS & PARTNERS**

The approach included listing more than 500 specific customers to target for each target market selected. EntryMapper also identified the highest potential partner archetypes and developed long- and shortlists of these potential partners in each market.

4 **SYNTHESIZED RESULTS & BACKUPS**

The synthesis of these insights into a strategic document facilitated clear communication with various stakeholders, enhancing alignment and decision-making. EntryMapper also handed over detailed data backups and customer lists.



RESULTS

Outcomes and strategic advancements:

EntryMapper's approach equipped DGP with an extensive action plan, including a specific list of clients and partners to target for expansion into identified target markets and identification and articulation of addressable white space to communicate to potential investors during fundraising efforts.

THOUGHTS FROM THE FOUNDER



Ignacio Barriendos Hoppichler
Founder & CEO
DoGoodPeople

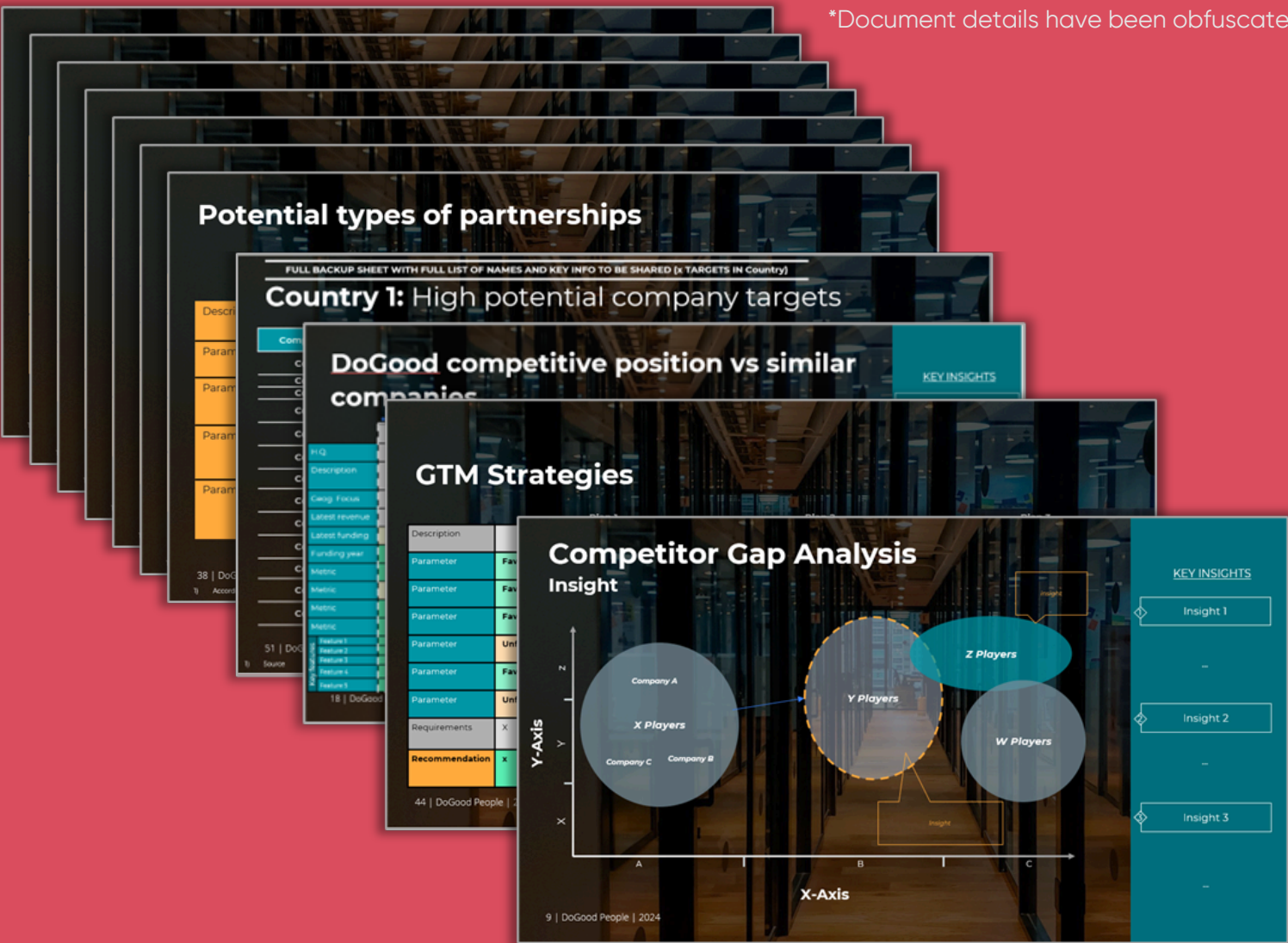
"EntryMapper's assistance has been really valuable. Their plan covered competitor analysis, strategic partnerships, potential customers, and white space opportunities. They helped us pinpoint target customers and potential partners, and shared the actual contacts as well."

The insights and leads from EntryMapper have greatly contributed to our market strategy, accelerating our expansion through finding potential leads and partners for us. We also have a much better understanding of our competitive differentiation as it relates to the current gaps in our market, and have more insight into our competitors."

DELIVERABLES & RESOURCES

The engagement culminated in a detailed report, providing a strategic overview, in-depth market analyses, and actionable recommendations. This comprehensive deliverable, along with all related data and detailed sources, served as a cornerstone for strategic decision-making, investor engagement, and internal team alignment, offering a blueprint for DGP’s continued growth and market innovation.

*Document details have been obfuscated



GET IN TOUCH

Inspired by DoGoodPeople's success story?
Get in touch with us to start your journey
toward outstanding results.



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