



# Case Study



*How Planmark convinced investors,  
increased their valuation & mapped out its  
scaling strategy*

# SUMMARY

This case study explores EntryMapper's collaboration with Planmark, highlighting a data-driven approach. EntryMapper uncovered market white space, developed an expansion plan, assessed priority markets, mapped an ideal customer profile and created a go-to-market strategy with potential partnership opportunities and leads. This meticulous approach not only differentiated Planmark in a crowded marketplace but also convinced investors, thereby enhancing their valuation.



Planmark is an ESRS reporting platform offering comprehensive sustainability and corporate reporting solutions. With the growing demand for regulatory compliance and ESG reporting, Planmark aimed to capitalize on this trend. However, they needed strategic support to identify the most significant market opportunities and expansion geographies, including targeting the right industries and companies for growth. Additionally, Planmark required a focused plan to secure funding aligned with its market positioning and expansion strategy.

Planmark was faced with several key challenges:

1. What are the key competitors and archetypes within ESG reporting, and what white space opportunities exist? How to position in the highly crowded ESG marketplace?
2. What criteria should be used to assess potential markets and industries, and which ones present the highest potential for expansion?
3. What are the characteristics of Planmark's ideal customer profile, and what partnerships should be explored to enhance growth?
4. What are the detailed trends within prioritized markets, and which companies should be targeted for outreach based on Planmark's ideal customer profile?

# OUR APPROACH

EntryMapper's approach to address Planmark's challenges was divided into several key areas, taking advantage of standardized analysis modules and accompanying tools.



## 1 **DEFINED COMPETITOR LANDSCAPE & WHITE SPACE**

EntryMapper provided a comprehensive overview of the ESG strategy and reporting value chain, identifying competitor archetypes to help uncover the types of competitors Planmark faces and highlighting white space opportunities for Planmark to explore.

## 2 **CREATED MARKET & INDUSTRY PRIORITIZATION MATRICES**

EntryMapper defined criteria to assess potential countries and industries for expansion, assigning weights to each attribute within a comprehensive criteria matrix helping shape Planmark's expansion strategy.



## 3 **OUTLINED ICP & PARTNERSHIP STRATEGY**

The approach also included defining an ideal customer profile for Planmark and identifying potential partnership opportunities through an analysis of existing partnerships in the market.

## 4 **ESTABLISHED LEADS & DEEP-DIVES FOR TOP MARKETS**

EntryMapper detailed key trends and characteristics within prioritized markets, while generating an extensive list of leads to support Planmark's expansion efforts.



# RESULTS

## **Outcomes and strategic advancements:**

Planmark leveraged EntryMapper's insights to uncover new scaling opportunities, select its next market, and gain a deeper understanding of its competitive positioning. EntryMapper's strategic approach was instrumental in refining Planmark's expansion strategy, enabling them to stand out in a crowded market and demonstrate their unique value proposition to investors. This distinct market positioning played a crucial role in convincing investors of Planmark's differentiation, ultimately driving up valuation in the latest funding round.

## THOUGHTS FROM THE FOUNDER



Pietari Keurulainen  
Co-founder  
Planmark Oy

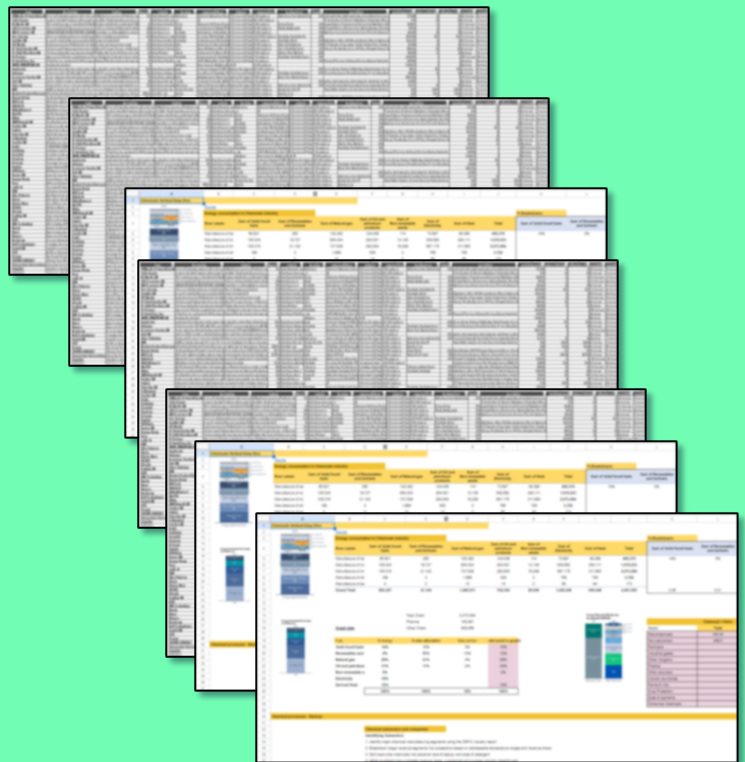
*"EntryMapper's insights have been instrumental in helping Planmark in accelerating closing of the investment round & enabling us to increase valuation of the company. Their clear recommendations on expansion markets and growth opportunities, alongside a thorough competitor analysis, uncovered untapped areas that have kept us ahead of industry trends. The deep dive into the ESG landscape allowed us to refine our positioning and build a robust strategy. With their meticulous research and valuable leads, we are confident in our upcoming initiatives and are moving in the right direction. Our collaboration with EntryMapper has been incredibly fruitful, with their go-to-market strategy playing a key role in our continued success."*



# WHAT DID WE DELIVER?

Our approach was presented in a detailed report, offering a strategic overview, comprehensive market and competitor analyses, actionable go-to-market strategies, and a list of targeted leads. This robust deliverable, supported by all relevant data and detailed references, became a key asset for strategic decision-making, investor engagement, and aligning internal teams. It provided a clear roadmap for Planmark's growth trajectory and market innovation.

\*Document details have been obfuscated



INVESTOR AND STAKEHOLDER-READY REPORT IN SLIDE FORMAT WITH OUTPUTS OF ALL MODULES

DETAILED AND TRACEABLE BACKUPS WITH ALL DATA USED, INCLUDING HANDING OVER OF TARGET CUSTOMER / PARTNER LISTS

# GET IN TOUCH

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



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