



Case Study



How Heeros identified untapped market opportunities, defined its markets for expansion, and outlined the scaling strategy for its new product

SUMMARY

This case study highlights EntryMapper's partnership with Heeros, a cloud-based financial management provider, focusing on formulating the go-to-market strategy for their new Sales Invoicing product. It showcases how data-driven insights are used to evaluate expansion options by mapping the competitive landscape and uncovering white space, identifying and conducting in-depth analysis of the highest-potential markets, and pinpointing top leads and high-value partners for outreach.



Heeros is a listed company that provides cloud-based financial management solutions for SMEs. It ensures compliant e-invoicing, streamlines the processing of purchase and sales invoices internationally, and integrates smoothly with ERP systems, helping businesses drive growth through digitalized financial processes. With annual revenues of EUR 11M, the company was uncertain about the potential markets for expansion and the most effective GTM strategy for their newly developed Sales Invoicing product.

Heeros was faced with several key challenges:

1. What are the main competitor archetypes and key competitors? Is there a white space for Heeros to capitalize on?
2. Which countries should Heeros expand into?
3. What were the particular regulatory, competitive, and partnership opportunities in the prioritized countries?
4. Which archetypes, companies, and partners were best suited to be targeted for outreach?

EntryMapper employed a comprehensive 4-step approach to address Heeros' challenges, resulting in a synthesized and clear GTM plan.

OUR APPROACH

EntryMapper's approach to address Heeros' challenges was divided into 4 key areas following its analysis modules, which were combined to form a coherent GTM plan for their new product.



1 **DEFINED COMPETITOR LANDSCAPE & WHITE SPACE**

EntryMapper defined key competitor archetypes, conducted a comprehensive competitors analysis, and identified white space opportunities for Heeros' expansion.

2 **IDENTIFIED PRIORITY COUNTRIES FOR EXPANSION**

EntryMapper created a comprehensive assessment matrix for market expansion, pinpointing two priority countries. This analysis played a key role in shaping Heeros' strategic direction, allowing them to focus their efforts on the most promising markets.



3 **CONDUCTED MARKET DEEP-DIVES FOR PRIORITY COUNTRIES**

Entrymapper analyzed in-depth the two priority markets, covering market sizing, segmentation, regulations, competition, and the partnership ecosystem. This helped outline the partnership models relevant for scaling and the capabilities required for expansion.

4 **OUTLINED GTM STRATEGY AND TARGETS FOR OUTREACH**

Entrymapper provided valuable go-to-market insights by analyzing and identifying the most promising partner archetypes, along with key high-potential leads and partners for targeted outreach in each market.



RESULTS

Outcomes and strategic advancements:

Heeros leveraged these insights to identify strategic partnership and scaling opportunities for its new Sales Invoicing product, gaining a deeper understanding of its market through the comprehensive analysis provided by EntryMapper. Ultimately, EntryMapper guided Heeros in aligning stakeholders and strengthening its expansion efforts.

THOUGHTS FROM THE CEO



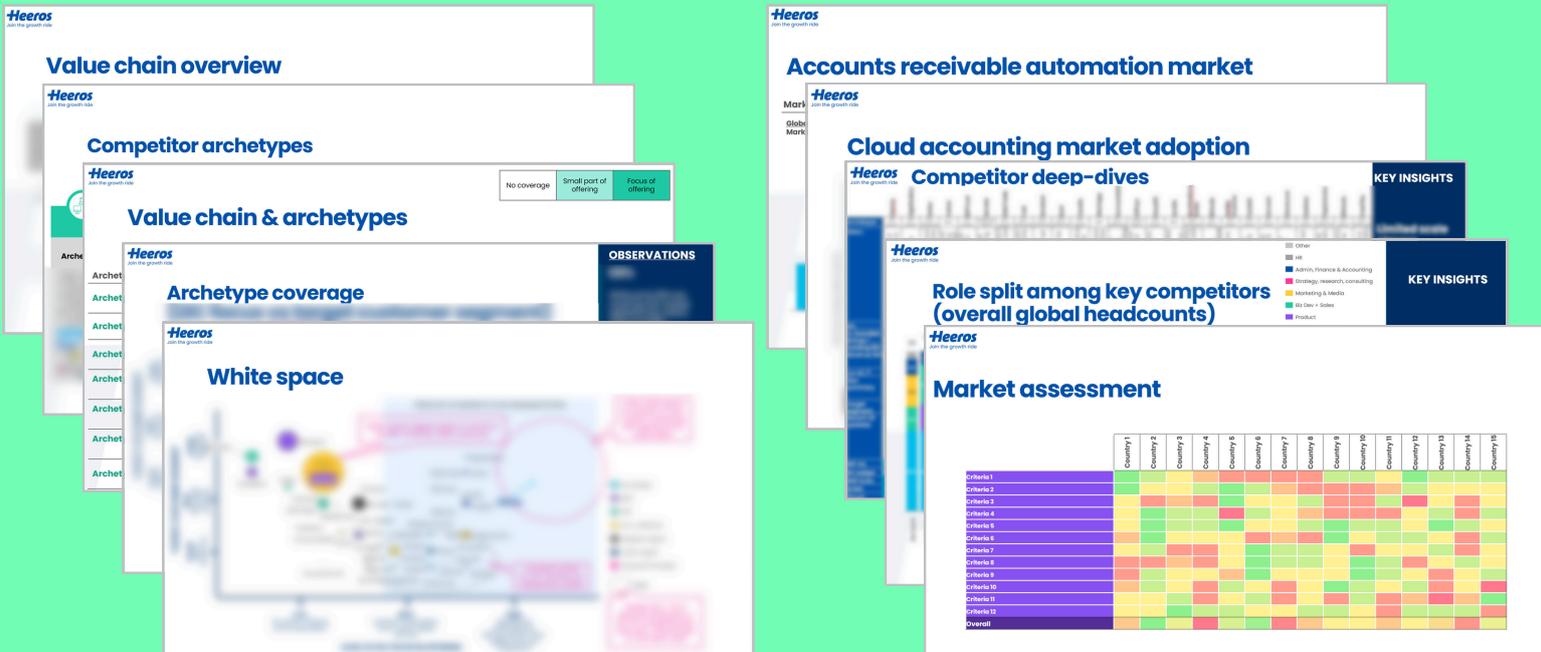
Niklas Lahti
CEO
Heeros

"Partnering with EntryMapper has been invaluable for Heeros in defining the GTM strategy for our new product. Their comprehensive competitor analysis and identification of untapped opportunities have provided us with a clear roadmap for expansion. They established strong assessment criteria for market entry, offering valuable insights into market sizing, regulatory environments, and competitive landscapes. With their expertise, we've identified two key countries for growth and secured crucial leads and partners to accelerate our progress. Thanks to their actionable recommendations, we're confident in our strategy moving forward. We highly recommend their services to any company seeking data-driven, strategic market insights."

WHAT DID WE DELIVER?

Our approach was delivered in a detailed report, providing in-depth market and competitor analyses, detailed priority markets selection, country specific deep dives and actionable GTM strategies. 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 Heeros' continued growth.

*Document details have been obfuscated



GET IN TOUCH

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



contact

hello@entrymapper.io

