



Barrabés Napapiiri

Who we are

We accompany organizations in its digital transformation and we build products, services and business models for the new environment

Our history



Everything started in Benasque, an incomparable town in the Pyrenees



1992
Foundation of Barrabés web
1993
Creation of the first Ecommerce in Europe: **Barrabés.com**



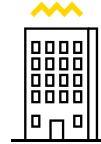
2000
Barrabés.biz is founded: a unique innovation consulting firm in Spain



2006
Barrabés expands to strategic markets such as Mexico City and San Francisco



2015
Barrabés opens an office in Oulu, Finland, first 5G city in the world, and **Barrabés Napapiiri** is born



2017
Barrabés inaugurates Casa Barrabés, where we activate our model: Growth, Attitude Academy, Intelligence and Scale Up

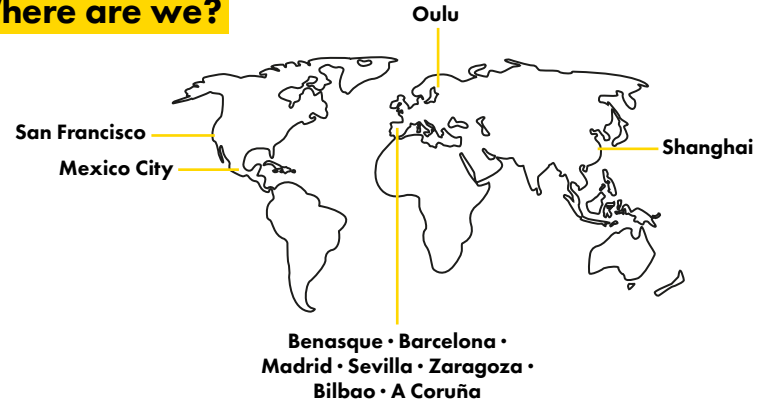
Our numbers

+100,000
SMEs

+20,000
startups

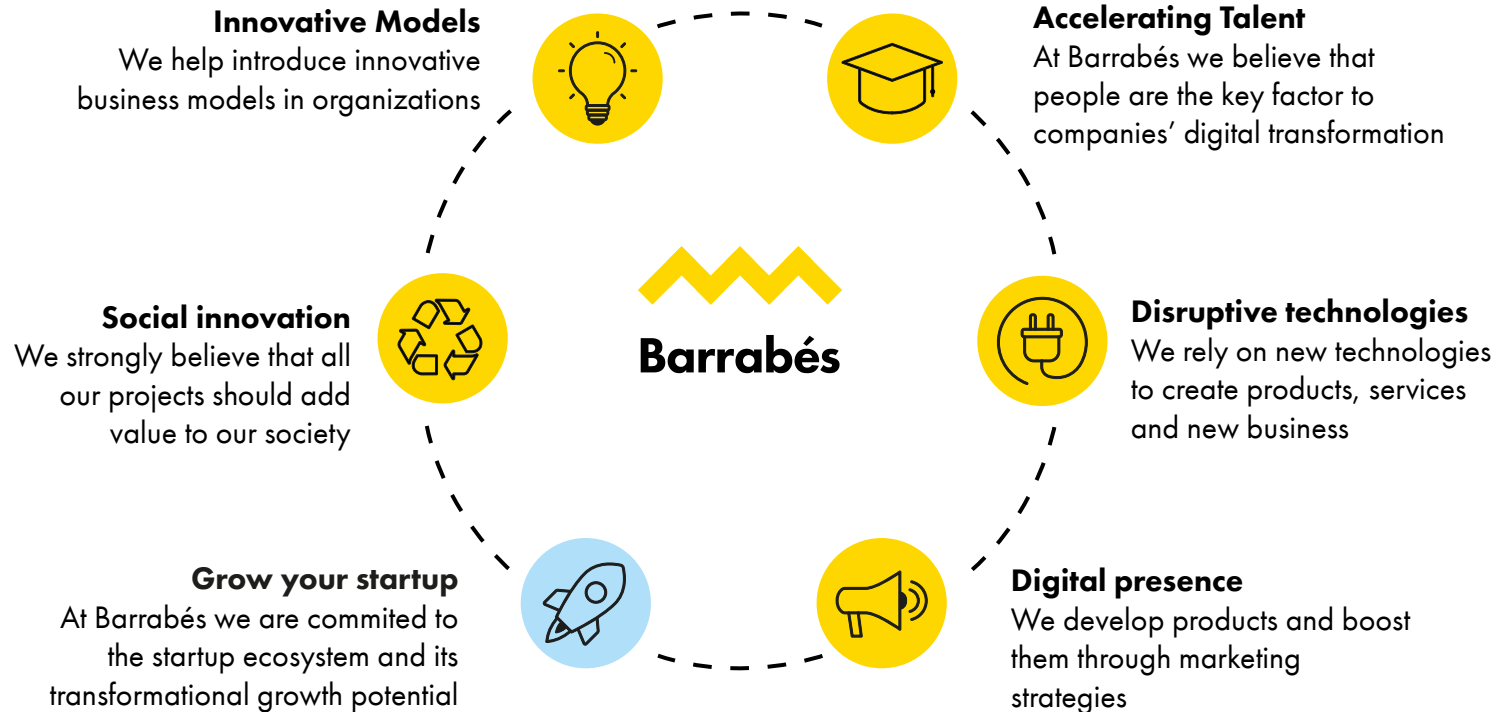
+300
corporations

Where are we?



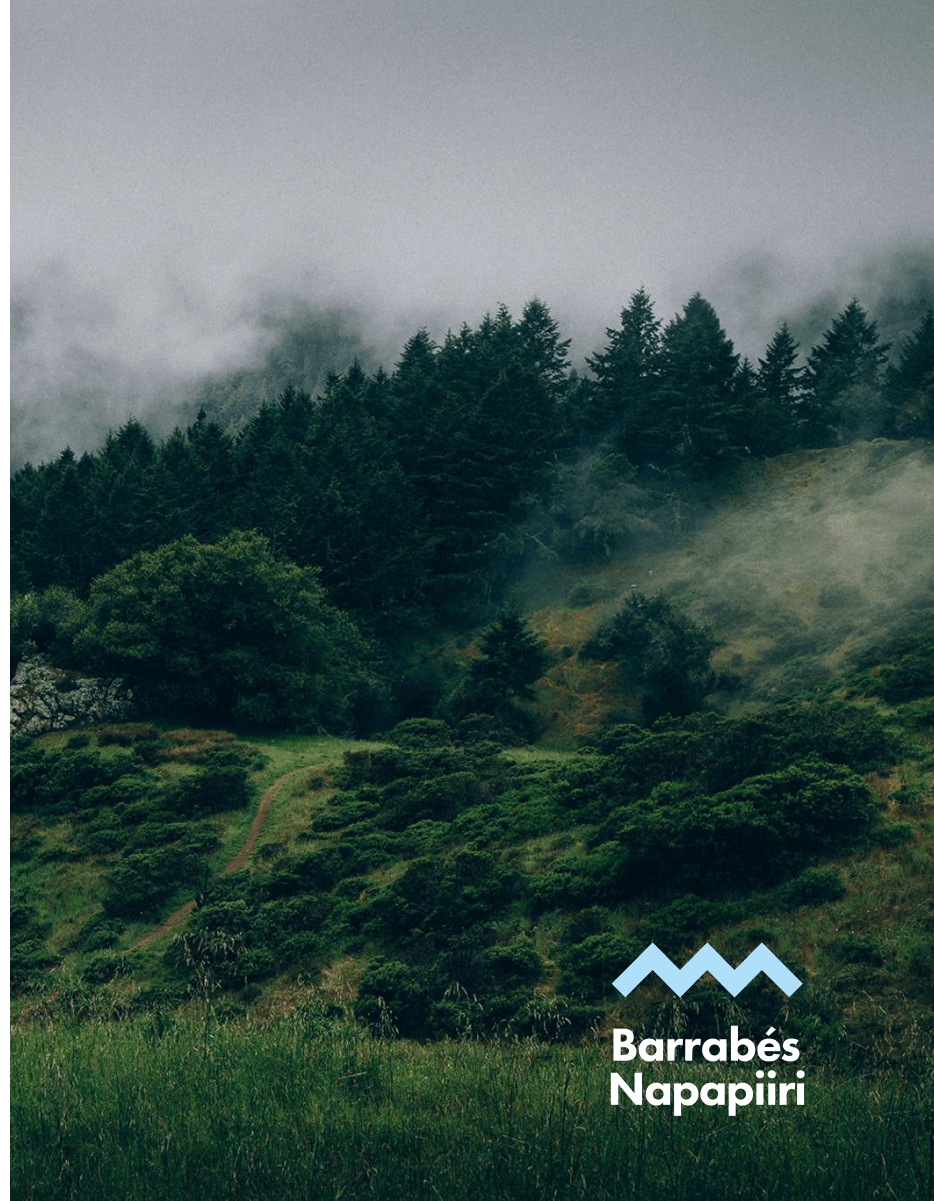
What we do

We offer different products through our multidisciplinary team, to bring fresh dimensions to every project. These are our different product categories:



Go To Market (GTM)

Go To Market (GTM) is a program during which we find **and drive business opportunities** in the Spanish market



GTM program

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More connection

More direct connections to local markets and business networks



More knowledge

Wide variety of best practices, experience and vertical insight



More support

The best support at all stages to adapt to Spanish business culture and working style

Barrabés will organize the first Business Trip to meet potential customers and partners within **the first 3 months** of the Program

Barrabés works in 6 different business verticals with more than **300 customers**, additional to an ecosystem of more than 20,000 Startups

We have **physical presence, local business experience and native speakers** both in Spain and Finland



Methodology

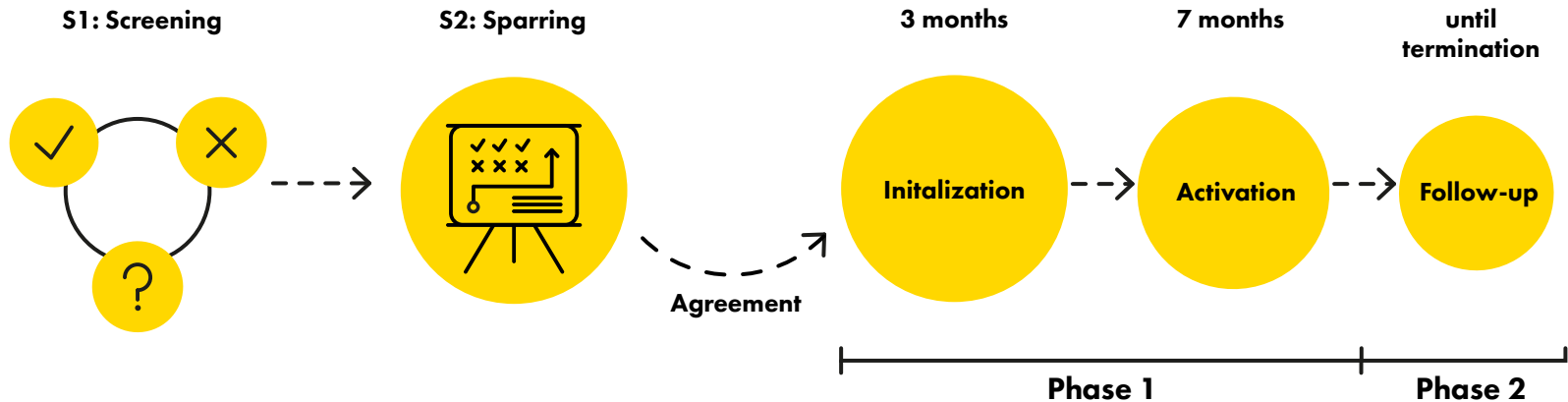
Market alignment

Barrabés reviews your value proposition, evaluates its potential in the Spanish market and offers sparring projects for business development areas recognized

GTM Program

Barrabés search and engage business prospects in Spain, provide constant and direct feedback from the local experts and real customers to accelerate your sales

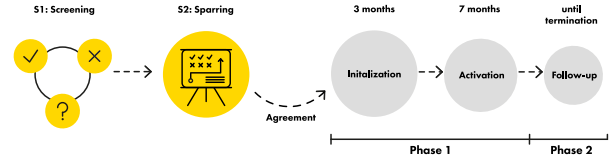
To whom: for SMEs with already validated customer cases, delivery capability and passion to go further



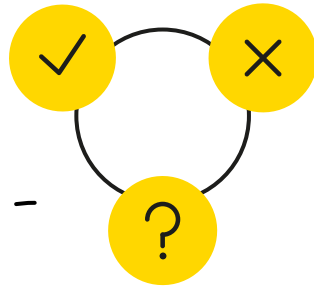
Methodology

Market alignment

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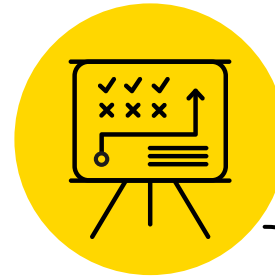


S1: Screening



Do this company has potential in the Spanish market?
Does it need a sparring project before GTM programme?

S2: Sparring

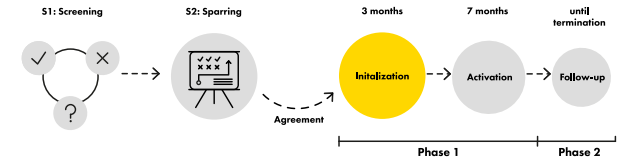


Review and refinement of the company's commercial Product Story to discover and tackle all weak spots that can challenge the successful landing and sales in Spain



Methodology

GTM Program - Initialization



Review of current commercial material, Q&A walk-through and kick-off meeting with GTM client

Clarify commercial material, especially from the product story and preliminary customer segments perspective

Define customer segments and landing strategy, and generate the prospect list of potential customers and partners

Validate prospects in priority order to get direct feedback from potential customers, partners and business domain experts

Meeting preparations and support for the GTM client to have the first business trip to Spain to meet prospected leads

1st Sprint
Week 1-2

2nd Sprint
Week 3-4

3rd Sprint
Week 5-6

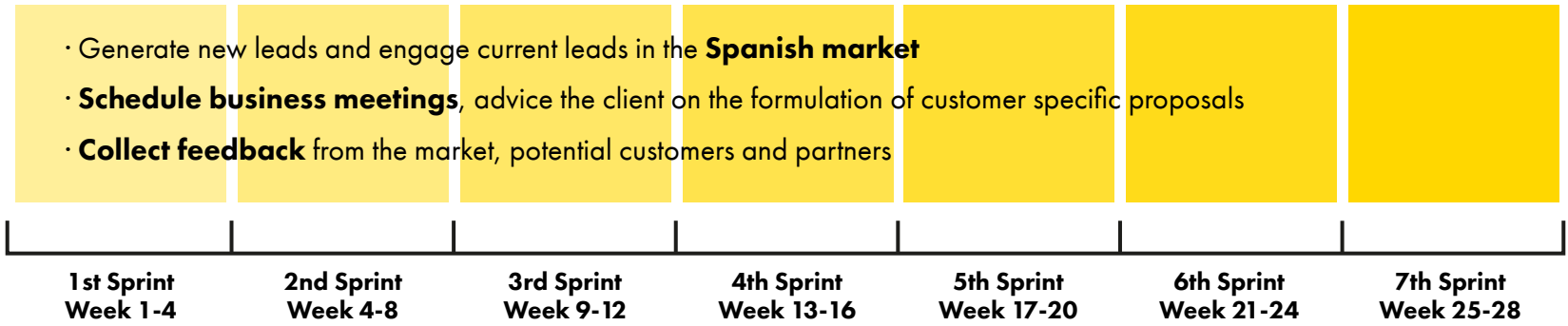
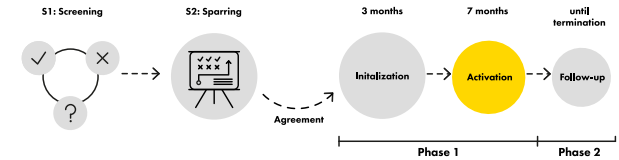
4th Sprint
Week 7-8

5th-6th Sprint
Week 9-12



Methodology

GTM Program - Activation



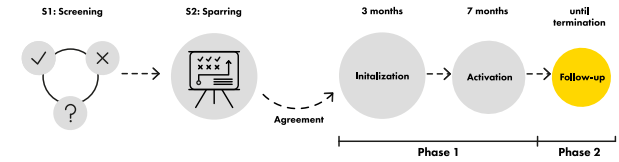
Monthly status report:

1. Status of prospects and roadmap
2. What happened this month
3. What will happen the next month
4. Upcoming meetings in Spain
5. Exhibitions and happenings in Spain



Methodology

GTM Program - Follow-up



- **Keep up the communication** and book follow-up meetings
- **Business trips** and monthly reporting to the Startup
- Actualized sales with **Sales Contacts**. Maintaining and deepening current customer accounts, and looking for new potential customers

Until one of the parties decides to stop the contract



