

x10 Consulting Services - Ade Walton

International Growth, Commercialisation & Innovation Strategies

1. International Market Entry & Growth Roadmap

I help clients make high-stakes calls on which markets to enter and how - using judgement honed across 16+ markets to avoid costly missteps.

2. Route-to-Market & Partner Network Strategy

I've built and led partner networks internationally. I know which partners will deliver and which ones will waste time.

3. Innovation & Commercial Viability Review

I separate the exciting ideas from the investible ones. Senior judgement, not frameworks - having been on both sides of the table.

4. Business Case, Investment & Pricing Modelling

I build robust cases that stand up to board and investor scrutiny - because I've been the one in the boardroom making those decisions.

5. Cross-Border Commercial & IP Alignment

Having the rare combination of commercial strategy and registered IP expertise, I protect the brand both before and while growing the business.

6. Global Alliance, Licensing & Distribution Negotiation Support

I've negotiated these deals from both sides. I know where the value sits and how to structure agreements that actually work in practice.

7. Portfolio Optimisation & Growth Prioritisation

I help leadership teams make tough calls on what to scale and what to stop - bringing an external perspective with internal operator credibility.

8. Cross-Functional Project Leadership & Stakeholder Alignment

I've led complex international projects across silos - I know how to influence without authority and get things done in matrix organisations.

9. International Expansion Due Diligence & Risk Assessment

I evaluate what could go wrong before capital is committed - drawing on real experience of regulatory, trade and operational risks across target markets.

10. Commercialisation & Scaling Advisory for Innovators

I turn products and ideas into scalable, sustainable international businesses - having done it repeatedly across sectors from energy to maritime to tech to consumer goods.

Core Problems I Solve

Drawing on 30+ years of experience across 16+ markets, 300+ ventures supported, and £18m+ Gross Value Added delivered, I help clients:

- **Turn ambiguity into actionable growth** — assess unknown markets, prioritise opportunities, and build robust business cases so clients can invest with confidence rather than guesswork.
- **Enter and scale across borders without costly missteps** — design route-to-market, partner networks, pricing and compliance frameworks that work across regions while managing regulatory, trade and IP risk.
- **Bridge innovation and commercial reality** — test assumptions, validate value propositions, and distinguish theoretical appeal from real-world viability; de-risk projects before major spend.
- **Align stakeholders and get things done in matrix organisations** — lead cross-functional projects, influence without authority, build consensus and deliver measurable growth across silos.
- **Protect and leverage intangible assets internationally** — trade mark and design protection strategy across UKIPO, EUIPO and WIPO, aligning IP with commercial expansion.
- **Structure scalable commercial models, partnerships and M&A readiness** — negotiate alliances, distribution, licensing and joint ventures; perform due diligence and post-deal integration.
- **Make evidence-based decisions that improve margins and focus** — portfolio optimisation, cost and risk reduction, channel strategy and business model simplification.

Who Benefits

Buyer Segment	Why They Engage
Mid-cap & scaling exporters	Want to grow internationally but lack in-house global strategy or fear costly mistakes
Corporate innovation & strategy teams	Have ideas but struggle to turn them into funded, cross-border commercial projects
VC / PE-backed portfolio companies	Need to build credible international growth stories, prepare for expansion or exit
Professional services & law firms	Need a trusted specialist to deliver international commercial strategy alongside IP or legal work
Economic development & trade bodies	Need to support multiple businesses to export and innovate; proven track record delivering measurable GVA
Startups & growth ventures	Have product or technology but lack global commercialisation experience

Available for engagements across the UK, EU and international markets.

Flexible arrangements from short strategy reviews to long-term advisory retainers.