



GlexScale

GLOBAL GROWTH ACCELERATOR

EMEA PARTNER EXPANSION SERVICES

Scale Smarter. Grow Greener.

The EMEA market entry partner for cleantech
and sustainable innovation companies.

Proprietary intelligence. Curated partner network. Hands-on execution.

1,200+

Curated EMEA
Partners

10+

Countries of
Physical Presence

20

EMEA Markets
Covered

15+

Years Channel
Expertise

CLEANTECH

CIRCULAR ECONOMY

GREEN BUILDING

ESG, CARBON

DECARBONISATION

Presented at Convergence IT 2026, New Delhi, India

WHO WE ARE

Your EMEA Expansion Partner for Sustainable Innovation

GlexScale is a Paris-based B2B consulting firm dedicated to helping cleantech, circular economy, green building, ESG data, and decarbonisation companies scale across EMEA. We combine proprietary market intelligence, go-to-market strategy, and hands-on channel execution, delivered by a team with over 15 years of direct experience building partner ecosystems for Microsoft, Cisco, Zebra Technologies, and MiTAC International.

We accelerate the commercial success of companies whose products support decarbonisation and a more sustainable planet.

OUR MISSION

Productive Partnerships. Measurable Growth.

- We manage the full partner recruitment cycle, from identification to signed agreement.
- Every engagement is tied to concrete commercial outcomes.
- Proprietary GlexScale Market Fit Score™ confirms EMEA readiness before any market entry spend.
- Proprietary CVA identifies partner types and geographies delivering the highest ROI.
- 1,200 curated, pre-vetted EMEA partners ready to activate.

GLOBAL PRESENCE

On the Ground Where It Matters.

- France (HQ, Paris)
- United Kingdom
- Germany
- UAE
- Spain
- Morocco
- South Africa
- India
- Hong Kong
- United States
- Australia

WHAT SETS GLEXSCALE APART

- Proprietary GlexScale Market Fit Score™, the strategic diagnostic that scores your EMEA readiness across 5 dimensions before you commit to any market entry spend.
- Proprietary CVA (Channel Viability Assessment), a structured analysis identifying partner types, geographies, and commercial models delivering the highest ROI.
- 1,200 curated EMEA partners, pre-vetted integrators, distributors, prescribers, and strategic alliances across 20 markets, ready to activate.
- Physical presence across 10 countries, a real team on the ground.

OUR METHODOLOGY

From Intelligence to Signed Partnerships



01

GlexScale Market Fit Score™

Duration: 2 weeks | 50% satisfaction guarantee

A rapid strategic diagnostic scoring your EMEA readiness across 5 proprietary dimensions. Output: a scored go/no-go recommendation, 3 priority countries, and recommended partner types.

KEY OUTPUTS

- EMEA Readiness: localisation, product fit, regulation
- Partner Compatibility: distributors, integrators, resellers
- Entry Markets: market potential, competition, opportunities
- Go-to-Market Gaps: sales motion, marketing, channel strategy

02

Market Intelligence and Strategy

4 to 8 weeks

Channel landscape mapping, partner scoring, pricing corridors, 20 to 50 target prospects, and a 90-day GTM plan.

03

Partner Recruitment

Per partner

Full cycle: identification, qualification, outreach, meeting facilitation, negotiation support, and agreement signing.

04

Partner Management and Growth

Ongoing

Enablement, co-sell coordination, quarterly business reviews, KPI tracking, and performance optimisation post-signing.

PARTNER TYPES WE RECRUIT

● Advisory, Prescriber

Consultants and influencers who recommend your solution.

● Technology, Alliance Partner

Complementary tech vendors for joint go-to-market.

● Local Channel Partner

Resellers and agents with established commercial networks.

● International Distribution

Distributors with multi-country reach and warehousing.

● Regional Implementation

Systems integrators who deploy and support your solution.

● Global Strategic Partner

Tier-1 alliances, major consultancies, global SIs.

CLIENT RESULTS

Proof Points from the Field

<p>CIRCULAR ECONOMY, ASIA-PACIFIC</p> <h3>AI Waste Sorting Technology Enters European Market</h3> <p>Context: An Asian deep-tech company with proprietary AI robotics for automated waste sorting sought structured, low-risk European entry aligned with EU circular economy regulations.</p> <p>Action: GlexScale Market Fit Score™ identified 3 priority markets. CVA confirmed a Regional Implementation Partner model. GlexScale recruited 2 technical integration partners and initiated 4 operator discussions.</p> <hr/> <table> <tr> <td>3</td> <td>2</td> <td>90</td> </tr> <tr> <td>Priority Markets</td> <td>Signed Partners</td> <td>Days to Activation</td> </tr> </table>	3	2	90	Priority Markets	Signed Partners	Days to Activation	<p>AGRITECH, IMPACT INVESTMENT, SOUTH ASIA</p> <h3>Agritech Platform Unlocks EU Impact Investment Channel</h3> <p>Context: A South Asian agritech platform connecting livestock farmers with digital services and AI advisory sought EMEA access for impact investors and EU-funded programme partnerships.</p> <p>Action: GlexScale Market Fit Score™ surfaced UK and Netherlands as priority markets. GlexScale mapped 15 qualified organisations and facilitated 3 EU programme introductions within 60 days.</p> <hr/> <table> <tr> <td>15</td> <td>3</td> <td>60</td> </tr> <tr> <td>Qualified Prospects</td> <td>EU Programme Introductions</td> <td>Days to First Meeting</td> </tr> </table>	15	3	60	Qualified Prospects	EU Programme Introductions	Days to First Meeting	<p>ESG COMPLIANCE TECH, INDIA SAAS</p> <h3>Environmental SaaS Positioned for CBAM-Driven Demand</h3> <p>Context: An Indian ESG compliance SaaS sought to leverage the EU's CBAM as market entry driver, targeting Indian exporters facing new carbon obligations and requiring a European partner ecosystem.</p> <p>Action: CVA confirmed a Technology Alliance Partner model via CBAM advisory firms. GlexScale built a 20-prospect database, activated outreach across 4 EMEA markets, and structured 1 commercial pilot.</p> <hr/> <table> <tr> <td>20</td> <td>4</td> <td>1</td> </tr> <tr> <td>Partner Prospects</td> <td>EMEA Markets Activated</td> <td>Commercial Pilot</td> </tr> </table>	20	4	1	Partner Prospects	EMEA Markets Activated	Commercial Pilot
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All case study details are anonymised. Client names and commercial terms remain strictly confidential.

Ready to Scale Your Solution Across EMEA?

Start with a complimentary 30-minute discovery conversation. We will assess your EMEA readiness and outline a clear path to your first signed partner.

■ **Book your GlexScale Market Fit Score™ Discovery Call at www.glexscale.com**

contact@glexscale.com | www.glexscale.com