

GLOBETROTTER



EPS3532

Entrepreneurship Across Borders

*The playbooks that work in Boston rarely work the same way
in Bangkok, Berlin, or Buenos Aires.*

WHO IS THIS COURSE FOR?

- Entrepreneurs building a venture outside the United States
- International students launching a new venture here in the US

WHAT YOU'LL TACKLE

- Navigating foreign cultures, languages, and consumer behavior
- Understanding local regulation and legal environments
- Building in startup ecosystems that don't follow Silicon Valley rules
- Identifying when to adapt a proven model — and when to build from scratch

REAL-WORLD CASE STUDIES

Uber vs. Grab

Uber built for Silicon Valley.
Grab built for Southeast Asia.
Grab won.

eBay vs. Alibaba

eBay ignored China's unique
consumer trust dynamics.
Alibaba seized the market.

The Reverse Play

Founders bring proven US ideas
home — with local knowledge
as their edge.

HOW THE COURSE WORKS

■ Case-Study Driven

Analyze ventures that crossed borders
— what made them succeed or fail.
Extract transferable principles for
your own global ambitions.

■ International Business Plan

Select a real market. Identify its
cultural, regulatory, and competitive
differences. Build a strategy designed
around them — not despite them.

Ready to build beyond borders?

Enroll in Globetrotter — and turn the unfamiliar into your advantage.

Babson College · Entrepreneurship Division