

GoSupply

Spanish SaaS startup.

Through DACH to a successful exit

Business Development · DACH Expansion · Go-to-market · SCM/SRM · ESG Compliance · LkSG



AT A GLANCE

Client:
GoSupply, Madrid / Spain

Target market:
Germany, Austria, Switzerland

Project:
market entry, new customers,
exit preparation

My role:
VP Business Development
Central/West Europe

Schwadtke Projects:
strategy, business development,
and enterprise sales — with
direct operational responsibility

Project period:
01/2023–12/2023

01 THE SITUATION

GoSupply, a SaaS provider for supplier management and supply chain compliance, was planning its DACH market entry. The cloud application addresses regulatory requirements such as LkSG, ESG, CSRD, and CSDDD. Local structures, customer references, and a scalable sales model were missing. At the same time, the positioning was intended to increase its attractiveness to investors and potential buyers.

02 THE CHALLENGE

Market entry with no local office, no existing network, and only a modest budget. Within a few months, a valid market strategy was to be developed and put into operational practice. The goal was to build trust with potential customers, win the first reference customers, and develop a resilient sales pipeline — as the foundation for sustainable growth.

03 THE APPROACH

- **Expansion designed:** conducted market, competitive, and potential evaluations, assessed key growth opportunities, and from these developed a concrete roll-out plan for successful market penetration.
- **Go-to-market localized:** consistently aligned sales strategy, pricing, positioning, and market approach with the specific requirements and decision-making structures of the target market.
- **Target customers prioritized:** identified relevant customer segments by industry, company size, market potential, and regulatory pressure to act, and selected them for targeted outreach.
- **Implementation owned:** ran C-Level sales operationally — from approaching relevant decision-makers to product demos and concrete sales opportunities.

04 THE RESULT

- ✓ **Market entry realized:** Spanish SaaS solution successfully established in the DACH market.
- ✓ **Contract closings at C-Level:** direct enterprise deals achieved with top decision-makers.
- ✓ **New industries opened up:** contracts closed in steel, robotics, and the food industry.
- ✓ **Company value increased:** sales pipeline and reference customers built up as central valuation levers.
- ✓ **Exit successfully executed:** acquisition of GoSupply by Achilles in 2024.

FROM CASE TO YOUR BUSINESS

Opening up a new market fast and methodically, without building your own structures for it — that is often the real hurdle for mid-sized companies. In the GoSupply project, this very mandate produced enterprise customers, solid references, and a relevant sales pipeline — and with them the foundation for the later acquisition.

This not only generated growth but also strengthened company value. Schwadtke Projects takes on such growth tasks with direct operational responsibility — from strategic market development to measurable commercial results.

GOSUPPLY IN SHORT

- 01 Dual mandate**
Market-ready positioning in the DACH market and preparation for a possible exit.
- 02 Strategic foundations established**
Market, competitive, and potential analysis conducted, target customers prioritized.
- 03 Market entry model defined**
Market development via Schwadtke Projects as a Berlin representative office — without its own legal entity or local staff.
- 04 Go-to-market developed**
Sales toolkit defined — including pricing, executive communication, and product demos.
- 05 C-Level access created**
Direct access to relevant decision-makers built and conversations held at board level.
- 06 Reference customers won**
Negotiations on equal terms and finalization of the enterprise contract.
- 07 Exit successfully executed**
The acquisition by Achilles confirmed the market position that had been built and the increased company value.

Endorsement

As part of our evaluation of a SaaS solution for supply chain compliance, Patrick accompanied the entire process — from the initial conversations through the presentation to our executive management to the contract negotiations. The collaboration was efficient, structured, and focused on a viable solution throughout.
Matthias Möhle, General Counsel, VDM Metals Group