Going Global 101

This flowchart was built through conversations with Kim Väisänen, a Finnish startup investor, ex-entrepreneur, published author and columnist. In 1997, together with Janne Tervo, he founded Blancco, a company that offers secure data erasure software, and sold it in 2014. Today, he is best known as an investor and thought leader.
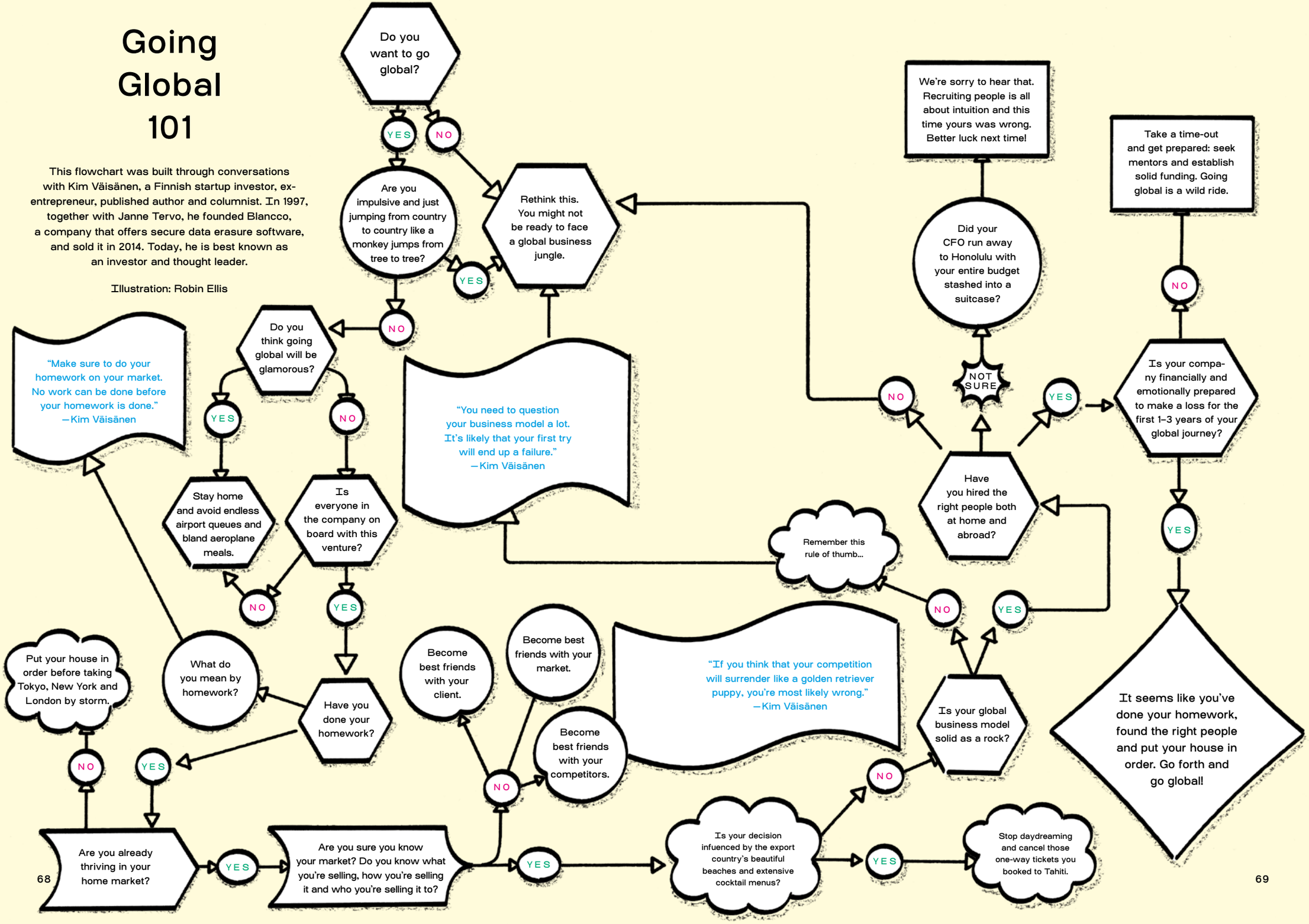
Illustration: Robin Ellis