



# Corporate Profile

Senior advisors for decisive tech expansion in Spain

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Agrigento Advisory is a boutique, senior-only firm based in Madrid, helping international technology companies design and execute successful market entry and expansion strategies in Spain.

# Why Agrigento

A boutique advisory firm — with Big4-level experience and C-level networks.

## Deep Market Insight

Rigorous understanding of Spain's tech, digital and regulatory landscape.

## C-Level Network Access

Decades of relationships with telcos, corporates, big tech, regulators and investors.

## Strategy + Execution

From business case to first deals, with hands-on partnership support.

## Independent & Selective

No vendor ties. We choose clients carefully to stay fully aligned with your interests.

## We work with international technology companies across

B2B SaaS

Cloud & AI

Fintech

Digital Platforms

Telco Tech

Infrastructure

## The Senior-Only Model

No leverage pyramid. Clients always work directly with Partners who are personally involved in every engagement from day one.

**60+**

Years combined experience

**3**

Senior Partners

**100%**

Partner-led engagements

# Why Spain, Why Now

Spain has become one of Europe's most dynamic technology and digital markets — but realising its full potential requires local insight, networks and execution capability.

## Established Tech Hubs

Madrid and Barcelona are major European centres for cloud, AI, fintech and digital platforms.

## Skilled Talent Pool

Large base of multilingual, highly skilled talent at competitive costs.

## Telecom Innovation

Home to leading telcos driving 5G, edge computing and digital transformation.

## Gateway to LATAM

Cultural and business ties make Spain a natural bridge to Latin American markets.

## Growing Digital Economy

Accelerating digital adoption across enterprise, public sector and SMB segments.

## EU Market Access

Full EU membership provides regulatory alignment and access to the single market.

## The Complexity

Regulation, public sector dynamics and entrenched local players can make market entry complex. A well-designed strategy can unlock long-term growth — but missteps can be costly.

- Complex regulatory environment requiring local expertise
- Public sector dynamics and procurement processes
- Entrenched local players and distribution channels
- Cultural nuances in business relationships
- Need for the right partners to build credibility

## How Agrigento Helps

- Market assessment and strategic positioning
- Go-to-market and partnership strategy
- C-level introductions and execution support
- Regulatory and stakeholder navigation

# What We Do

Agrigento supports international technology companies across the full market entry and expansion journey — from strategic assessment to first deals and sustainable growth.

## 01 Market & Positioning Assessment

Understand whether Spain is the right next step and how your proposition should be positioned.

- Map the Spanish market and competitive landscape
- Assess demand, customer behaviour and adoption patterns
- Analyse relevant regulation and ecosystem trends
- Define clear strategic options and risk/return profile

## 02 Go-to-Market & Partnership Strategy

Design a practical go-to-market plan aligning your proposition, target segments and routes to market.

- Define priority customer segments
- Adapt value proposition to the Spanish context
- Evaluate go-to-market models: direct, indirect, hybrid
- Identify and prioritise potential partners

# What We Do

## 03 Execution Support & Business Development

Turn plans into traction — from first conversations to first deals.

- Prepare and support high-stakes meetings
- Introduce to C-level and VP-level decision-makers
- Help negotiate strategic partnerships and pilots
- Provide ongoing advisory for critical decisions

## 04 Public Affairs & Stakeholder Engagement

Navigate regulators, public administration and institutional stakeholders in regulated sectors.

- Clarify the stakeholder map for your business
- Advise on positioning for institutional engagement
- Support thought leadership aligned with public policy
- Facilitate multi-stakeholder conversations

*All our services are Partner-led and tailored. We do not sell 'off-the-shelf' reports. Every engagement is designed around your specific context, ambitions and constraints.*

# How We Work

We apply a simple, pragmatic model — from understanding your opportunity to supporting execution. Every engagement is Partner-led and tailored to your context.

## 01 Discover

**Build a shared, fact-based view of your opportunity in Spain.**

- Review your current strategy and presence in Europe
- Conduct a focused market and stakeholder assessment
- Test initial hypotheses with market contacts
- Align on ambition, constraints and success metrics

## 02 Design

**Define your Spain expansion strategy and practical go-to-market plan.**

- Co-design positioning, customer focus and partnership thesis
- Build a prioritised list of customers and partners
- Agree on first 90–180 days of actions and milestones
- Direct access to Partners with weekly working calls

## 03 Mobilise

**Move from plan to action, building early momentum.**

- Prepare you and your team for key meetings in Spain
- Open doors to C-level and VP-level stakeholders
- Support negotiations and shaping of pilot projects
- Participate as part of your extended team

## 04 Support

**Ensure durable progress and help you adjust as the market responds.**

- Ongoing advisory on critical decisions and opportunities
- Refine roadmap based on early results
- Support building local organisation and leadership
- Monthly steering sessions plus ad-hoc support

## Our Working Model

### Partner-Led

You work directly with experienced Partners, not junior teams.

### Tailored

Every engagement is designed around your specific context.

### Embedded

Regular working sessions plus asynchronous support.

# Who We Work With

We partner with international technology companies led by CEOs, Founders, Regional VPs and Heads of EMEA who need clear insight, trusted local advisors and practical support to turn Spain into a sustainable growth market.

## US B2B SaaS Scale-up

Companies considering Spain as part of European expansion.

## Global Cloud & AI Provider

Seeking to strengthen telco and public sector partnerships.

## European Fintech Platform

Scaling across Southern Europe, navigating regulation.

## Infra / Telco Tech Vendor

Building strategic collaborations with telcos and enterprises.

## Case Snapshots

We rely on discreet, long-term relationships. Below are anonymised snapshots that illustrate the type of engagements we lead.

### US B2B SaaS Scale-up

#### SITUATION

Strong presence in the US and UK, considering market entry in Spain as part of EMEA rollout.

#### OUTCOME

**Decision to enter Spain with clear sector sequence. Two pilot projects launched within nine months.**

### Global Cloud & AI Provider

#### SITUATION

Existing operations in Spain, seeking to strengthen strategic partnerships with telcos and public sector.

#### OUTCOME

**Formalised collaboration with a major Spanish telco and a national innovation initiative.**

### European Fintech Platform

#### SITUATION

Spain identified as largest untapped market. Regulatory complexity and fragmented banking landscape created uncertainty.

#### OUTCOME

**Clear regulatory roadmap and first banking partnership established within six months.**

### Infrastructure / Telco Tech

#### SITUATION

Good traction in other EU markets but limited visibility and relationships in Spain.

#### OUTCOME

**Strategic collaboration with a leading Spanish telco. Roadmap for joint offerings and co-marketing.**



# Turn Spain into a growth market

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If Spain is on your roadmap — or you're wondering if it should be — we can help you move from questions to decisions, and from decisions to results.

## Get in Touch

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