FROG / AI IN TRAINING

Global AI Businesses — Diaspora Edition

Use AI to build and run a business that spans your home country and the country you live in now.

24 copy-paste prompts **6** chapters **US/UK/Canada-based founders with home-market ties, diaspora entrepreneurs building cross-border businesses**

A FIELD GUIDE, NOT A BINDER

Get a repeatable set of prompts for validating, planning, marketing, and operating a business across two markets — the one you live in and the one you're from — with AI doing the drafting and research legwork so you can move faster with less guesswork.

WELCOME

What this pack helps you build

Get a repeatable set of prompts for validating, planning, marketing, and operating a business across two markets — the one you live in and the one you're from — with AI doing the drafting and research legwork so you can move faster with less guesswork.

THE HUMAN BOUNDARY

> This pack helps you organize research, draft documents, and prepare questions — it never gives legal, tax, immigration, or investment advice. Every prompt about structure, compliance, currency, or money is a drafting and research tool only; always confirm final decisions with a licensed accountant, lawyer, or immigration professional in each relevant country before acting.

THE WORKFLOW

01 validate the idea -> 02 map both markets -> 03 build the plan and pitch -> 04 set up operations -> 05 market to both audiences -> 06 organize money and compliance questions

YOUR TOOLS

Choose the tool that fits the work

TOOL	SHINES AT	GOOD TO KNOW
ChatGPT	brainstorming market angles, drafting marketing copy, and building comparison tables across two markets	Give it your country pair explicitly in every prompt so it doesn't default to a single-market answer.
Claude	reading long research or dense documents and organizing them into clear structured drafts	Paste source material directly when you have it — Claude drafts better summaries from real documents than from memory.

CHAPTER 1 OF 6

Validating a Cross-Border Business Idea

Before building anything, pressure-test whether your idea actually needs a presence in both markets — and whether it solves a real problem in each. By the end of this chapter you have a clear-eyed view of demand, competition, and fit on both sides.

IN THIS CHAPTER

01 Stress-test the cross-border premise
02 Map the dual customer profile
03 Research the competitive landscape in both markets
04 Design a lightweight validation test

CHAPTER 1 / PROMPT 01

Stress-test the cross-border premise

PURPOSE

Clarify why the business needs a presence in two countries rather than one.

WHEN TO USE IT

Use this first, before any planning, whenever a new cross-border idea comes up.

COPY & PASTE PROMPT

> I'm considering a business that connects [country of residence] and [home country/market]. Help me stress-test the cross-border premise. Walk through: what does being in both markets make possible that a single-market business couldn't do? Who loses out if I only operate in one country? What's the honest case that this needs to be cross-border versus just easier to say that way? Give me the strongest argument for and against operating in both places.

PRO TIPS

- Answer honestly about your own bandwidth — running two markets is harder than running one.
- Ask for the strongest counter-argument, not just validation of your idea.

EXAMPLE OUTPUT

A one-page pro/con analysis of whether the business truly needs both markets.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 1 / PROMPT 02

Map the dual customer profile

PURPOSE

Build separate customer profiles for the diaspora audience and the home-market audience.

WHEN TO USE IT

Use once you've confirmed the cross-border premise is worth pursuing.

COPY & PASTE PROMPT

Help me build two customer profiles for my business idea: [describe idea]. Profile 1 is the diaspora customer living in [country of residence]. Profile 2 is the home-market customer living in [home country]. For each, cover: their specific problem, what they currently do instead of my solution, their price sensitivity, and what would make them trust a business run by someone based abroad. Highlight where the two profiles overlap and where they sharply diverge.

PRO TIPS

- Treat the two profiles as genuinely different customers, not one persona in two places.
- Flag any assumption you can't verify yet and mark it for real customer interviews.

EXAMPLE OUTPUT

Two side-by-side customer profiles with overlap and divergence points called out.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 1 / PROMPT 03

Research the competitive landscape in both markets

PURPOSE

Organize what's already being tried in each country so you know where the gaps are.

WHEN TO USE IT

Use after the customer profiles, once you know who you're serving.

COPY & PASTE PROMPT

I want to understand the competitive landscape for [business idea] in both [country of residence] and [home country]. Help me organize a research grid: existing players in each market (local and diaspora-focused), what they do well, what they seem to miss, and pricing patterns if known. I'll fill in real data as I research — for now, tell me what categories of competitors I should be looking for in each market, including informal or word-of-mouth competitors that might not show up in a search.

PRO TIPS

- Don't skip informal competitors — in many home markets, word-of-mouth networks are the real competition.
- Revisit this grid every few months since informal markets shift fast.

EXAMPLE OUTPUT

A competitor research grid template organized by market with categories to fill in.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 1 / PROMPT 04

Design a lightweight validation test

PURPOSE

Design a low-cost way to test real demand in both markets before committing resources.

WHEN TO USE IT

Use once you have a working idea and want proof before building further.

COPY & PASTE PROMPT

> Help me design a lightweight validation test for [business idea] that I can run in both [country of residence] and [home country] within the next 2–4 weeks without building a full product. Suggest options like a landing page with a waitlist, a small pre-order, or direct outreach to 15–20 target customers per market. For each option, tell me what a strong versus weak signal would look like, and how the signal might differ between the diaspora market and the home market.

PRO TIPS

- Run the same test in both markets at the same time so results are comparable.
- Set a clear go/no-go threshold before you launch the test, not after seeing results.

EXAMPLE OUTPUT

A validation test plan with clear go/no-go signal thresholds for each market.

WHAT'S NEXT

Move on to "Building the Cross-Border Plan and Pitch".

CHAPTER 2 OF 6

Building the Cross-Border Plan and Pitch

Turn validated demand into a business plan and pitch materials that make sense to investors or partners in either market. This chapter produces drafts you'll refine with real numbers and feedback.

IN THIS CHAPTER

CHAPTER 2 / PROMPT 05

Draft the dual-market business plan outline

PURPOSE

Create a business plan structure that explicitly accounts for operating in two countries.

WHEN TO USE IT

Use once your idea is validated and you're ready to formalize a plan.

COPY & PASTE PROMPT

Help me draft a business plan outline for [business idea], operating across [country of residence] and [home country]. Structure it with sections for: the dual-market opportunity, go-to-market approach per market, operating model (where the team, suppliers, and customers each sit), a rough cost structure noting which costs are in which currency, and key risks specific to running a business across two countries. Keep each section to bullet points I can expand later.

PRO TIPS

- Keep currency labels next to every cost line so nothing gets silently converted wrong later.
- Treat this as a living outline — update it after every validation test.

EXAMPLE OUTPUT

A bullet-point business plan outline covering both markets and flagged cross-border risks.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 2 / PROMPT 06

Draft investor pitch materials for two audiences

PURPOSE

Prepare pitch messaging that resonates with investors based in either market.

WHEN TO USE IT

Use once you have a plan outline and are preparing to raise or pitch.

COPY & PASTE PROMPT

> I need to pitch this business to investors in both [country of residence] and [home country]. Help me draft two versions of the core pitch narrative — same underlying numbers and traction, but adjusted framing: one emphasizing what matters most to investors in [country of residence] (e.g. scalability, market size), and one emphasizing what matters most to investors in [home country] (e.g. local execution, trust, distribution). Keep both to one page each.

PRO TIPS

- Never change the actual numbers between versions — only the framing and emphasis should shift.
- Ask a contact in each market to sanity-check the framing before you use it live.

EXAMPLE OUTPUT

Two one-page pitch narratives with market-specific framing built on identical underlying numbers.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 2 / PROMPT 07

Build the cross-border risk register

PURPOSE

Organize the specific risks that come from operating across two countries into one document.

WHEN TO USE IT

Use while finalizing the plan, before sharing it with partners or investors.

COPY & PASTE PROMPT

> Help me build a risk register for a business operating across [country of residence] and [home country]. Organize risks into categories: currency and payment friction, time-zone and communication gaps, regulatory differences, partner trust and remote oversight, and logistics/shipping. For each risk, note a plausible early warning sign and a first mitigation step. Keep this as a research and planning tool — don't give legal or financial advice, just organize the risk questions I should be asking professionals.

PRO TIPS

- Bring the regulatory and currency rows to a licensed professional before treating any mitigation as final.
- Update this register every quarter — cross-border risk profiles shift with policy and exchange rates.

EXAMPLE OUTPUT

A categorized risk register with early warning signs and first mitigation steps per risk.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 2 / PROMPT 08

Draft the founder's cross-border story

PURPOSE

Turn your personal diaspora connection into a credible, concise narrative for pitches and partners.

WHEN TO USE IT

Use once the plan is solid and you're preparing external-facing materials.

COPY & PASTE PROMPT

> Help me draft a short founder story (150–200 words) that explains why someone based in [country of residence] with ties to [home country] is well-positioned to build [business idea]. It should sound credible and specific, not generic — reference the actual gap I'm positioned to see because of my dual perspective, and avoid overselling my qualifications. Give me two tone variants: one for an investor deck, one for a home-market partner introduction.

PRO TIPS

- Cut any line that would sound identical in someone else's founder story — keep only what's specific to you.
- Have someone from each market read their variant before it goes out.

EXAMPLE OUTPUT

Two founder-story variants, one investor-facing and one partner-facing.

WHAT'S NEXT

Move on to "Operations Across Time Zones and Borders".

CHAPTER 3 OF 6

Operations Across Time Zones and Borders

Running day-to-day operations across a time-zone gap and a trust gap is where most cross-border businesses stall. This chapter builds the systems that keep a remote team or partner network coordinated.

IN THIS CHAPTER

CHAPTER 3 / PROMPT 09

Design the time-zone handoff schedule

PURPOSE

Create a working schedule that keeps both markets' teams coordinated despite the time difference.

WHEN TO USE IT

Use once you have or are hiring people in both locations.

COPY & PASTE PROMPT

> I have team members or partners in [country of residence] and [home country], with a time difference of roughly [X hours]. Help me design a handoff schedule: a recurring overlap window for live communication, a daily async handoff format (what gets written down at end-of-day so the next time zone can pick up), and a weekly sync agenda. Keep the overlap window as small as possible while still covering urgent decisions.

PRO TIPS

- Protect the overlap window fiercely — it's the only live communication you'll reliably get.
- Write the async handoff format down once and reuse it daily so nothing gets lost in translation.

EXAMPLE OUTPUT

A time-zone handoff schedule with a daily async format and weekly sync agenda.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 3 / PROMPT 10

Build the remote partner trust framework

PURPOSE

Create a structured way to build and verify trust with a home-market partner or supplier you manage remotely.

WHEN TO USE IT

Use before onboarding a new home-market partner, supplier, or hire.

COPY & PASTE PROMPT

> I'm working with a partner or supplier in [home country] that I manage remotely from [country of residence]. Help me build a trust framework: what to verify before committing (references, past work samples, a small paid test task), what to put in writing even for an informal relationship, and a lightweight check-in cadence that shows I'm engaged without micromanaging. This is a relationship and process framework only, not a legal contract — flag anywhere I should get a real agreement reviewed locally.

PRO TIPS

- Always start with a small paid test task before a larger commitment, no matter how strong the referral.
- Get any written agreement reviewed by a local lawyer before it's signed, even if it looks simple.

EXAMPLE OUTPUT

A trust-building framework with a verification checklist and check-in cadence.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 3 / PROMPT 11

Draft the remote onboarding packet

PURPOSE

Prepare a clear onboarding document for a home-market hire or contractor who will never meet you in person early on.

WHEN TO USE IT

Use when bringing on a new remote team member in the home market.

COPY & PASTE PROMPT

> Help me draft an onboarding packet for a new remote team member based in [home country], who I'll be managing from [country of residence]. Include: role expectations and what success looks like in 30/60/90 days, communication norms (tools, response-time expectations, the overlap window), how payment and invoicing will work at a process level, and who to contact for what. Keep it to one clear document a new hire could read in 15 minutes.

PRO TIPS

- Spell out response-time expectations explicitly — assumptions about urgency differ across time zones.
- Route the payment process section past a local accountant before finalizing amounts or schedules.

EXAMPLE OUTPUT

A one-document remote onboarding packet covering role, communication, and payment process.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 3 / PROMPT 12

Organize cross-border logistics and shipping questions

PURPOSE

Build a research checklist for physical logistics if the business moves goods between markets.

WHEN TO USE IT

Use if the business involves shipping products, samples, or inventory across borders.

COPY & PASTE PROMPT

> My business involves moving physical goods between [country of residence] and [home country]. Help me organize a logistics research checklist: shipping method options to compare (courier, freight, local last-mile), customs and duties questions to ask a licensed customs broker, packaging considerations for the route, and a simple cost-per-unit tracking template. This should organize my research questions only — don't estimate actual duty rates or customs rules since those change and need a licensed broker to confirm.

PRO TIPS

- Get customs and duty questions answered by a licensed broker, not estimated from general knowledge.
- Track shipping cost-per-unit from day one so pricing decisions stay grounded in real numbers.

EXAMPLE OUTPUT

A logistics research checklist and a cost-per-unit tracking template.

WHAT'S NEXT

Move on to "Marketing to Two Audiences at Once".

CHAPTER 4 OF 6

Marketing to Two Audiences at Once

Diaspora customers and home-market customers respond to different signals even when they want the same product. This chapter builds messaging and channel plans for both without diluting either.

IN THIS CHAPTER

CHAPTER 4 / PROMPT 13

Split the messaging by audience

PURPOSE

Create distinct but consistent core messaging for diaspora and home-market audiences.

WHEN TO USE IT

Use before writing any marketing copy or launching a campaign.

COPY & PASTE PROMPT

> Help me split my core marketing message for [business idea] into two versions: one for diaspora customers in [country of residence] and one for home-market customers in [home country]. Keep the underlying value proposition identical, but adjust the language, proof points, and tone that would resonate with each. Flag if either version risks feeling inauthentic or disconnected from the other — I want both audiences to recognize it's the same real business.

PRO TIPS

- Keep the core promise word-for-word identical across both versions — only the supporting language should shift.
- Test both versions with a couple of real people from each audience before running them widely.

EXAMPLE OUTPUT

Two audience-specific messaging drafts built on one shared value proposition.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 4 / PROMPT 14

Map the right channels per market

PURPOSE

Identify which marketing channels are worth prioritizing in each market given how each audience actually finds businesses.

WHEN TO USE IT

Use once messaging is set and you're planning where to spend marketing effort.

COPY & PASTE PROMPT

> Help me map marketing channels for [business idea] across [country of residence] and [home country]. For each market, suggest channel categories likely to work (e.g. diaspora community groups, home-market social platforms, referral networks, local radio or WhatsApp groups) and a rough ranking of where to start given limited time and budget. Note which channels overlap and could be run with one shared effort versus which need separate execution.

PRO TIPS

- Start with one channel per market and prove it works before spreading thin across many.
- Revisit the channel ranking every quarter — platform habits shift faster in home markets than you'd expect.

EXAMPLE OUTPUT

A ranked channel map per market with shared versus separate execution noted.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 4 / PROMPT 15

Draft a launch campaign for both markets

PURPOSE

Build a coordinated launch plan that respects timing and cultural context in both markets.

WHEN TO USE IT

Use when preparing to launch a product, offer, or business publicly.

COPY & PASTE PROMPT

> Help me draft a launch campaign for [business idea] running in both [country of residence] and [home country]. Cover: launch sequencing (simultaneous or staggered, and why), key content pieces needed for each market (announcement post, email, community message), any cultural or calendar moments in either market I should be aware of, and a simple week-by-week plan for the first month.

PRO TIPS

- Check both markets' calendars for holidays or major events before locking a launch date.
- Stagger the launch if trust in the home market depends on visible traction elsewhere first.

EXAMPLE OUTPUT

A week-by-week launch plan with market-specific content pieces.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 4 / PROMPT 16

Build the diaspora referral loop

PURPOSE

Design a referral system that uses diaspora community trust to reach home-market customers, or vice versa.

WHEN TO USE IT

Use once you have early customers in one market and want organic reach into the other.

COPY & PASTE PROMPT

> Help me design a referral loop for [business idea] that uses trust in one market to reach the other — for example, diaspora customers referring family or contacts in [home country], or home-market customers vouching for the business to diaspora contacts. Include: what the referral incentive should be, how to make the ask feel natural rather than transactional, and a simple way to track who referred whom.

PRO TIPS

- Make the incentive meaningful in the recipient's local currency and context, not just convenient for you.
- Keep the referral ask personal and specific — generic 'refer a friend' asks tend to underperform across borders.

EXAMPLE OUTPUT

A referral loop design with incentive structure and a simple tracking method.

WHAT'S NEXT

Move on to "Money, Compliance, and Trust".

CHAPTER 5 OF 6

Money, Compliance, and Trust

This chapter organizes the questions around currency, payments, tax, and legal structure that every cross-border founder has to face — as research and drafting support only. Every output here is meant to be brought to a licensed professional before you act on it.

IN THIS CHAPTER

CHAPTER 5 / PROMPT 17

Organize the currency and payment research checklist

PURPOSE

Build a structured list of currency and payment questions to research or bring to a specialist.

WHEN TO USE IT

Use early, before setting prices or choosing payment tools across markets.

COPY & PASTE PROMPT

Help me organize a research checklist for handling currency and payments between [country of residence] and [home country]. Categories to cover: options for receiving payment in each market, considerations around exchange-rate exposure, remittance versus business-payment channels, and questions to ask a payments provider or accountant about fees and reporting. Do not estimate actual fees, rates, or recommend specific providers — just organize the questions I should be researching or asking a licensed professional.

PRO TIPS

- Bring this checklist to a licensed accountant before choosing any payment provider or pricing in a second currency.
- Revisit exchange-rate exposure questions regularly — conditions change even if your business doesn't.

EXAMPLE OUTPUT

A categorized currency and payments research checklist with no specific rates or advice.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 5 / PROMPT 18

Organize the tax and legal structure research

PURPOSE

Prepare a structured set of questions about business structure and tax exposure across two countries.

WHEN TO USE IT

Use before choosing or registering any legal entity structure.

COPY & PASTE PROMPT

Help me organize a research checklist for legal and tax structure questions relevant to running a business across [country of residence] and [home country]. Cover categories like: entity type options to ask about in each country, questions about double taxation or tax treaties I should raise with a professional, and questions about where the business should be legally based. This must stay a research organizer only — do not recommend a specific structure or estimate tax liability. Every item should be phrased as a question to bring to a licensed accountant or lawyer in the relevant country.

PRO TIPS

- Confirm every structure decision with a licensed accountant or lawyer in each relevant country before registering anything.
- Ask specifically about tax treaty status between the two countries — it changes the right questions to ask.

EXAMPLE OUTPUT

A tax and legal structure research checklist phrased entirely as questions for professionals.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 5 / PROMPT 19

Draft the immigration and status research questions

PURPOSE

Prepare a clear list of immigration or visa-status questions relevant to running a cross-border business.

WHEN TO USE IT

Use if your immigration or residency status could affect how you're allowed to operate the business.

COPY & PASTE PROMPT

> I'm based in [country of residence] on [visa/status type, if known] and want to run a business connected to [home country]. Help me draft a list of questions to bring to a licensed immigration attorney about how my status might affect running or owning a cross-border business — for example, questions about work authorization, self-employment restrictions, or travel implications. Do not answer these questions yourself or guess at immigration rules — only help me phrase them clearly for a professional.

PRO TIPS

- Never rely on general knowledge for immigration rules — they change often and vary by exact status.
- Bring this list to a licensed immigration attorney before making any decisions based on it.

EXAMPLE OUTPUT

A clear list of immigration status questions ready to bring to an attorney.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 5 / PROMPT 20

Build the trust and transparency file for stakeholders

PURPOSE

Organize the documentation that builds trust with investors, partners, and family stakeholders on both sides.

WHEN TO USE IT

Use once the business has real activity and stakeholders on both sides want visibility.

COPY & PASTE PROMPT

> Help me build a simple trust and transparency file I can share periodically with stakeholders — investors, partners, or family who've supported the business — across both [country of residence] and [home country]. Include sections for: a plain-language activity update, what's going well and what isn't, and how money is being used at a summary level. Keep the tone honest and non-promotional. This is a communication tool only, not a financial statement — note that any real numbers should be reviewed by an accountant before sharing.

PRO TIPS

- Have an accountant review any real financial summary before it goes to stakeholders.
- Send this update on a predictable cadence — trust erodes faster from silence than from bad news.

EXAMPLE OUTPUT

A stakeholder transparency file template with activity, honesty, and money-use sections.

WHAT'S NEXT

Move on to "Scaling and Long-Term Structure".

CHAPTER 6 OF 6

Scaling and Long-Term Structure

Once the cross-border business is working, this chapter helps you decide what to formalize, what to hand off, and how to structure for growth without losing the trust you've built in either market.

IN THIS CHAPTER

CHAPTER 6 / PROMPT 21

Decide what to formalize next

PURPOSE

Prioritize which informal processes need to become formal systems as the business grows.

WHEN TO USE IT

Use once the business has consistent activity in both markets and informal habits are starting to strain.

COPY & PASTE PROMPT

> My cross-border business between [country of residence] and [home country] has grown past the informal stage. Help me identify which processes most urgently need to become formal systems — for example, written contracts instead of verbal agreements, a real payroll process instead of ad hoc payments, or documented supplier terms. Rank them by risk if left informal, not just by effort to formalize.

PRO TIPS

- Rank by risk first — the cheapest fix isn't always the most urgent one.
- Take contract and payroll items to a licensed professional in each country before formalizing them yourself.

EXAMPLE OUTPUT

A ranked list of processes to formalize, ordered by risk if left informal.

WHAT'S NEXT

Run the next prompt in this chapter.

Plan the local hire or country lead transition

PURPOSE

Prepare to hand day-to-day home-market operations to a trusted local lead as the business scales.

WHEN TO USE IT

Use once you're spending too much personal time managing home-market operations remotely.

COPY & PASTE PROMPT

> I'm ready to hand more day-to-day operations in [home country] to a trusted local lead or hire, rather than managing everything myself from [country of residence]. Help me draft: the responsibilities I should hand off first versus keep, a decision-rights framework (what they can decide alone versus what needs my sign-off), and a 90-day transition plan with checkpoints so I stay informed without micromanaging.

PRO TIPS

- Hand off responsibilities in stages, not all at once, so trust can build on real track record.
- Keep sign-off rights on anything involving money or legal commitments until trust is well established.

EXAMPLE OUTPUT

A decision-rights framework and 90-day transition plan for a local lead handoff.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 6 / PROMPT 23

Explore expansion to a third market

PURPOSE

Assess whether the cross-border model could extend to a third country or diaspora community.

WHEN TO USE IT

Use once the two-market model is stable and proven.

COPY & PASTE PROMPT

My business works well between [country of residence] and [home country]. Help me assess whether the same model could extend to a third market — for example, another diaspora community from [home country] living elsewhere, or a neighboring market to [home country]. Walk through what made the original pairing work, and what would need to be true for a third market to work similarly. Flag where this might overextend the team rather than genuinely grow the business.

PRO TIPS

- Be honest about team bandwidth before adding a third market — two markets is already demanding.
- Look for the same underlying trust dynamic that made the first pairing work, not just similar geography.

EXAMPLE OUTPUT

An expansion assessment naming what made the original market pairing work and what a third market would require.

WHAT'S NEXT

Run the next prompt in this chapter.

CHAPTER 6 / PROMPT 24

Write the cross-border operating playbook

PURPOSE

Consolidate everything learned into a single reference document for running the business long-term.

WHEN TO USE IT

Use as a capstone once the business has real operating history in both markets.

COPY & PASTE PROMPT

> Help me write a cross-border operating playbook for [business idea], consolidating what we've built: the dual-market customer understanding, the operating rhythm across time zones, the marketing approach per market, and the standing list of compliance and legal questions that get revisited with professionals on a schedule. Format it as a living reference document a new team member or future co-founder could read to understand how the business runs across both countries.

PRO TIPS

- Set a recurring date to revisit the compliance and legal question list with your professionals, not just once.
- Keep this playbook as a living document — update it after every major operating change, not annually.

EXAMPLE OUTPUT

A cross-border operating playbook consolidating customer, operations, marketing, and compliance-review practices.

WHAT'S NEXT

This pack is complete once the playbook is saved and every worksheet is filled in.

Make the system yours

Dual-Market Customer Profile

Fill in one column per market: customer problem, current alternative, price sensitivity, trust factors, preferred channel.

MARKET

CUSTOMER PROBLEM

CURRENT ALTERNATIVE

PRICE SENSITIVITY

TRUST FACTORS

PREFERRED CHANNEL

Competitor Research Grid

One row per competitor: market, name, category (formal/informal), strengths, gaps, pricing pattern.

MARKET

COMPETITOR NAME

CATEGORY

STRENGTHS

GAPS

PRICING PATTERN

Cross-Border Risk Register

One row per risk: category, description, early warning sign, first mitigation step, owner.

CATEGORY

DESCRIPTION

EARLY WARNING SIGN

FIRST MITIGATION STEP

OWNER

Time-Zone Handoff Tracker

Track the daily handoff: date, overlap window used (Y/N), items handed off, open questions, next owner.

DATE

OVERLAP WINDOW USED (Y/N)

ITEMS HANDED OFF

OPEN QUESTIONS

NEXT OWNER

Remote Partner Trust Checklist

Per partner: references checked (Y/N), test task completed (Y/N), written terms on file (Y/N), check-in cadence, status.

PARTNER NAME

REFERENCES CHECKED (Y/N)

TEST TASK COMPLETED (Y/N)

WRITTEN TERMS ON FILE (Y/N)

CHECK-IN CADENCE

STATUS

Marketing Channel Map

Per market: channel, priority rank, shared or market-specific, first test date, result.

MARKET

CHANNEL

PRIORITY RANK

SHARED OR MARKET-SPECIFIC

FIRST TEST DATE

RESULT

Currency and Payments Research Checklist

List each open question, who to ask (provider/accountant), status, and confirmed answer once verified by a professional.

QUESTION

WHO TO ASK

STATUS

CONFIRMED ANSWER

DATE CONFIRMED

Compliance and Legal Question Tracker

Log every legal, tax, or immigration question raised, the professional consulted, and the outcome. Review this list on a recurring schedule.

QUESTION

CATEGORY (TAX/LEGAL/IMMIGRATION)

PROFESSIONAL CONSULTED

DATE RAISED

OUTCOME

NEXT REVIEW DATE

WHEN YOU REACH THE LAST PAGE

You have a working system

[ ] A validated cross-border business idea backed by two real customer profiles
[ ] A dual-market business plan and pitch narrative ready for investors in either country
[ ] A working time-zone handoff and remote partner trust system
[ ] A split marketing plan with channel priorities for both markets
[ ] A standing research checklist for currency, tax, and immigration questions to bring to licensed professionals

Keep the human accountable. Let the agent make the work repeatable.