

PREPARED BY
THE LEADERSHIP AGENCY

A CASE STUDY WITH:



INTERNATIONAL
EXPANSION

THE LEADERSHIP AGENCY

INTERNATIONAL EXPANSION

Companies go international because they want to grow or expand their operations. The benefits of entering international markets include generating more revenue, competing for new sales, investment opportunities, diversifying, reducing costs and recruiting new talent.

ABOUT US, THE

LEADERSHIP AGENCY

The Leadership Agency is North America's recruitment partner of choice for the fastest-growing startups. With a mission to help build the most impressive companies of our generation, The Leadership Agency helps startups find and hire best-in-class talent. As industry disruptors with over 15 years of experience and award-winning services, The Leadership Agency has truly become the one-stop-shop for startup recruitment.

Working exclusively with startups, The Leadership Agency reaches all lines of business, including C-level, sales, leadership, tech, finance, marketing, and more.

Visit: www.leadershipagency.com for more information.

Check us out on:

LinkedIn: [/theleadershipagency](https://www.linkedin.com/company/theleadershipagency)

Instagram: [@theleadershipagency](https://www.instagram.com/theleadershipagency)

Twitter: [@weheartstartups](https://twitter.com/weheartstartups)

THE SEARCH

INTERNATIONAL LAUNCH

cargo.one is headquartered in Berlin, Germany. After such strong growth and success, the company has expanded into North America.

We helped **cargo.one** launch their first ever roles in the North American Market.

4 MARKET LAUNCHERS

- Canada
 - Toronto
 - Vancouver
 - Montreal
- USA
 - Seattle

2 CUSTOMER SUPPORT AGENTS

- Canada
- USA

1 SALES OPERATIONS ANALYST

- USA
 - Chicago

The North American Market Launch happened in April 2021, where the digital airfreight booking platform went live and enabled freight forwarders based in the US and Canada to view and instantly book airfreight capacity in real-time.

THE COMPANY

MORE ABOUT CARGO.ONE'S INTERNATIONAL EXPANSION

cargo.one's success is soaring!

Here are some interesting facts:

- In December 2020, the company was able to raise \$42 million in Series B Funding after a year of remarkable growth
- 6 months before that, they reached \$18 million in Series A funding, which was fueled by growing demand for digital distribution as cost pressures and a capacity crunch hit the air cargo industry
- The series B funding was led by Bessemer Venture Partners who were joined by existing investors; Index Ventures, Creandum, Point Nine, and Next47
- Money from the funding was used to expand into North America

- cargo.one's user base grew 300%, and bookings shot up 700% since last year
- cargo.one is hiring in 37 different countries

STRATEGY AND OUTLOOK

cargo.one plans to enter the Asia market as they are looking at big airfreight markets, as well as expand more into their Europe Market. There is no firm date for launch into the Asia market, but will happen in the next couple months.



"We will use the funds raised to build on our success in Europe...and deepen the expansion into North America and Asia"

- OLIVER T. NEUMANN, MANAGING DIRECTOR