



Scope Your Business Model

Gain valuable market insights, professional guidance,
and a business model tailored to your company

The purpose of the SBM programme is to strengthen a strategic approach to internationalization and export in an SME. This is done by validating and assessing the company's business model in the context of the targeted market and identifying opportunities, challenges, and suggesting changes to the business model.



The SBM Programme

Workshop 1

- Your company's current business model is uncovered in close collaboration with you

Market assessment

- Your company's current business model is evaluated in relation to the local market, where opportunities and challenges are identified

Workshop 2


- Market assessments are presented along with proposed changes to the business model and further steps are suggested

Pricing details

The programme offers 30 hours. If your company is an SME, you receive 75% subsidy on the hourly price. Contact us for more information on the specific pricing.

Contact us

For more information contact:

 sbm@um.dk



**Local assessment of
the market**



**Business model
advisory**



**Long-term, sustainable
export development**



Guidelines for the SME programmes

Does your company meet the requirements?

The Trade Council offers comprehensive support to SMEs looking to expand their businesses outside of Denmark. We strive to enable your company to increase its sales in both new and existing markets, offering tailored services designed to address the unique challenges and opportunities faced by SMEs in the global market, so your company can realise its export potential.



Eligibility and compliance

A checklist

Danish Registration ✓

Your company must be registered in the Danish Central Business Register (CVR).

SME Definition ✓

Enterprises which employ fewer than 250 persons and have either an annual turnover not exceeding EUR 50 million or an annual balance sheet total not exceeding EUR 43 million.

Please note that the entire group structure must be considered, including linked enterprises and partner enterprises.

De Minimis ✓

To be eligible to the SME programmes, companies when considered on a group level, cannot receive state subsidies exceeding EUR 300.000 over a three-year period (EU's "de minimis rule").

Please note that exceptions and specific regulations may apply to particular sectors, types of services, etc. For additional details, please visit the official website of the [Ministry of Industry, Business and Financial Affairs](#)

For further details, exceptions etc., please refer to the European Commission's [User guide to the SME Definition](#)

Services

- **SME General**
- **Export Sparring**
- **Scope Your Business Model (SBM)**
- **Scope Your Business Model+ (SBM+)**
- **Strategic Business Alliances (SBA)**
- **Export NOW**

Price

See the Trade Council's current price rate.

Contact us

For further information on how the Trade Council can assist your SME in exporting, please visit our website or contact our team directly on:

 exportsme@um.dk