FrankieOne: Singapore Market Entry

Go-To-Market (GTM) + Unit Economics Case Study

Built on: APAC Expansion Decision Engine (MCDA ranking + sensitivity + revenue forecasting dashboard)

Scope: Select first non-home market, define GTM motion, set unit economics thresholds, and outline a 12-month plan

Executive Summary
Recommendation, rationale, and success thresholds

Recommendation: Enter Singapore (SGP) as the first non-home APAC market.

Why Singapore
- Ranks #1 among non-home options in the decision engine
- Strong purchasing power, governance quality, and digital readiness
- High concentration of regulated fintech and payments firms

What must be true (12 months)
≈ 22 active customers by Month 12 (≈ $396k ARR)
Maintain CAC ≈ $14,000 and churn ≤ 1.8%/month
Pilot-to-contract motion with ~2-month sales cycle

Base-case assumptions

ACV (flat)	CAC	Gross margin	Monthly churn	Entry cost
$18,000	$14,000	82%	1.8%	$500,000

Pricing	Sales cycle	Horizon	Target by M12	
$1,500 MRR	2 months	12 mo + 36 mo	25 active	

Context & Objective

What we are deciding and what we will produce

Company & product (scope)

FrankieOne provides an orchestration layer for identity, fraud, and compliance workflows (KYC/KYB/AML), enabling teams to connect to multiple data sources through a single integration.

This case study evaluates a Singapore market entry playbook for regulated customer onboarding use cases.

Decision

Which APAC market should be prioritised as the first non-home entry, and what GTM plan delivers payback under base-case assumptions?

Outputs
- Market selection backed by MCDA ranking and sensitivity
- Target segment + ICP and GTM motion
- Unit economics thresholds (CAC, churn, payback)
- 12-month plan with milestone KPIs

Market Selection (Decision Engine)

Base-case ranking and non-home shortlist

Key result

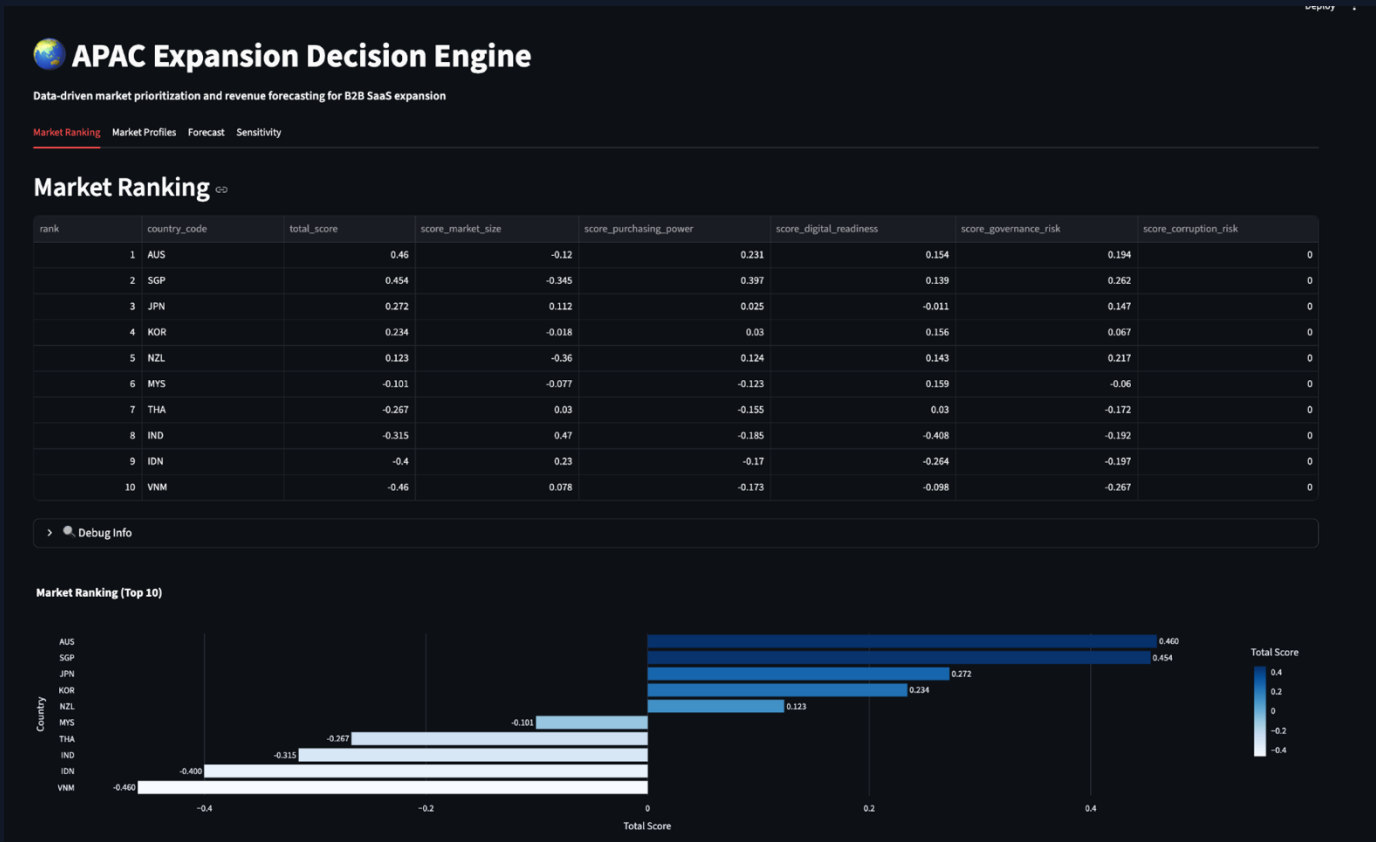Treating Australia as the home market, Singapore is the highest-ranked non-home option in the base case.

Base-case Top 5

- AUS (0.460)
- SGP (0.454)
- JPN (0.272)
- KOR (0.234)
- NZL (0.123)

Sequencing (illustrative)

- Phase 1: Singapore (pilot market)
- Phase 2: Japan
- Phase 3: Korea

Dashboard: Market Ranking

🌐 APAC Expansion Decision Engine

Data-driven market prioritization and revenue forecasting for B2B SaaS expansion

Market Ranking   Market Profiles   Forecast   Sensitivity

Market Ranking

rank	country_code	total_score	score_market_size	score_purchasing_power	score_digital_readiness	score_governance_risk	score_corruption_risk
1	AUS	0.46	-0.12	0.231	0.154	0.194	0
2	SGP	0.454	-0.345	0.397	0.139	0.262	0
3	JPN	0.272	0.112	0.025	-0.011	0.147	0
4	KOR	0.234	-0.018	0.03	0.156	0.067	0
5	NZL	0.123	-0.36	0.124	0.143	0.217	0
6	MYS	-0.101	-0.077	-0.123	0.159	-0.06	0
7	THA	-0.267	0.03	-0.155	0.03	-0.172	0
8	IND	-0.315	0.47	-0.185	-0.408	-0.192	0
9	IDN	-0.4	0.23	-0.17	-0.264	-0.197	0
10	VNM	-0.46	0.078	-0.173	-0.098	-0.267	0

> ● Debug Info

Market Ranking (Top 10)

Why Singapore (Drivers)

Component contributions under base weights

Driver breakdown (SGP, base weights)

Base weights: Market Size 25% · Purchasing Power 20% · Digital Readiness 20% · Governance 20% · Corruption 15%

Criterion	Score
Purchasing power	**+0.397**
Governance quality/risk	**+0.262**
Digital readiness	**+0.139**
Market size	**-0.345**
Corruption risk	**0.000**

Interpretation

- Premium, low-friction entry market driven by purchasing power and governance quality.
- Negative market-size component supports using Singapore to prove a repeatable playbook before scaling into larger markets.

Dashboard: Market Profile (SGP)

🌍 **APAC Expansion Decision Engine**

Data-driven market prioritization and revenue forecasting for B2B SaaS expansion

Market Ranking   Market Profiles   Forecast   Sensitivity

Market Profiles

Select market

SGP

Market Profile: SGP

Population	Internet Users %	Regulatory Quality
5,637,022	96.0%	2.21

GDP per Capita	Rule of Law	CPI Score
$90,299	1.78	84

Target Customer (ICP)

Who we sell to and why they buy

ICP for Singapore

- Regulated or compliance-exposed onboarding businesses (fintech, payments, digital banks, remittance, wealth platforms)
- Meaningful onboarding volumes and a need for auditability and decisioning
- Pain: vendor sprawl, slow time-to-launch, high manual review effort
- Can support a flat annual contract value (ACV) of $18k

Economic buyer & stakeholders

Economic buyer
- Head of Compliance / MLRO
- Head of Risk / Financial Crime

Key stakeholders
- Product (conversion)
- Engineering (integration)
- Ops (manual review)
- Legal/Compliance (audit trail)

Primary value proposition
- Reduce vendor sprawl via orchestration layer
- Improve onboarding pass rates and time-to-approve
- Increase audit defensibility with consistent workflows

Go-To-Market Plan

Motion, channels, and first 90 days

Motion (how we sell)

- Compliance-led, sales-driven motion: pilot → proof → contract → expand workflows
- Assumed sales cycle: ~2 months
- Focus on repeatable use cases (customer onboarding, KYB for merchants, fraud checks)

Channels (prioritised)

- Direct outbound to target-account list (regulated onboarding-heavy firms)
- Partner referrals/co-sell with boutique compliance + implementation partners
- Ecosystem credibility (events, associations, fintech networks) to boost inbound

First 90 days (milestones)

Days 0–30: Setup & pipeline

- Build ICP list (30–50 accounts) and outreach cadence
- Define pilot playbook and compliance messaging
- Identify 3–5 partner candidates

Days 31–60: Pilots

- Launch 2 pilots (2–6 weeks)
- Measure conversion lift and manual-review reduction

Days 61–90: Convert & scale

- Convert pilots to paid contracts
- Formalise partner referral motion
- Standardise onboarding and success checklist

Economics (Base Case)

Unit economics and 36-month lens

Unit economics (flat $18k ACV)

ACV	$18,000 / year
MRR	$1,500 / month
Gross margin	82%
Gross profit	$1,230 / month
CAC	$14,000
LTV (gross profit)	$68,333
LTV:CAC	4.9x
CAC payback	11.4 months

Sensitivity thresholds

With Singapore market_adjustment=0.6081 (72 leads/mo), payback vs. $500k threshold extends beyond 36 months unless win rate or lead volume increases. if CAC remains near $14k and churn stays ~1.8%/month

If CAC rises materially, compensate via higher win rate or faster customer ramp

Use Singapore to prove playbook, then expand into larger markets

Dashboard: Revenue Forecast (SGP)

🌐 **APAC Expansion Decision Engine**

Data-driven market prioritization and revenue forecasting for B2B SaaS expansion

Market Ranking   Market Profiles   Forecast   Sensitivity

Revenue Forecast

Select market for forecast

SGP

Revenue Forecast: SGP (base)

Cumulative Net Revenue (36M)	Active Customers (M36)	Pays Back in 36M
$535,360	63	Yes

12-Month Plan & KPIs

Targets, funnel, and operating cadence

Targets

≈ 22 active customers by Month 12 (≈ $396k ARR)

LTV:CAC ≥ 3.0x and CAC payback ≤ 18 months

Repeatable pilot-to-contract motion with partner assist

Base funnel (model assumptions)

Leads per month: 72 (market_adjustment = 0.6081 →
int(120×0.6081)=72)

Lead → opportunity: 18%

Opportunity → win: 22% (≈ 2 wins/month steady state (INT truncation)
(INT truncation))

Sales cycle: ~2 months

Repo cashflow note: forecast net revenue = (Revenue × gross margin) −
(New wins × CAC). Operating cost is not included; $500k entry cost is
used only as payback threshold.

Operating cadence

Months 0–2: Setup

- Target list + messaging + pilot playbook
- Partner mapping and outreach

Months 3–6: Prove motion

- Run pilots and convert to contracts
- Codify onboarding + success checklist

Months 7–12: Scale

- Increase outbound throughput
- Activate partner referrals
- Prepare Japan next-market plan (if KPIs hit)

Risks, Sensitivity & Decision Ask

What could break the plan and how we manage it

**Key risks & mitigations**

Risks

- CAC inflation (competitive market)
- Churn above base (lower retention)
- Small-market ceiling (Singapore)

Mitigations

- Tight ICP + partner referrals to reduce acquisition cost
- Deepen workflow coverage to increase stickiness
- Use Singapore to prove playbook, then expand to Japan/Korea

Sensitivity (ranking robustness)

Singapore remains within top ranks under tested weight variations (see dashboard sensitivity).
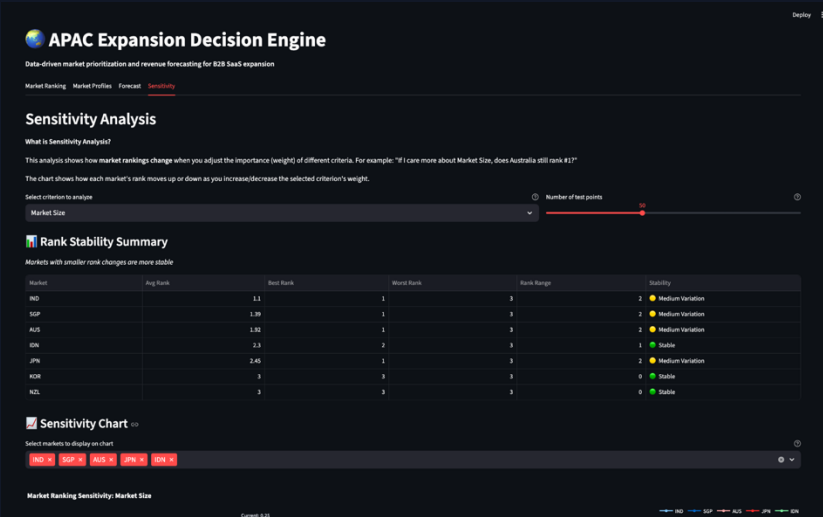
Decision ask

- Approve Singapore as Phase 1 non-home market
- Fund entry cost ($120,000) and launch resources
- Review Month-6 checkpoint: scale, adjust, or pause