2FAST
MARKET DEVELOPMENT

COMPANY PROFILE 2026

Build Markets. Develop Opportunities. Deliver Results.

We help product and service businesses win customers and build commercial partnerships across markets.

WHO WE ARE

Your commercial arm across markets

Focused on your market and growth priorities, we develop customer relationships and partnerships alongside your team.

New markets

New partnerships

Priority accounts

Qualified opportunities

WHAT WE DO

Commercial capabilities

Focused commercial work with clear deliverables.

Market entry & prioritization

Find the market and accounts with the strongest fit.

YOU RECEIVE

Market brief and priorities.

Target account development

Focus on the customers and partners worth pursuing.

YOU RECEIVE

Account map and engagement plan.

Buyer & partner engagement

Open decision-maker conversations and build relevant relationships.

YOU RECEIVE

Engagement record and next actions.

Commercial opportunity development

Connect customer needs with your commercial offer.

YOU RECEIVE

Opportunity briefs and action plans.

How opportunities advance

Six stages, one clear next move.

01

Define the objective

Agree the offering, market and commercial objective.

02

Map priority accounts

Prioritize customers and partners with a clear fit.

03

Open conversations

Reach decision-makers and establish a relevant discussion.

04

Qualify the opportunity

Confirm need, fit, timing and the decision path.

05

Develop the offer

Bring customer requirements and your commercial offer together.

06

Agree the next move

Agree the action, owner and timing.

QUALIFIED OPPORTUNITY

A clear need, a relevant fit with your offering, and an identifiable decision path or agreed next step.

WHAT YOUR TEAM RECEIVES

Commercial progress, made clear

See which accounts deserve attention and what comes next.

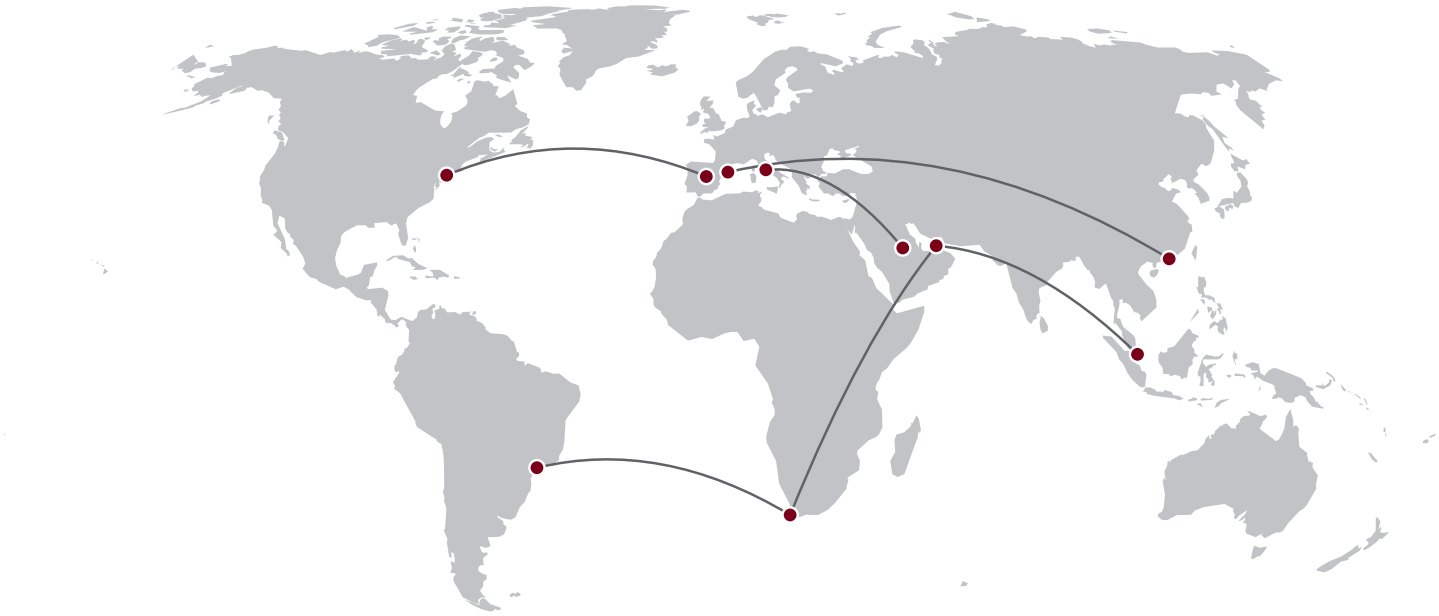
ILLUSTRATIVE FORMAT

Priority account	Commercial rationale	Opportunity status	Next action
01 Target customer	Need aligns with your offering.	Qualifying	Confirm decision-maker and timing.
02 Potential partner	Access to relevant customer accounts.	Discussion	Agree scope and follow-up.

A concise record connects account fit with opportunity status and the next commercial action.

International commercial scope

Defined markets. Relevant accounts. Clear commercial objectives.



Europe GCC Africa Asia Americas

EUROPE DETAIL

SELECTED SECTORS

Industrial & Manufacturing

Energy, Gas & Infrastructure

Food & Beverage

Hospitality & Leisure

Real Estate & Development

COMMERCIAL ADVANTAGE

Why 2FAST

Commercial fit first

Accounts with a credible reason to engage.

New relationships. Stronger reach.

Alongside your team and current partners.

One accountable commercial lead

Clear progress, decisions and next actions.

2FAST
MARKET DEVELOPMENT

Build your next market

Share your offering, target market and commercial objective.

What happens next

We'll discuss the opportunity and agree the scope, clear deliverables and the next step.

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