



CALIFORNIA BEAUTY BRAND ACCELERATOR

Australia and India

GO-Biz is preparing to launch a beauty brand accelerator to guide California beauty and personal care companies into two of the world's fastest-growing beauty markets, Australia and India. The program moves participants from market education through individualized coaching, regulatory support, and buyer matchmaking, with each company selecting an Australia track, an India track, or both.

ONLINE SEMINARS

Participate in online training covering introductory content on both the Australian and Indian beauty markets. Content will cover market characteristics, regulatory landscape, cultural landscape and considerations, and an overview of sales channels.

CHOOSE YOUR MARKET

Receive a market fit analysis for both markets based on your business and product lines. Then choose which market your business is ready to tackle. If you are able to demonstrate capacity, you may elect both markets.

ONE-ON-ONE SUPPORT

Receive one-on-one coaching and mentorship from in-market experts. Topics to be covered include legal and regulatory support, localization, market entry strategy. Finish the program with an individual go-to-market strategy.

CUSTOM MATCHMAKING

Work with in-market experts to identify potential distributors, retailers, marketing, and influencer companies. Our experts will work to set up virtual meetings with targeted partners for you and help prepare you to meet them.

**REGISTER YOUR
INTEREST**

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