



wondermove

# Wondermove Case Study

Established in March 2020, **wondermove**, a **Hyundai Motor Group** spin-off startup, provides a mobility solution. **Wondermove** has achieved eight times its annual recurring revenue growth every year since its establishment and is continuously driving global expansion. In fact, the company plans to offer its solutions and services across as many as 10 European countries, starting with Germany.

When scaling to a new country, it is vital to have credible and informative data and knowledge of the local market.

However, in the beginning of their expansion process, **wondermove** faced considerable challenges in collecting meaningful information on its target markets in Europe. This negatively impacted the recruiting process in Europe, where IT and internet technology development were slower than they were used to in Korea. The team at **wondermove** realized that access to expert advice and local knowledge would be key to overcoming these difficulties. That's why they secured this support through a partnership with **G-P**, the leading Global Employment Platform™ that makes it fast, simple, and compliant for companies to hire anyone, anywhere.



With G-P, **wondermove** was able to quickly launch its expansion strategy and hire qualified local talent in Germany while minimizing cost, time, risk, and resources. Through G-P's Global Employment Platform™, **wondermove** hired an employee from Korea living in Germany and helped her obtain a visa. Her expertise ultimately enabled the company to accelerate its product development by ensuring the business could seamlessly interact with automobile original equipment manufacturers (OEMs) and mobility enterprises in the region – all while actively improving their understanding of the local market on the ground. In addition, through G-P's platform, **wondermove** was able to efficiently grow their global team without having to worry about complicated contract procedures or legal issues involved in international hiring. **Wondermove** explains that what impresses them most about their

partnership with the G-P team is that they always provide high-quality information and do everything professionally and accurately. **Wondermove** plans to continue to expand throughout Europe as well as other regions around the world. The company maintains its partnership with G-P to continue to secure the best talent in their new markets.

**Wondermove** emphasizes that the key factors for succeeding in global business are speed and an effective recruitment strategy. G-P helps companies address both of these challenges by enabling access to global talent and accelerating time to market. **Wondermove** believes that G-P is an excellent partner for businesses that are planning to enter international markets quickly and compliantly by hiring local talent without the need to set up their own local branches first.





## About Us

G-P helps growing companies unlock their full potential by making it possible to build highly skilled global teams in days instead of months. Through our SaaS-based platform, we help find, hire, onboard, pay, and manage team members, quickly and compliantly, to expand growth opportunities for everyone, everywhere – without the hassle of setting up local subsidiaries or branch offices. We pair the industry’s most responsive technology with our world-class legal, HR and tax expertise to support and guide your growth, anywhere in the world.

## Contact Us

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