

The 3Ds of Indigenous Export Readiness

Who uses the 3Ds?

BUSINESSES & ENTREPRENEURS

- Understand readiness
- Plan next steps
- Prepare for export

BUSINESS DEVELOPMENT & MARKET ACCESS ORGANIZATIONS

- Assess readiness and needs
- Coordinate support
- Connect businesses to supports, markets, and opportunities that build export experience

Demonstration

Can the business deliver?
Shows capability and evidence of readiness to deliver.

Durability

Can the business keep delivering?
Shows capacity, stability, and ability to grow.

De-risking

What reduces risk for partners and builds confidence?
Shows how risks are managed for the business and its partners.

THE 3Ds



FINANCING & INVESTMENT INSTITUTIONS

- Understand business capability
- Identify financing and development needs
- Build confidence
- Inform financing, lending, and investment decisions



POLICY & SYSTEM DEVELOPMENT ORGANIZATIONS

- Identify readiness gaps
- Design programs and supports
- Coordinate investment
- Measure progress and outcomes

THREE DIMENSIONS OF EXPORT READINESS

Evidence of Readiness | Evidence can take different forms and may be observed, demonstrated, or documented.

The examples below illustrate evidence that may help answer each question.

Demonstration

Can the business deliver?

Examples

- Contracts
- Product/service quality
- Production/service capability
- Market experience
- Licences or certifications
- Established business relationships
- Customer references and reputation

Questions it helps answer

- Can we meet customer expectations?
- What shows the business is capable of delivering?

Durability

Can the business keep delivering?

Examples

- Financial capacity
- Operational or growth plans
- Reliable suppliers or partners
- Capacity to sustain or scale delivery
- Ability to adapt to disruptions
- Contingency or continuity plans

Questions it helps answer

- What supports the business's ability to deliver over time?
- What enables the business to adapt to challenges and changing conditions?

De-risking

What reduces risk for partners and builds confidence?

Examples

- Insurance or guarantees
- Financing arrangements
- Partnership agreements
- Risk mitigation plans
- Compliance practices
- Business/trade organization support

Questions it helps answer

- Are risks understood and managed?
- What safeguards are in place?



A shared framework. Stronger relationships. Better decisions.

The 3Ds create a common way to understand export readiness using evidence that matters. They help Indigenous businesses and their partners make informed, coordinated decisions that build confidence, reduce risk, and support sustainable growth.