SCALING A START-UP

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INNOVATE UK2014
THE GLOBAL SPOTLIGHT ON UK INNOVATION

SCALING…

“There is no Magic Wand.”

SO WHO AM I?

(3)(7)(14)(61)

(2)(4)(12)(25)(94)

(1000)(42)

(13)

IT STARTS WITH YOU

"I have an dream."

A. Learn the lessons of others.

B. Surround yourself with experience.

C. Build the vision into the business.

BURN RATE

"The truth about scaling is how long you can survive in the market place."

A. Create a means of measurement

B. Products is a different beast to services.

C. Rule like a king (or queen).

GET TO THE MARKET

"Daydreaming is easy."

A. Know your product lifecycle.

B. Create a flexible sales channel.

C. Analyse and collect as much data as possible.

YOU NEED EASY WINS

"You cannot scale without breaking some eggs."

A. Understand the sales process.

B. The customer is sometimes right.

C. Adopt the 80/20 rule.

THE CORE IS OPERATIONS

"How many times can you reuse a lego set."

A. Keep an eye on the details.

B. Hire the right talent.

C. Create a operation matrix.

BE READY TO CHANGE

"Make decision based on facts."

A. If it didn't work then change it.

B. React to the market.

C. Keep building on success.

ASK FOR HELP

"Don't reinvent the wheel."

A. Grow your network.

B. Recruit the best advisors.

C. Strategic partnerships is vital.

TALENT IS EVERYTHING

"I am the VP of sales."

A. Hiring adds complexity.

B. Company structures are organic.

C. Talent will slow down scaling.

BE SMART

"If you don't ask, you don't get."

A. Leverage everyone around you.

B. Scaling is strategic.

C. It's all about timing.

THE NEXT LAST 40 MINUTES

It **starts with you**, understand the **burn rate**, get to the **market**, get those **easy wins**, build your **operation team**, be ready for the **change**, always **ask** for help, **hire** the best and be **smart**.

"Scaling is an Art Form."

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