

Scaling up your startup...

...an experience-based approach

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Profile (as of Sep 2013):

- 2 years in operation
- Operations in 5 countries
 - Intelen, Inc HQs NY, USA
 - Athens, GR
 - Nicosia, CY
 - Spain, ES
 - Romania, RO
- Employees: 25++
- Infrastructure & SaaS Products
- Compact IP portfolio (2 US patents)
- World recognitions (innovation awards)
- Already raised \$2,1M from Angels and awarded 4 EU grants



So, you want to scale up ?





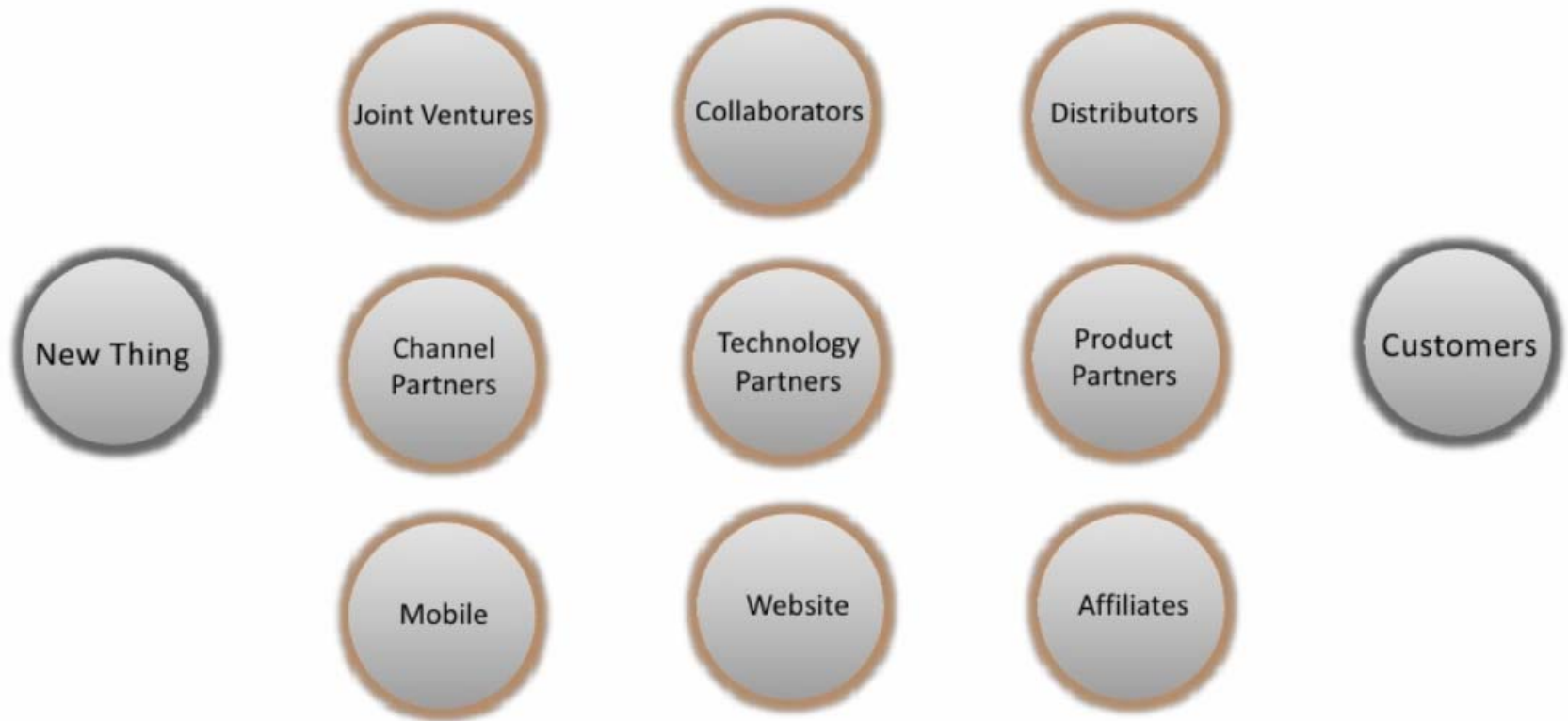
...you have to control your growth !

What we mean “scale up”



- Scale up our **Brand** (marketing)
- Scale up our **Sales** (**go-to-market**)
- Scale up the local **market awareness** (market research)
- Scale up our **people** (hires)
- Scale up our **tech know-how** (development)
- Scale up our **internal/external procedures** (change mgt)
- ...the you scale up our company (**business model**)

Go-to-Market (GTM)



Go-to-Market (GTM)



Scale your Business model (duplicate ?)

- You have to disaggregate your business model
 - Revenue sources
 - Cost drivers
 - Investment size
 - Critical success factors

Scale your Business model (2)

- Advertising - based Revenue model
- Franchise
- Licensing & Syndication Revenue Model (royalties & SLAs)
- Network effect model (Hub & Authorities)
- Original Equipment Manufacturer (OEM) in services
- Partnership Business Model - Joint Ventures (JVs)
- Retailer - Referral Agreement
- Subscription/Membership Revenue Model
- Transaction Fee Revenue Model

My advise...

Before scaling up be sure that you can easily reproduce and duplicate your business model with a minimum of pivoting or adaptation efforts



Thank you !



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