Size Does Matter

Or not?
Where we are at

startups
Scalability is the cornerstone of your startup. It’s all about...

- Reducing time to solution for critical tasks.
- Minimizing the impact of higher volumes of business on your contribution margin.
- Making future expansion easier.

70% startups struggle with scalability.

It’s vital to have a clear vision of your business’ future. However, you must also be willing to evolve...

Changing Tides: Startups Willing to Redesign...
Raise 250% more money

Enjoy 360% more user growth

52% less likely to scale prematurely.
Get Your Compass Bearing: Develop a Strong Business Plan

- 1% unforeseen disasters experience
- 11% lack of specific product experience
- 30% lack of managerial experience
- 46% of small businesses failures are attributed to poor planning
Scaling Heights

- Audience
- Product
- Outsource
- Attract (investors)
- Automate
- Franchising
“Startup is a company designed to grow fast... The only essential thing is growth. Everything else we associate with startups follows from growth.” - Paul Graham

- Bumps & Engines
- Growth by Design
- Growth first Product
- Intelligent Piggybacking
- The Scalable Startup Test
- The Curse of the Well-Funded Startup
With Great Power Comes Great Responsibility

"With great power comes great responsibility"
So If you choose not to scale

- Recruit Users
- Fragility
- Delight
- Experience
- Consult
- Manual
- Big
Cheese Toast
Gourmet Cheese Toast