

SCALE GLOBAL

SEPTEMBER 2017 - JANUARY 2018

WHERE // STOCKHOLM &
SAN FRANCISCO

FOR // SWEDISH STARTUPS
READY TO SCALE

BY // CHALMERS UNIVERSITY OF
TECHNOLOGY, FUNDED BY VINNOVA

COST // 75.000 SEK + TRAVEL,
NO EQUITY TAKEN

SCALE GLOBAL IS A GROWTH ACCELERATION PROGRAM ORGANIZED BY CHALMERS UNIVERSITY OF TECHNOLOGY WITH SUPPORT FROM VINNOVA. WE WILL HELP TEN AMBITIOUS COMPANIES TRANSITION FROM NAILING THE PRODUCT TO SCALING THEIR BUSINESS. THE PROGRAM RESTS ON THREE PILLARS: **WORKSHOPS COACHES SILICON VALLEY**

COACHES

THE IDEAL SCALE GLOBAL PARTICIPANT

Is extremely ambitious and runs a company with global potential.

Has annual sales of about 10 MSEK and/or manages at least 10 employees.

Has achieved initial product/market fit and is increasingly aware of the broader challenges involved in the transition to growth.

Is a great product CEO/founder who truly wants to continue leading the company as it scales its operations.

Is both confident and humble with a willingness to share and learn from others in the same situation.

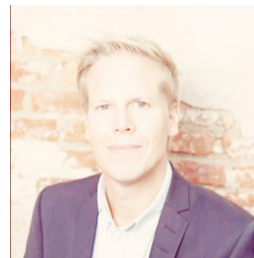
Realizes scaling is a team effort and participates in the program with his or her closest coworker.



MENGMENG DU
Spotify, Acast, Innovationsrådet



ALFRED RUTH
Videoplaza, angel investor



ALEXANDER HARS
System OK, Let's deal



LOUISE GRANDINSON
At Night, MAG Interactive, Disney



Johan Sköld
QamCom, Chalmers Ventures



STEFAN LINDEBERG
Creandum, neo4j, Fatshark

WORKSHOPS

The program comprises five content packed 1,5 day workshops near Stockholm plus a week in San Francisco:

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|----------------------------|----------------------------|
| 1: Prepare for Scale | (Sep 5-6, Stockholm) |
| 2: Scale Your Ambition | (Sep 25-29, San Francisco) |
| 3: Communicate for Scale | (Oct 17-18, Stockholm) |
| 4: Scale Your Sales | (Nov 7-8, Stockholm) |
| 5: Measure for Scale | (Nov 28-29, Stockholm) |
| 6: Scale Your Organization | (Jan 23-24, Stockholm) |

SILICON VALLEY

Early in the program, we spend a week in Silicon Valley learning from experts such as Gustaf Alströmer (Product Manager Growth, Airbnb), Huggy Rao (Professor, Stanford & Author "Scaling Up Excellence"), Louise Fritjofsson (CEO Vint, EIR 500 Startups), Rohit Sharma (Venture Partner, True Ventures), Mark Cranney (Operating Partner Sales, AndreessenHorowitz) pre!

ABOUT THE PROGRAM

Scale Global is designed to be practical and useful. Our coaches are all founders with operational experience from scaling startups and with extensive networks. Each team will be matched up with one coach, but will have access to them all. The workshops are focused on practical frameworks and real world examples and take place during five 1,5 day off-sites where participants and coaches work through concrete scaling issues that participants face in their own companies. Similarly, the week in Silicon Valley is focused on practical workshops and meetings.

The Silicon Valley week and the off-site workshops have the additional benefit of helping participants forge close and often lasting relationships with coaches and, perhaps even more importantly, with other founders and CEOs facing similar challenges.

WORKSHOP 1: PREPARE FOR SCALE

We go through each company's current status and plans for scaling, including: ownership structure and team alignment, product/market fit, ambition and plan for scaling, funds and resources needed to scale.

WORKSHOP 2: SCALE YOUR AMBITION

We spend a week in Silicon Valley for a series of scaling workshops designed to align with the remaining program in Stockholm. There will also be time for individual meetings with potential customers, partners, VCs etc. Coaches and program organizers will help participants get the most of the week in the Valley.

WORKSHOP 3: COMMUNICATE FOR SCALE

We discuss and work on communication, storytelling and pitching in relation to investors, the internal organization, partners, job candidates, customers etc.

WORKSHOP 4: SCALE YOUR SALES

We discuss and work on when and how to establish a repeatable and scalable sales engine. Topics covered include: lead generation, inside sales, outside sales, field sales and customer success; as well as how to manage and measure activities, processes, and outcomes.

WORKSHOP 5: MEASURE FOR SCALE

We discuss and work on how to use metrics to systematically manage growth, including how to connect metrics to strategic goals and how to organize growth teams.

WORKSHOP 6: SCALE YOUR ORGANIZATION

We discuss and work on issues related to: leadership and delegation, organization design and processes, culture, recruiting and decruiting etc. We end the program on day two with a pitch event in front of invited investors.

The workshops will also include a number of shorter sessions on topics suggested by the participants. Potential themes are scaling technology, fundraising tactics, effective board work, and managing virtual teams.