

From Lean Start up to successful scale-up



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Introduction

International banker (1985-2011)

Online entrepreneur & digital marketer (2001-)

Corporate venturing and advising, trainen & mentoring starters and high-tech startups & scale-ups (1997-)



Dr Tony de Bree EEP MBA, Phd
Mob: 06-34387806.

Consultant, speaker, facilitator of workshops & masterclasses, mentor & guest lecturer at 'hogescholen', business schools and universities in Dutch and English.

Member of the jury of the European & Dutch Fintech Awards & off local startup and pitch-events

MIT Certified Fintech professional

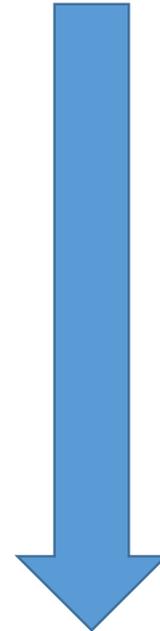
ICT Member of Advisory Boards and Board of Trustees

A 5-step blueprint from idea to successful startup & scale-up



Three phases from idea to successful scale-up

- Pre-startup (startup-phase/founders-phase)
 - Problem/solution fit (PSF)
 - Vision/founders fit (VFF)
- Lean Startup (validation-phase)
 - Product/market fit (PMF)
- Scale-up (growth-phase)
 - Business model/market fit (BMMF)



- Founders-team
- Lean Startup team
- Scale-up team

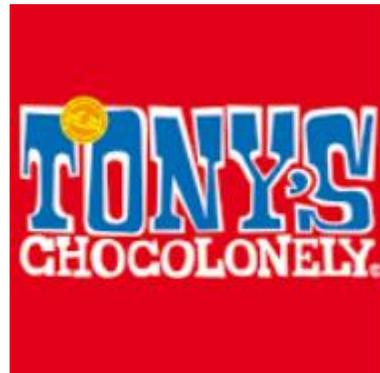
Transition from founders-team ('projectteam') to Lean & Mean organisation (scale-up team).

Source: 'Kan het vliegen?', pages 31 t/m 35.

Different ways to scale: examples

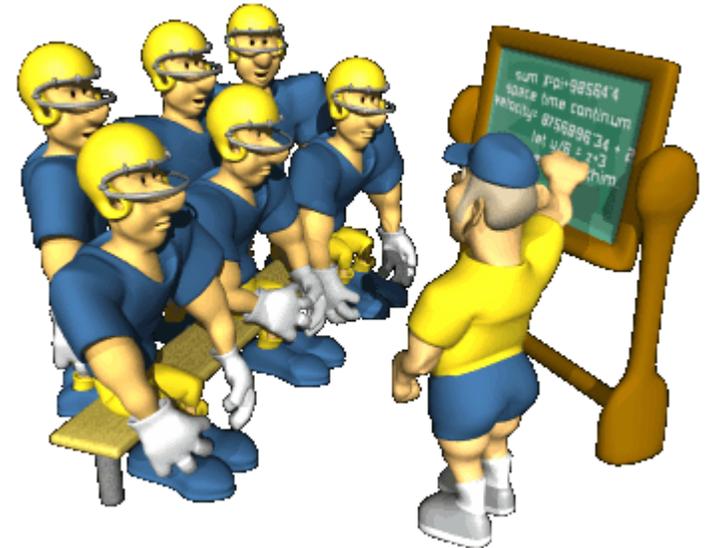
- Scaling & growing difficult for physical products or certain services (consulting, training & coaching)
- First step locally and then if possible internationally

Examples:



How do successful companies do it?

- They focus on people and on what they are good at
- They solve a real problem for paying customers
- They have a solution that is difficult to imitate
- They clone and go-internationally if possible
- They do *4 things* in parallel, step-by-step:
 - They develop their customers.
 - They develop their organisation.
 - They develop their solution.
 - They finance their company.
- They successfully use ICT to co-create & they partner successfully



Digital trends in 2018

- Digital transformation of large companies/organisations (the virtual organisation)
- Digital disruption of every industry including marketing
- Increasing importance of local business (mobile)
- Growing importance of personal customer experience
- Smart automation inside and outside companies
- Explosion of visual content (video, sound, images)
- A.I. and machine learning in different knowledge domains
- Internet company and data offshoring
- Increasing use of virtual reality including in events



Questions



Dr Tony de Bree EEP MBA
Mob: 0634387806 (WA)
LinkedIn: <http://www.linkedin.com/in/tonydebree>
Email: tony.de.bree@gmail.com
Speakersacademy: [here](#).

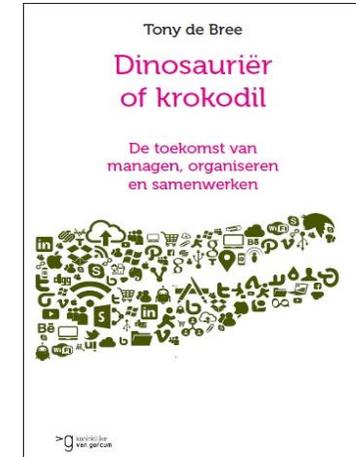
Special offer



€30



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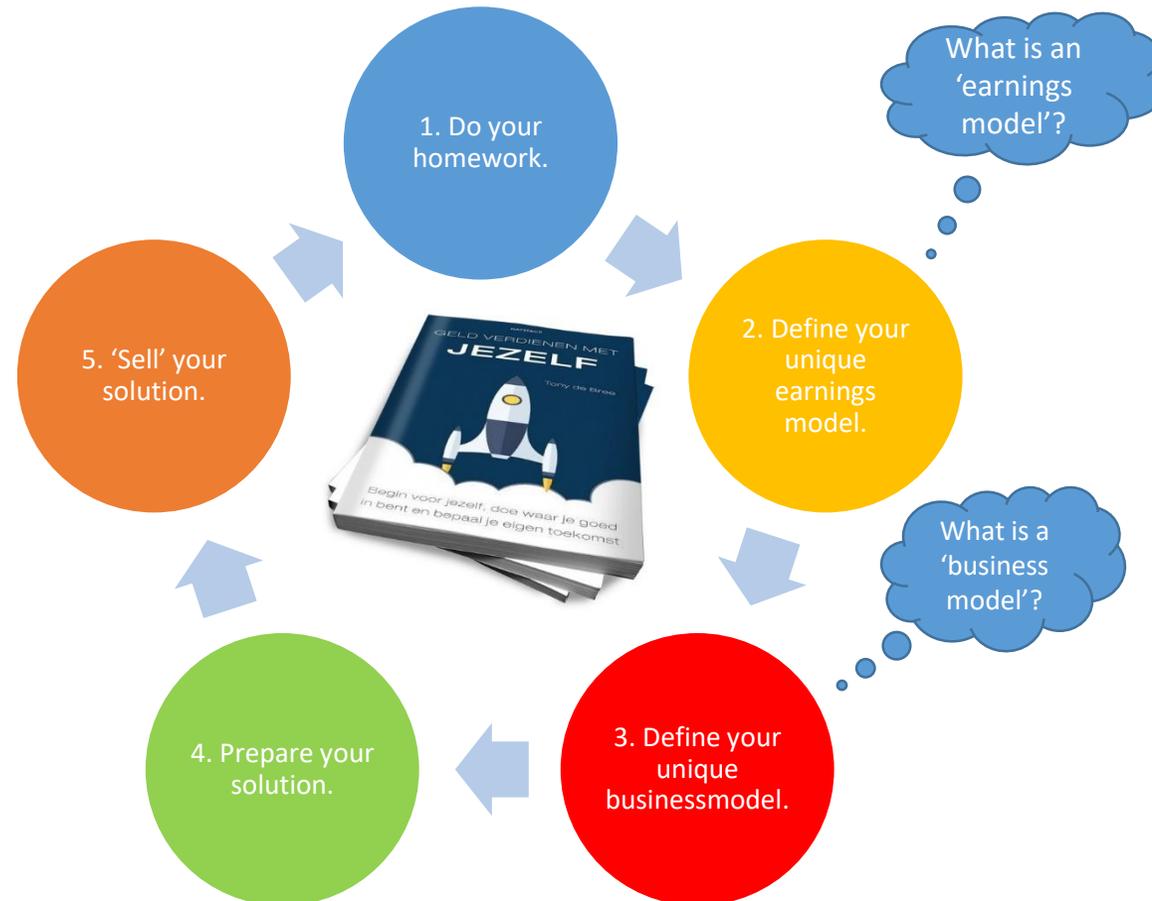


Plus:

- 10% reduction on workshop/pressure cooker session
- 25% reduction on *old* hourly coachingsrate

Appendix

A 5-step blueprint from idea to successful business owner ('zzp')



Most important questions since 1997

- How do you become an innovative startup and scale-up?
- Do you have what it takes to be a successful founder?
- With whom are you going to do it?
- How do you choose the best idea?
- How do you define a real innovative business model?
- How do you present your business idea to different stakeholders including investors?
- How do you combine different types of financing?
- What can you learn from successful startups and scale-ups?



'Kan het vliegen? Van idee tot succesvolle startup' (2017).