

# SCALE GLOBAL

SEPTEMBER 2019 - JANUARY 2020

WHERE // STOCKHOLM &  
PALO ALTO

FOR // SWEDISH STARTUPS  
READY TO SCALE

BY // SERIAL ENTREPRENEURS &  
CHALMERS UNIVERSITY OF TECHNOLOGY

COST // 75.000 SEK + TRAVEL  
HOTEL IN PALO ALTO INCLUDED  
NO EQUITY

A FAST GROWTH ACCELERATION PROGRAM  
HANDS ON COACHING BY TOP SWEDISH ENTREPRENEURS  
ON SITE TRAINING WITH SILICON VALLEY EXECUTIVES  
RAPID SCALING OF SALES, PRODUCT AND ORGANIZATION  
TEN COMPANIES SELECTED

## THE IDEAL SCALE GLOBAL PARTICIPANT

*Is extremely ambitious and runs a company with global potential.*

*Has annual sales of at least 10 MSEK and/or manages more than 10 employees.*

*Has achieved initial product/market fit and is increasingly facing the broader challenges of transitioning to growth.*

*Is a great product CEO/founder who truly wants to continue leading the company through massive growth.*

*Is both confident and humble with a willingness to learn from experts and other founders.*

*Realizes scaling is a team effort and participates with her or his core management team.*

Contacts us via: [info@scaleglobal.se](mailto:info@scaleglobal.se)

## WORKSHOPS

The program comprises six intensive full-day workshops in Sweden plus one week in Palo Alto/San Francisco:

1: Prepare for Scale	3/9	Stockholm
2: Scale Your Ambition	9-13/9	Palo Alto
3: Scale Your Sales	16/10	Stockholm
4: Scale Your Organization	7/11	Stockholm
5: Scale Your Product	4/12	Stockholm
6: Communicate for Scale	21-22/1	Stockholm

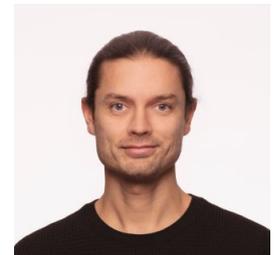
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UNIVERSITY OF TECHNOLOGY



## COACHES



MENGMENG DU  
Spotify, Acast, Innovationsrådet



ANDERS HALLIN  
Skype, Saltside, Kry



JOHAN CRONA  
Cloud Capital, Almi Invest Sthlm



LISELOTTE ENGSTAM  
IBM, HCL, Sthlms Affärsänglar



Johan Sköld  
KnowIT, Chalmers Ventures



STEFAN LINDEBERG  
Creandum, neo4j, BaffinBay

## SILICON VALLEY

Early in the program, we spend a week in Palo Alto and San Francisco learning from scaling experts such as Gustaf Alströmer (Airbnb, YC), Huggy Rao (Stanford), Maxime Prades (Algolia, Facebook), Justin Roberts (Box, a16z), Mark Cranney (a16z, Signal Fx), Mårten Mickos (MySQL, HackerOne). (Preliminary)

## ABOUT THE PROGRAM

Scale Global is designed to be practical and useful. Our coaches are all founders with extensive experience from taking startups from early success to massive growth. Each team will be paired with one coach, but will have access to them all. The workshops are focused on practical tools and real world examples, and take place during five full-day off-sites where participants and coaches jointly prepare for more scalable sales, products, and organizations. These themes are also in focus during the workshops and meetings of the Silicon Valley week.

The Silicon Valley week and the 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.

### WORKSHOP 1: PREPARE FOR SCALE

We go through each company's current plans and challenges related to scaling, with special emphasis on product/market fit and market strategy.

### WORKSHOP 2: SCALE YOUR AMBITION (Silicon Valley)

We spend a week in Silicon Valley for a series of meetings and workshops focused on sales and marketing, product management, organizational design and leadership. Despite an intensive program, there will be time to meet potential customers, partners, VCs etc. Here, our coaches are happy to help with connections and intros.

### WORKSHOP 4: SCALE YOUR SALES

When and how should you 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 3: SCALE YOUR ORGANIZATION

How can you nurture and develop a functional organizational culture and a trusting and well-functioning leadership team? What is an appropriate organizational design? How do you delegate roles and responsibilities? How do these things change as the organization scales and becomes more complex?

### WORKSHOP 5: SCALE YOUR PRODUCT

How should you organize your product development? When do we need a PM or a product process? What are the roles of marketing and engineering? How does it change as the company grows? ([Alfred Ruth](#), CTO/Cofounder Videoplaza).

### WORKSHOP 6: COMMUNICATE FOR SCALE

What characterizes effective storytelling and communication in relation to the organization, investors, partners, job candidates, customers etc. How does this change as the company grows and the business becomes more complex? ([Ted Persson](#), Operating Partner EQT, Co-founder Great Works). Day two concludes the program with a pitch in front of invited investors.

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