

Tips & Tricks

Scaling Roadmap



Tips & Tricks **Scaling Roadmap**

01 This is NOT a project plan

02 Naming levels

03 Concrete measurable requirements

04 Funding clarity & future plan

05 Key Actions: Show real results to level up

1 of 1

Scaling Roadmap

This is NOT a project plan

i

Requirements should be easy to understand and measurable and not too detailed.

Timelines are shown on a quarterly, half year or yearly basis. This is not a day-to-day activity plan & follow-up! Timelines span over one year.

Requirement

Close three customers of 1 M revenues each

Contact CEOs in STO, demo with 100, sign up 5

Timeline

2023-2024 H2

2023/05/11 - 2023/09/01

*Tips & Tricks*

Scaling Roadmap

1 of 1

Scaling Roadmap

Naming levels

i

There are many ways to name levels. They should be easy to remember, appealing to your team and create a clear picture of what you are trying to achieve long term together.

Get Started

Solid Growth

Nordic Leader

Product "Cat"

Product "Tiger"

Product "Panther"

Dare to Dream

Show Em'

Unleash All Power



1 of 1

Scaling Roadmap

Concrete measurable requirements

i

Requirements need to be measurable and concrete. You need to know if you've reached a requirement and can level up.

Avoid any requirements that can be open to interpretation:

- ~~× A lot products sold~~
- ✓ 150 products sold

- ~~× Find the perfect team~~
- ✓ Hire 2 full stack developers

- ~~× Happy customers~~
- ✓ Score of 4+ on TrustPilot



Tips & Tricks

Scaling Roadmap

1 of 1

Scaling Roadmap

Funding clarity & future plan**i**

It is hard to know early on how much funding is required far ahead, from whom, when and how to get it. As the strategy may change. And because you simply do not know.

However, a continued discussion is crucial and valuable as you learn more. And when you are ready you know what to do!

Timeline

2023-2024

~~2023/05/11-2023/09/01~~Funding

3-5 mSEK

~~Loan 100.000 SEK, VC
450.250 Euros (M Doe, VC
X, Angel J P)~~*Tips & Tricks*

Scaling Roadmap

1 of 1

Scaling Roadmap

Show real results to level up!



You are on a long journey to build something sustainable with your team. Even if far future seems really far, you need to understand every 3-6 months what results levels up your business.

3-6 month key actions are the main things to be achieved to seriously impact the business and increase its value in the eyes of multiple stakeholders: employees, investors and clients.

Examples of real results: More clients, turnover & profits, increased market presence, great margins, team stability and scalability etc.: All crucial to prove your staying power for future endeavours!

3 KEY ACTIONS

1	Hire a growth team including marketing and sales
2	Find a profitable & scalable business model with your next 100 customers.
3	Close funding at least 3 mSEK or the next 18 months



Tips & Tricks

Scaling Roadmap