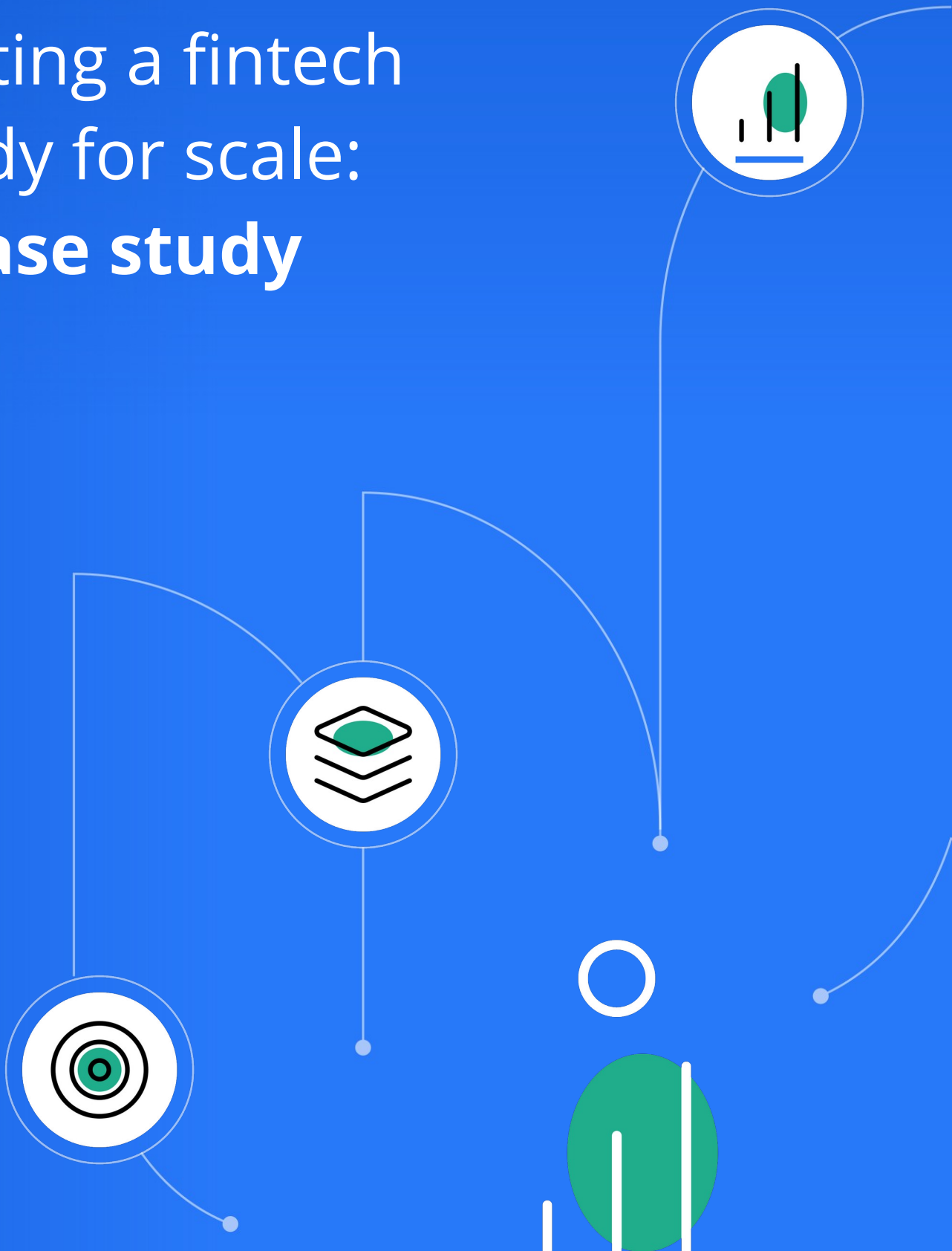
Stryber

Getting a fintech ready for scale: **A case study**



Stryber

Ready to scale, ready for investors

A focused 8-week engagement prepares a fintech scale-up for its next funding round and for operational scale

Our client, a regulated fintech scale-up in the GCC, was at a critical inflection point. With strong regulatory foundations and infrastructure in place, and a proven core business model showing healthy month-on-month growth, the business now had to ensure it could scale operationally and technically.

With a funding round with new investors on the horizon, the equity story had to be compelling – and operational improvements had to strengthen, not complicate, the investor narrative.

The client had identified an initial list of operational and technical challenges, but a comprehensive assessment of all areas would have been time-consuming and expensive. It engaged Stryber for a focused, time-boxed alternative.

8 weeks
from kickoff to final delivery

80/20
focus on the scope that creates the most impact

Project at a glance

CLIENT
Regulated fintech scale-up in the GCC (name confidential)

INDUSTRY
Fintech

REGION
GCC

PROJECT TYPE
Readiness for scale: operations, technology and funding strategy

OBJECTIVE
Prepare for the next funding round and for operational scale

PROJECT TIMELINE
8 weeks in three steps

TEAM
Co-founder, technology advisor, enterprise architect, business analyst, venture architect

METHODS & TOOLS
80/20 approach · Interviews · Peer benchmarking · Funding readiness scorecard

OUTCOME
Implementation-ready solution packages and an integrated 12–18 month roadmap

The headline results: ready to execute

The approach ensured maximum impact within budget constraints, forced strategic prioritization, and delivered solutions the client could execute immediately – not just recommendations to study further.

- ✓ **Execution-ready solution packages**
- ✓ **Integrated 12–18 month roadmap**
- ✓ **Funding-readiness assessment**

Stryber

The scale-up challenge

The client's core business model was validated and growing. But scale-ups face a distinctive set of pressures that early-stage companies never encounter:

Investor scrutiny has changed

Growth investors no longer fund vision alone. They demand evidence of efficient scalability: unit economics, operational rigor, and a credible path to profitability.

Cracks appear under growth

Manual processes, fragmented systems, and ad-hoc decisions that once felt nimble become existential bottlenecks.

Talent gaps surface

The generalists who built the company are not always the specialists who will take it to the next stage. Identifying and closing those gaps fast is critical.

Execution eats strategy

Most scale-ups don't fail for lack of strategy. They fail because execution is fragmented, accountability is diffuse, and prioritization is driven by urgency rather than impact.

Five questions the engagement had to answer

Platform and infrastructure

Can current systems handle the required growth? Keep investing in the in-house core, migrate to an off-the-shelf core system, or add modular components?

Operational throughput

Where are the bottlenecks? How to best support scalability, improve efficiency and customer service?

Product development lifecycle

What is slowing ideation-to-production deployment?

Automation opportunities

Where can manual dependencies be reduced?

Funding strategy

Is the business ready for new investors, and can it pitch a convincing equity story?

THE CONDITION

Every recommendation includes measurable KPIs, baseline and target values, and a quantified benefits case.

Stryber

Maximum impact, minimum waste

Every step uses a time-boxed, resource-boxed approach: we focus on the 20% of the scope that creates 80% of the impact, and deliver execution-ready outputs, not recommendations to study further.

WEEKS 1–2

Rapid discovery

Building on the client's own list of improvement areas, a time-boxed 360° assessment across technology, operations, product and data identifies bottlenecks, manual dependencies and constraints that could impede scale. Each problem is quantified for business impact (cost, time, risk) and implementation complexity.

DELIVERABLES

- ✓ Problem inventory
- ✓ Impact and effort assessment
- ✓ Prioritization matrix

WEEK 3

Collaborative prioritization

In a steering committee workshop, client and Stryber collaboratively select the highest-impact problems based on business value, urgency and feasibility. This forces strategic choices and ensures alignment.

DELIVERABLES

- ✓ Steering committee workshop
- ✓ Agreed problem list
- ✓ Success criteria

WEEKS 4–8

Implementation-ready solutions

For each selected problem, a complete solution package is developed and validated with the client in weekly sessions – everything needed to begin execution immediately.

DELIVERABLES

- ✓ Solution packages
- ✓ 12–18 month roadmap
- ✓ Presentation and hand-over

Discovery in numbers

22
people interviewed

35
discovery meetings in two weeks

82
benchmarks collected

18
metrics compared with GCC peers

Every problem scored on impact, effort and confidence

Every prioritization verdict backed by at least two independent sources

One accountable owner for each solution package

Governance stayed lean and hands-on: a steering committee every two weeks, weekly sprints with planning and review sessions, and documentation focused on informed decision-making.

Stryber

Solutions to execute, a story to fund

OPERATIONS & TECHNOLOGY

Anatomy of an implementation-ready solution package

For each selected problem, the client received a complete package – everything needed to implement:

Root cause analysis
Deep-dive analysis of underlying causes and contributing factors

Process redesign
Detailed process maps of the current state and the optimized future state

Standard operating procedures
Workflows, roles, responsibilities and decision points

Technology recommendations
Vendor options, integration requirements, build vs. buy analysis

Resource and cost assessment
Required skills, FTE estimates, investment ranges, ROI projections

Success metrics
Baseline, target value, measurement method and projected timeline

FUNDING STRATEGY

A funding readiness scorecard for the equity story

In parallel, we reviewed the client's equity story for new-investor readiness. Based on Stryber's experience in helping clients raise funding, a scorecard captures the dimensions investors typically assess:

FUNDING READINESS SCORECARD

1. Team, incl. incentive scheme and board composition
2. Market opportunity
3. Product
4. Go-to-market and traction
5. Financials: unit economics, path to profitability, funding ask
6. Execution plan until the next funding round
7. Regulation

The pitch deck is reviewed against the scorecard to establish a baseline score, followed by recommendations on how to improve it. A Stryber co-founder supports in an advisory board-style role, as a sparring partner for all funding matters.

From first pitch deck to funding-ready in about three iterations

Scorecard → Baseline score → Recommendations → Iterations on the pitch deck → **Funding-ready pitch deck**

Stryber

From diagnostic to delivery support

A partnership beyond the diagnostic

The engagement was built to deliver solutions the client could execute immediately. The collaboration continued beyond the diagnostic: Stryber seconded specialists into the client's teams and supported hiring for key roles.

Alongside this work, Stryber developed its Readiness for Scale Programme: a modular diagnostic and transformation offering for scale-ups ready to grow efficiently.

12–18
months covered by the integrated roadmap

6
modules in the Readiness for Scale Programme

What happened next

- Specialists seconded into the client's teams under a master agreement
- Support in hiring for key roles

The Readiness for Scale Programme: pick and choose

01 **Commercial framework** Is the business positioned to scale?	02 **Product** ✓ Can the product roadmap keep pace with growth?	03 **Technology & infrastructure** ✓ Can the architecture handle 10x growth?
04 **Sales & go-to-market** Is the sales engine built for scale?	05 **Customer service & operations** ✓ Can you serve 10x customers without a 10x headcount?	06 **Funding strategy & investor readiness** ✓ Is your equity story compelling enough for new investors?

✓ Modules covered in this engagement. Each module can be engaged independently.

The delivery model: one firm, end to end

Strategic roadmap › Executable solution packages › Skill gap identification › Interim management › Talent acquisition as a service

About Stryber

Stryber builds and executes high-impact programs that create credible equity stories and scalable new businesses.

Is your scale-up ready to grow efficiently? Reach out to Stryber: www.stryber.com


Stryber