

THE NEXT SOCIETY

INNOVATORS
SHAPING THE FUTURE
IN THE MEDITERRANEAN



Project
funded by the
EUROPEAN UNION

FROM STARTUP TO SCALUP

Giovanni Zazzerini, Ph.D



INSME

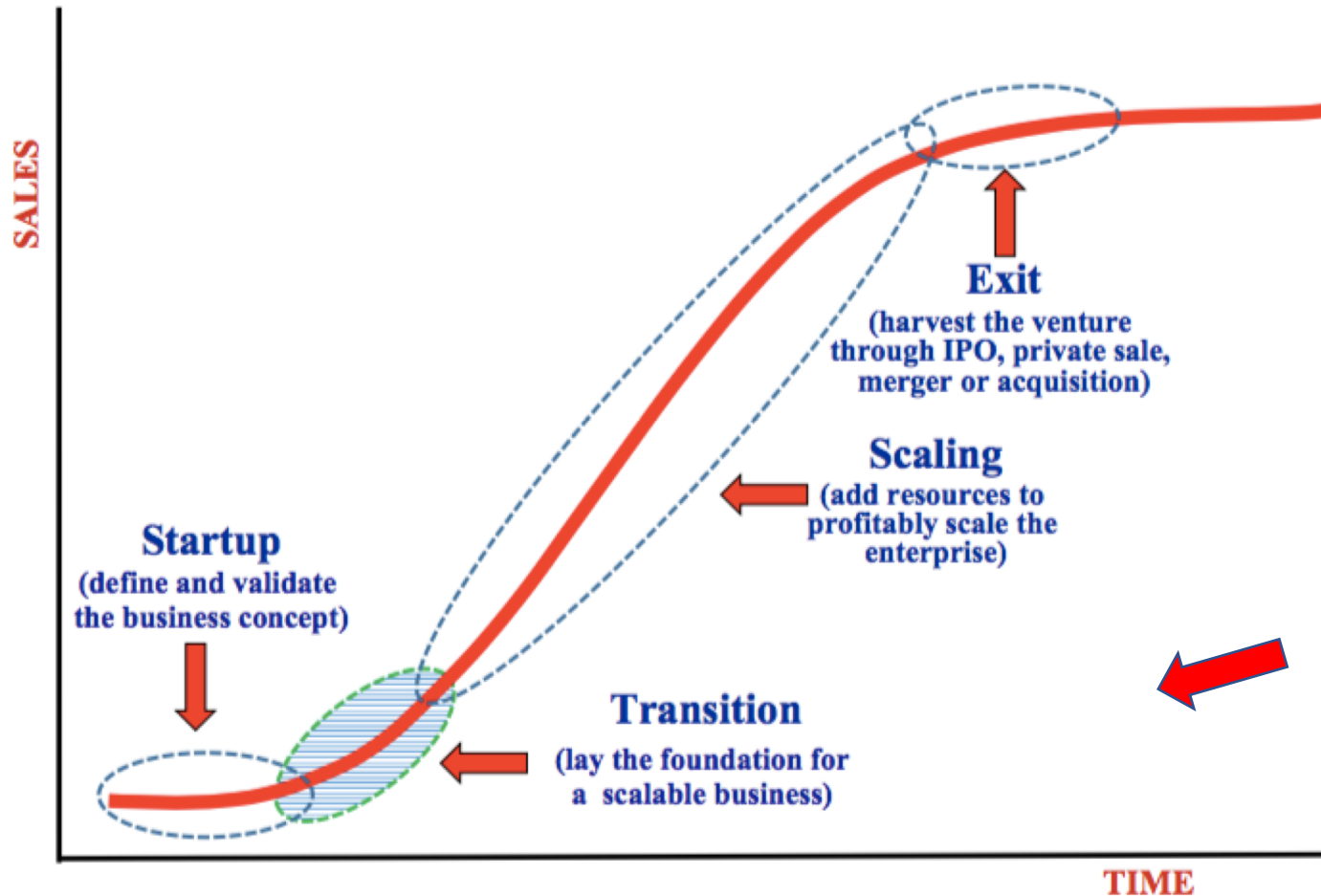
International Network for SMEs

Cairo, 23 April 2018, Technology Innovation and Entrepreneurship Center – TIEC



Project
funded by the
EUROPEAN UNION

THE LIFE CYCLE OF AN ENTREPRENEURIAL VENTURE



The transition into a disciplined business is for a start-up critical because the entrepreneur must:

- complete the offering
- establish credibility
- acquire resources
- establish the structure

HOW TO ESTABLISH THE FOUNDATION FOR SCALING

Setting a direction and maintain focus

An entrepreneur must understand the competitive environment, set goals and priorities, identify the best path and communicate them properly

Positioning products/services in an expanded market

The company should adapt its offering moving from early adopters to mainstream markets that require complementary products, services and support

Maintaining customer/market responsiveness

With growth, functional specialization and org. layers break down the communication process, conflicts between standardization and customization might arise

Building an organization and management team

From reporting everything to the founder to functional organization. Staffing must be aligned with strategy and the needs of the business

Developing effective processes and infrastructures

Internal operations - production, delivery and support - need structure and standardized processes to achieve efficiency, decision making and effective communication

Building financial capability

Towards investors entrepreneurs must maintain credibility, manage resources prudently, managing capital and cashflow efficiently, delivering reliable projections

Developing and nurturing a culture

Culture reflects values, defines purpose, leads to consensus and a shared vision, provides a consistent image, contributes to coordination and control

Managing risks and vulnerabilities

A company has to predict and manage technical, market, competitive and execution risks

Thank you

Giovanni Zazzerini

✉ zazzerini@insme.it

🐦 [gzazzerini](https://twitter.com/gzazzerini)

🏠 www.insme.org

