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ScaleUpNation

TOPICS

What challenge are we focusing on?

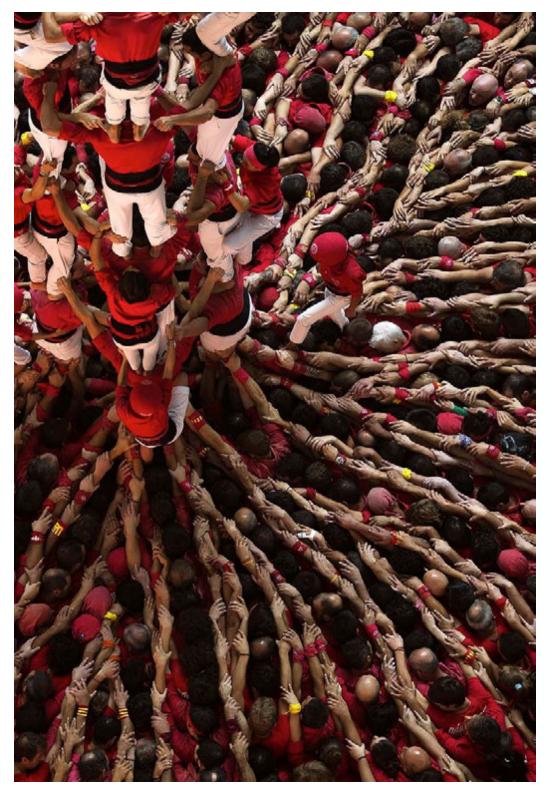
What is our initiative?

How is it going?

What are our learnings so far?

Do we have a specific ask?



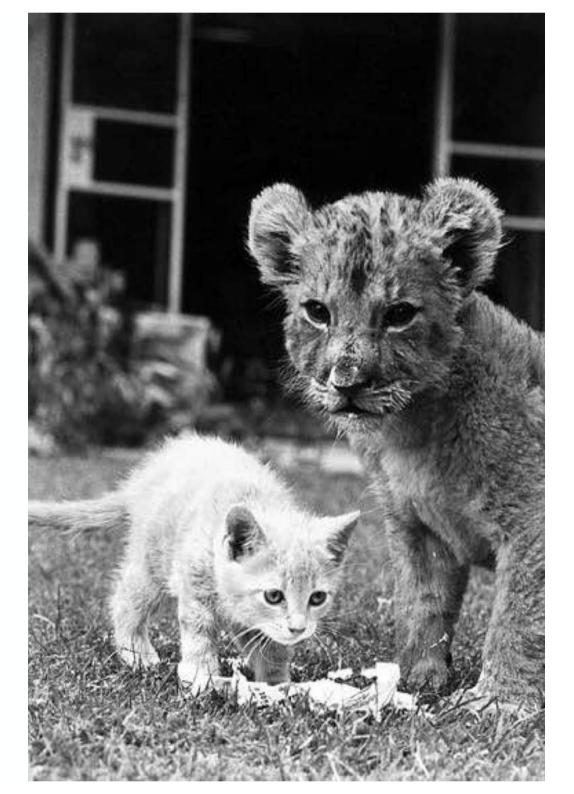


VISION: DRIVING IMPACT AT SCALE

- Large societal challenges in the world are as much large entrepreneurial opportunities
- These opportunities are innovative by nature
- Only those enterprises that scale move the needle.
- Scaling is a "dark code" that needs to be cracked.

FOCUS ON THOSE BORN TO SCALE

- Young enterprise
- More than 15 FTEs
- Rapid growth
- Innovative product or business model;
- Experienced, serial entrepreneurs;
- Potential for large social impact <u>and</u> economic value creation.

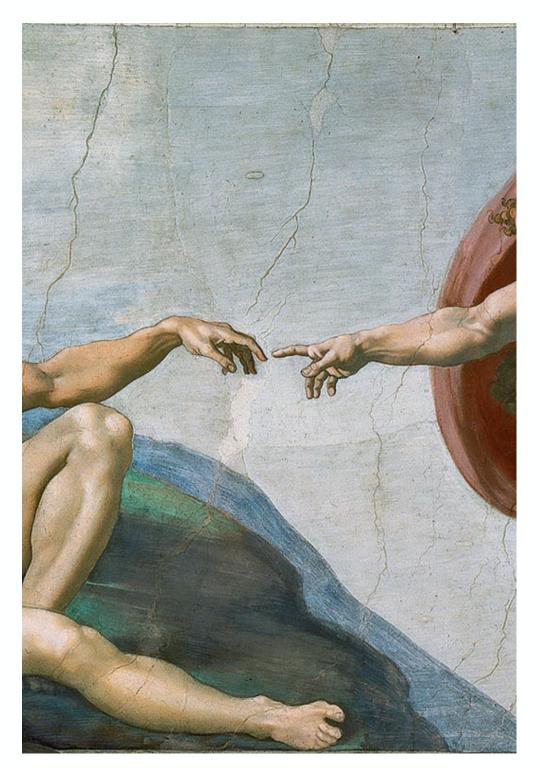




CHALLENGES WE ADDRESS

- Leadership transition from founder to CEO
- Organizational development from team to company
- Operational excellence/learning culture
- Continued innovation and smart bets
- ...so skill building, based on insight in success drivers and combined with growth funding





Inspiring and directing

Inspiring and motivating, directing and organizing. At the same time, creating personal leverage by bringing on new team members.



Attracting resources

Driving operational excellence and building functional specialization inside. Building a trust-based network of external partners.



Strategizing & competing

Strategizing most advantageous moves while managing downside risk. Dealing effectively with inevitable set-backs.

SCALEUPNATION ACTIVITIES



- Database
- Insights
- Tools

- Runway
- Flight
- Board

Growth financing



PROGRESS TO DATE

- 500k startups Deloitte/THNK database;
- 100 scale-ups "deep dive" database
- Multi-million EFRO funding for programs
- 3 programs designed
- 75 scale-ups in Runway
- 10 scale-ups in Flight
- 50 board members in Master Class
- Growth funding available
- 6000 m2 co-location



A new standard

ScaleUpDistrict

Culture of the Champions League: ambitious, professional, international, empowered, for real and fast evolving; distinctive brands, not a uniform crowd.; top notch connectivity, representative amenities, superb accessibility to an international airport and professional services.

WHAT DID WE LEARN SO FAR?

- No easy access to required quality insights and practices
- Leadership coaching is highly valued and not broadly available
- Deal access more important than access to capital



IT'S A FAMILY AFFAIR

Entrepreneurs leverage experience by working in teams, having boards, collaborating with other entrepreneurs.





OUR ASKS

- Knowledge partners to share specialist insights with, based on deep data and intensive collaboration with scale-ups
- Development partners of software-based tools, specific for scale-ups
- Founding partners to build ScaleUpLab



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