

“When you’re ready to scale, it is all about execution. This has major implications for how you organize your company and how you manage your team.”

STARTING TO SCALE:

You scale by repeating whatever it is that is working to generate revenue. You’re no longer in experiment mode. You’ve found something that works. Now, your objective is to repeat it as quickly and as efficiently as possible.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you’ve learned from this module?

Questions for you, the entrepreneur

1. Do I want to do more than just build a product or service?
2. What is my ambition for the growth of the company?
3. Do I want to scale, or am I content with the level the company has reached thus far?
4. What are the needs of our customers?
5. How quickly are potential customers adopting the product/service?
6. What is my timeline for deciding whether to scale? Do I have time to wait?

Questions for the team

1. What are the needs of our customers?
2. How quickly are potential customers adopting the product/service?

Additional Resources from www.KauffmanFoundersSchool.org

<h3>Readings</h3> <p>Notes:</p>	<h3>Founder Genius</h3> <p>Notes:</p>
<h3>Other Related</h3> <p>Notes:</p>	<h3>Tools</h3> <p>Notes:</p>