SCALING
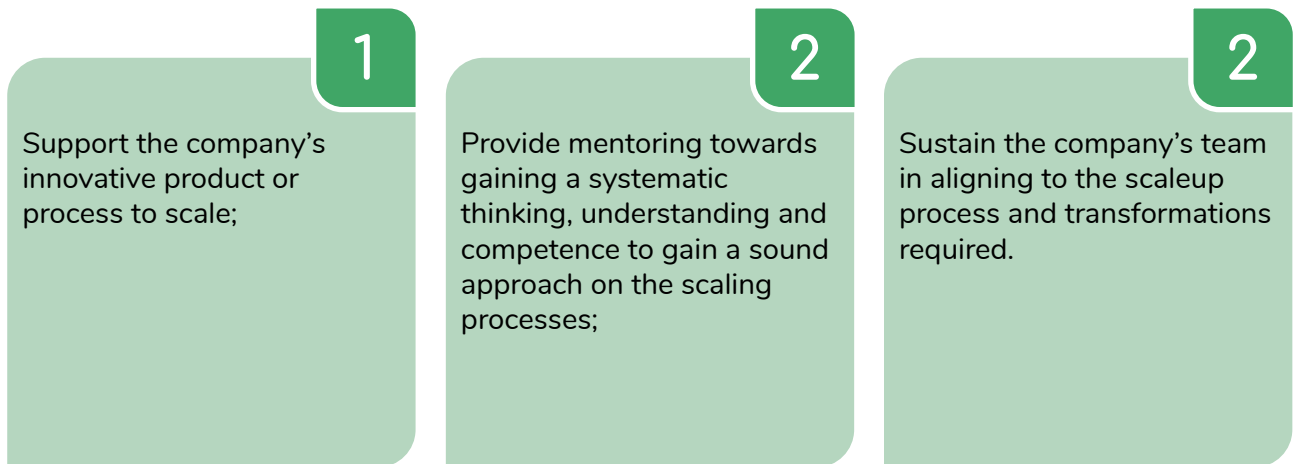## Mentoring Driver

Breakthrough to Scale®

INTRODUCTION

Mentoring Driver Scaling is intending to accelerate the process of stalling the companies within their niche market and help them achieve higher ambitions.

Scaling will help those companies already present on the market but "trapped" within their traditional pool of clients. It is designed to help the mentee companies to develop that fresh outlook towards a new stage of development and expand their current market based on a proactive approach.

The internal logic is constructed to help the mentee company check its current status related to their own market, asses their capacity and strengths, and start building the scaleup roadmap.

Objectives of the Mentoring Driver Scaling

1

Support the company's innovative product or process to scale;

2

Provide mentoring towards gaining a systematic thinking, understanding and competence to gain a sound approach on the scaling processes;

2

Sustain the company's team in aligning to the scaleup process and transformations required.

Impact of the Mentoring Driver Scaling

Decrease by up to

61-90

days the time-to-market for one innovative product or process;
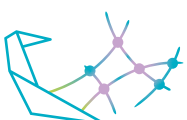
Decrease by up to

31-60

days the time-to-profit for one innovative product or process;

Increase by minimum

2

persons the number of team members mentored on scaling topics.

Main stages in the delivery of the Mentoring Driver Scaling

1 Specific survey diagnostic for the Mentoring Driver Scaling

Scaleup diagnostic

- Offers mentee companies the possibility to self-assess the entire company processes and bottlenecks in order to identify the existing gaps;

- By completing the self-assessment, the mentee company can list all processes that need to be reinforced to sustain the scaleup process.

2 First workshop within the Mentoring Driver Scaling

Scaling "ingredients"

- It presents the main variables supporting the process of scaling and the basic tools used to prepare the process;

- The mentee companies will understand the role of People, Strategy, Execution and Cash as well the instruments that need to be used to create the conceptual frame of scaling.

3 Second workshop within the Mentoring Driver Scaling

Scaleup roadmap

- It is a framework that helps the mentee companies to design its own scaleup roadmap by taking into consideration all the variables that are needed for a successful development;

- The mentee company will be able to develop its own roadmap and for each chapter to use a specific tool to further elaborate the content.

4 Third workshop within the Mentoring Driver Scaling

Business Model Canvas

- It is meant for a one2one discussion aiming to build the scaling business model;

- The mentee company will envision the new business model that will allow scaling by taking into consideration all the processes and supporting mechanisms within the business model canvas.
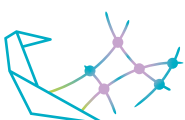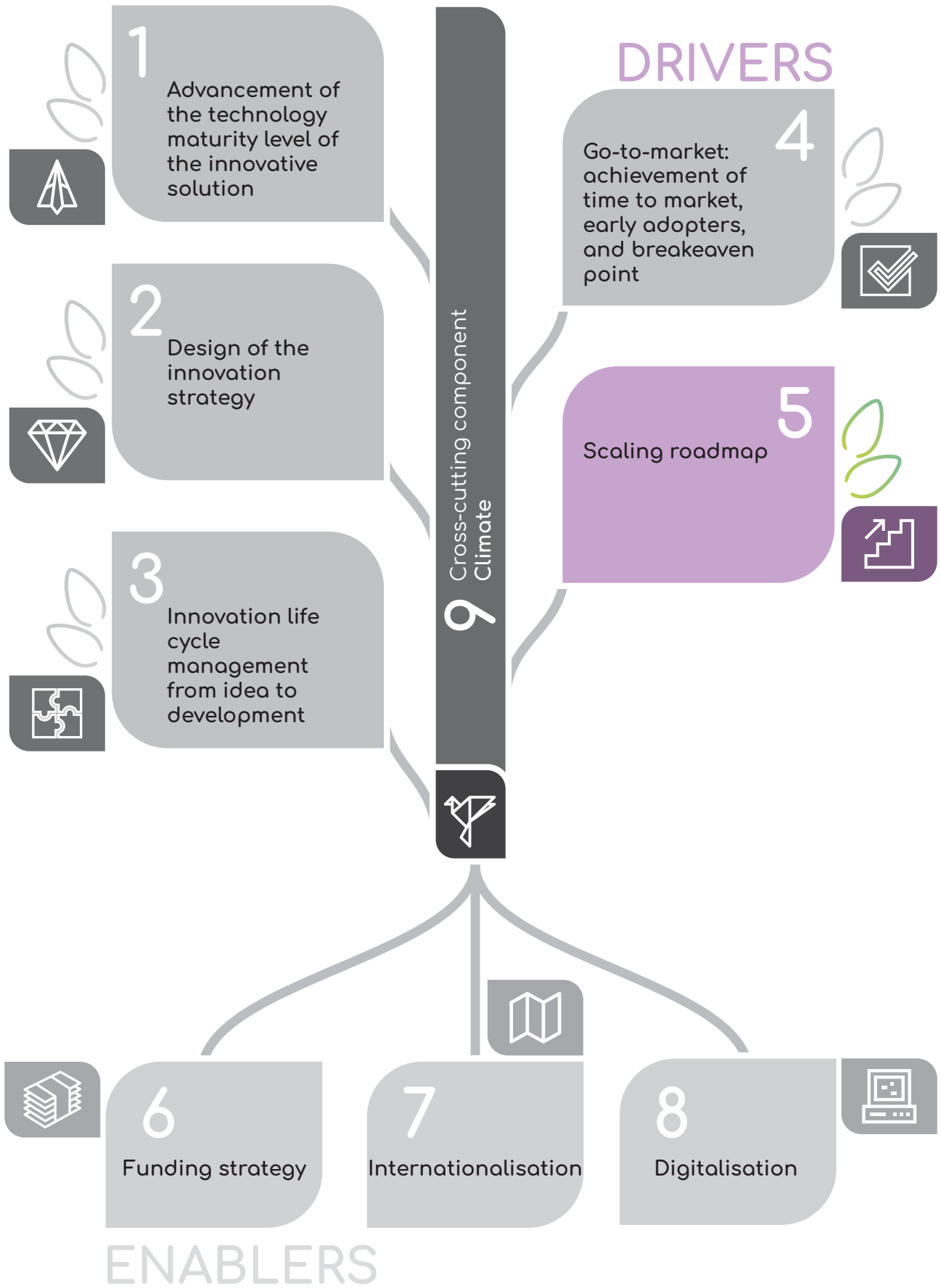
Specific methods, tools / templates, and resources involved in the Mentoring Driver Scaling

- The methods and tools selected are based on design thinking methods, aiming to generate the new thinking approach towards the scaling ambition: value proposition canvas, business model canvas, community canvas, team alignment and cashflow instrument canvas.

- The usage of tools during the one2one meetings will help the mentee companies to develop the specific content supporting their scaling roadmap.

1 Advancement of the technology maturity level of the innovative solution

2 Design of the innovation strategy

3 Innovation life cycle management from idea to development

9 Cross-cutting component Climate

4 Go-to-market: achievement of time to market, early adopters, and breakeaven point

5 Scaling roadmap

6 Funding strategy

7 Internationalisation

8 Digitalisation

ENABLERS

Final remarks

The Mentoring Driver Scaling is envisaging to create the needed awareness towards higher business ambitions. Since scaling means working on a higher level of organisation it is essential to check that all internal processes are set in place and that a focus in higher sales is established. The creative sessions using the design thinking tools are helping the mentee company to see its business from another perspective and to prepare their capacity to increase the base of customers through a mix of methods: new business model, disciplined communication and content creation, community building and internationalisation.