

제 포트폴리오에 오신 것을 환영합니다

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SCALING UP IN EUROPE masterclass

Product market fit is the key!

Focus on a core value proposition

YOU are the most important part of your business!

Circle of life

Focus is more important than your mother

Ready to scale

Never stop talking to your customers

Opportunism

Failure

Be present!

VC or no?

Failure

Experimentation

Build your team

Simplicity

Work from the bottom up

Observation

Kindness

Stay Focused!

Love your team with a big L

Map of Europe (LISBON, DUBLIN, PARIS, BERLIN, VILNIUS, THE NETHERLANDS)

Logos: STARTUP EUROPE, FGS, iLabs, SMART

Check out the #ScalingMasterclass resources!

Logos: SCALING UP IN EUROPE, SOFT LANDING, startup lighthouse, STARTUP EUROPE

MEET THE SOFT-LANDERS

Connect with our alumni: +300 startups, scaleups and ecosystem leaders who can guide you through scaling-up in Berlin, Paris, Vilnius, Zoetermeer, India and the United States

soft-landing.eu/alumni

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Logos: SOFT LANDING, STARTUP EUROPE

Ready to scale? Make sure you've nailed these first:

Market

Staff

Brand

Process

Cash

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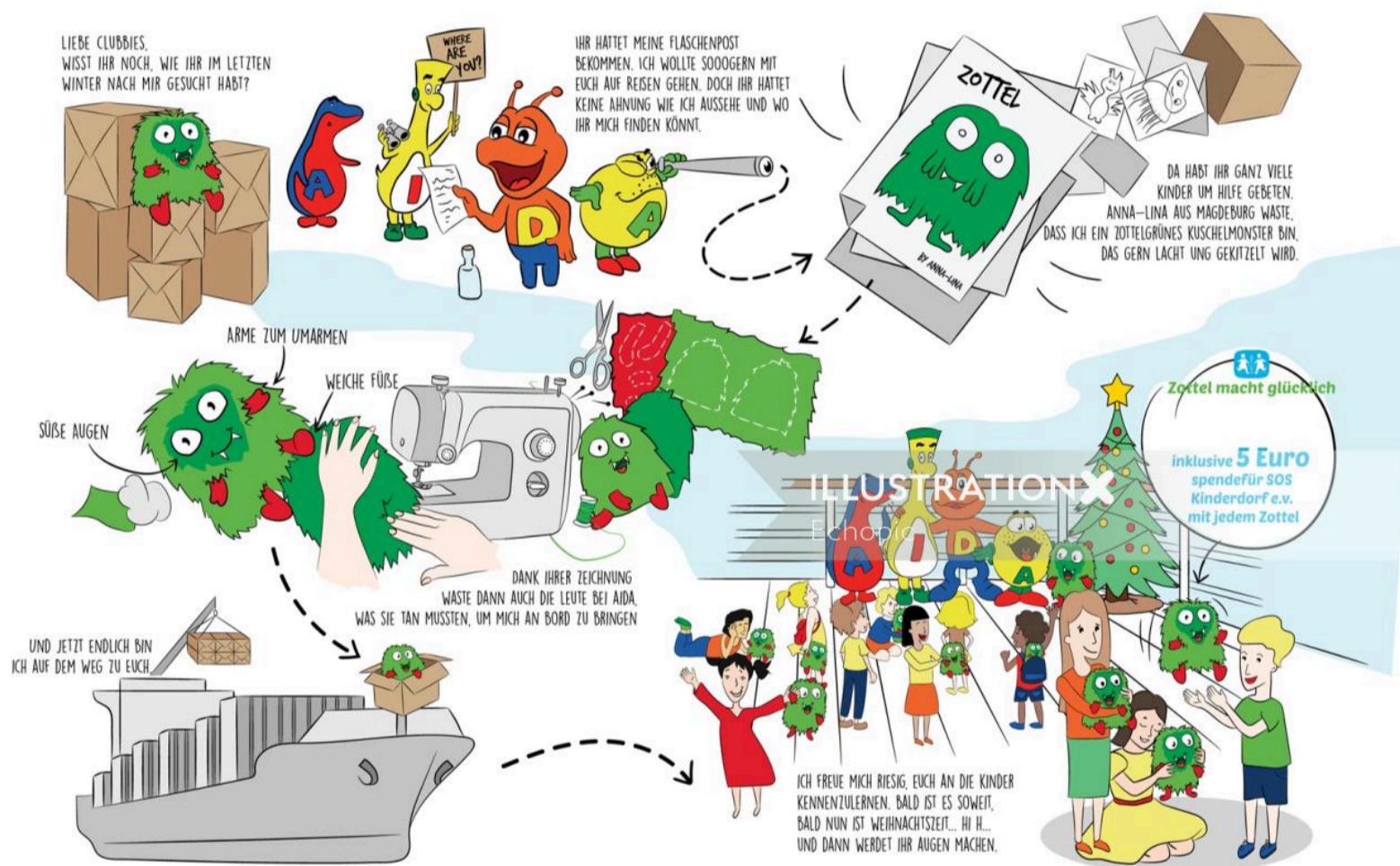
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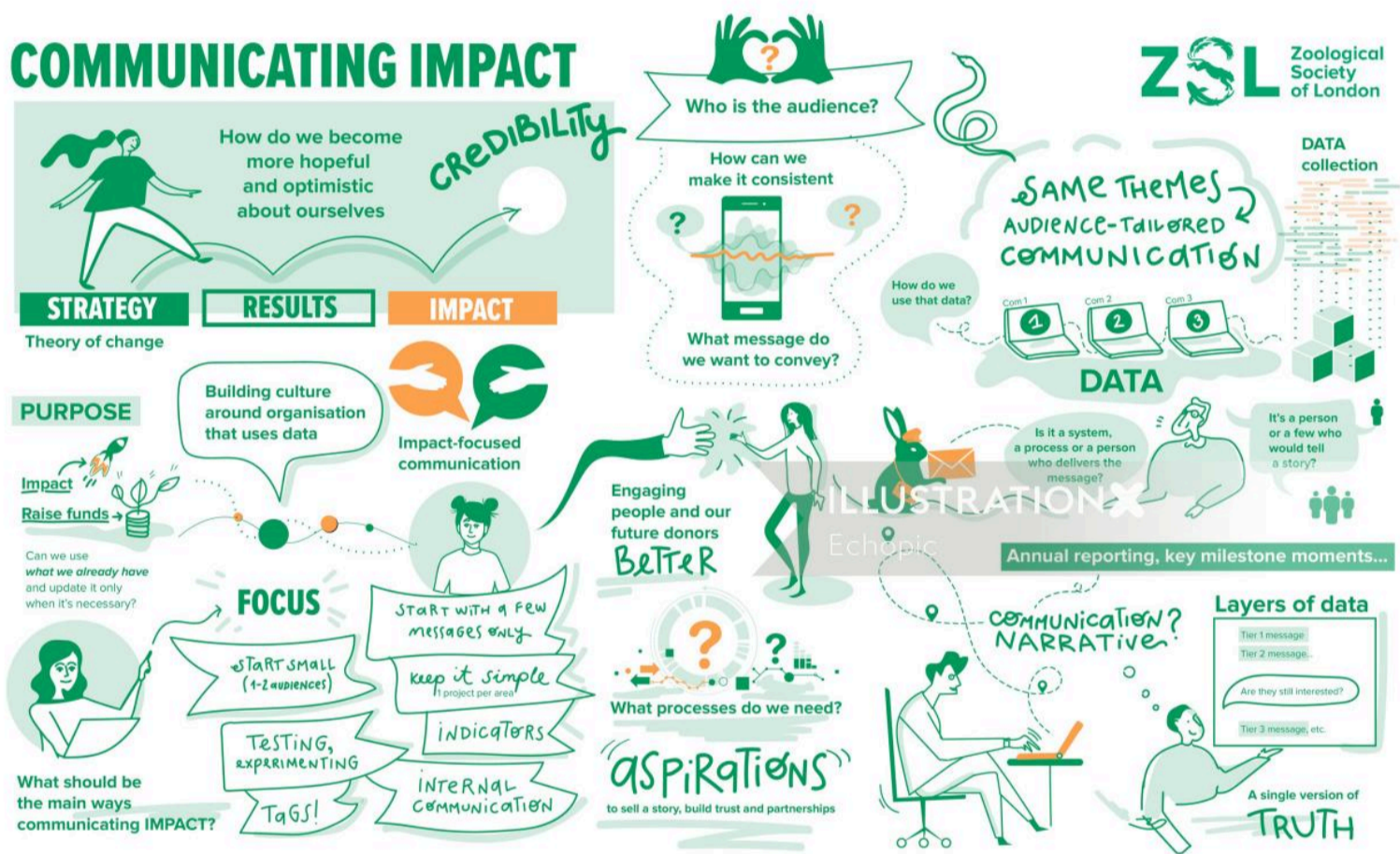
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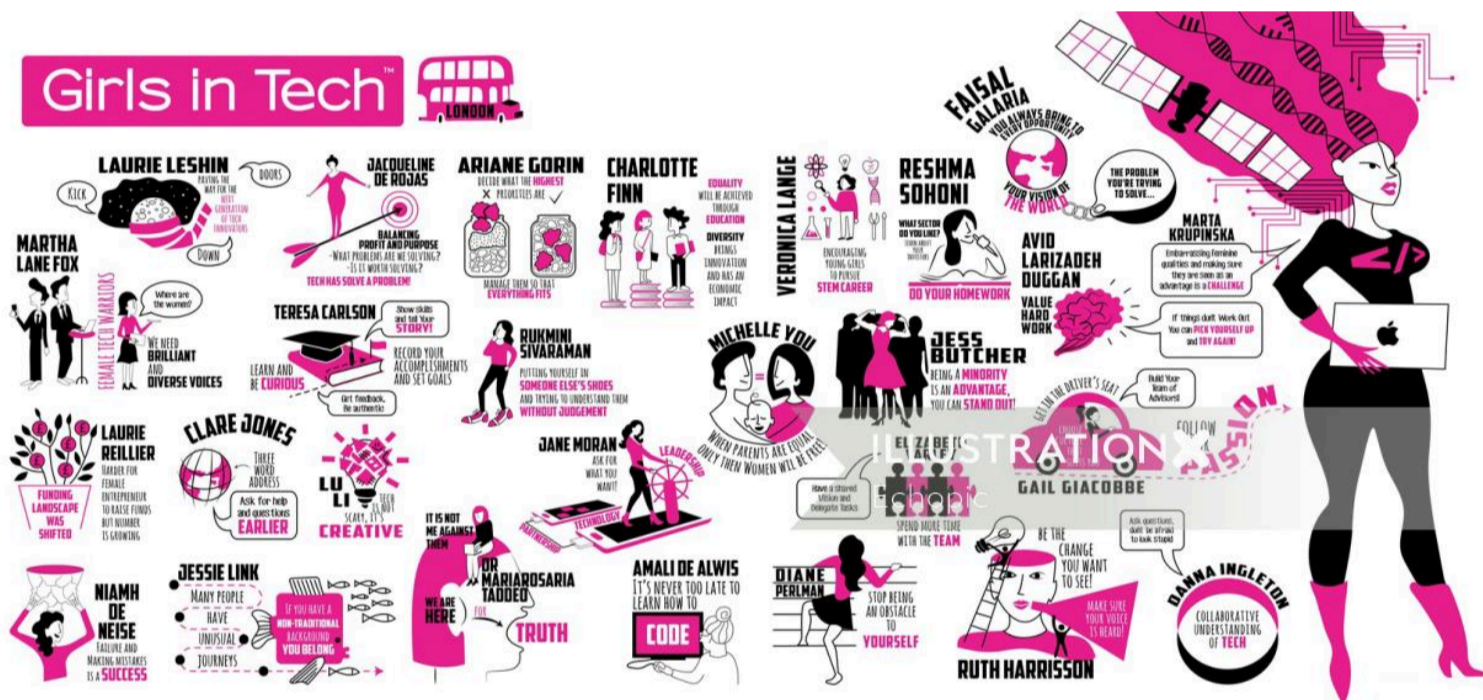
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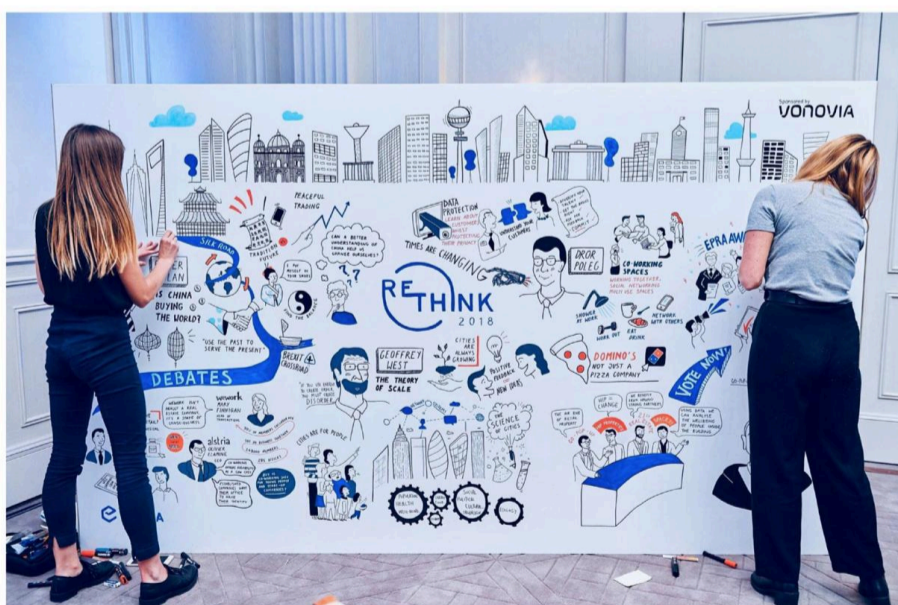
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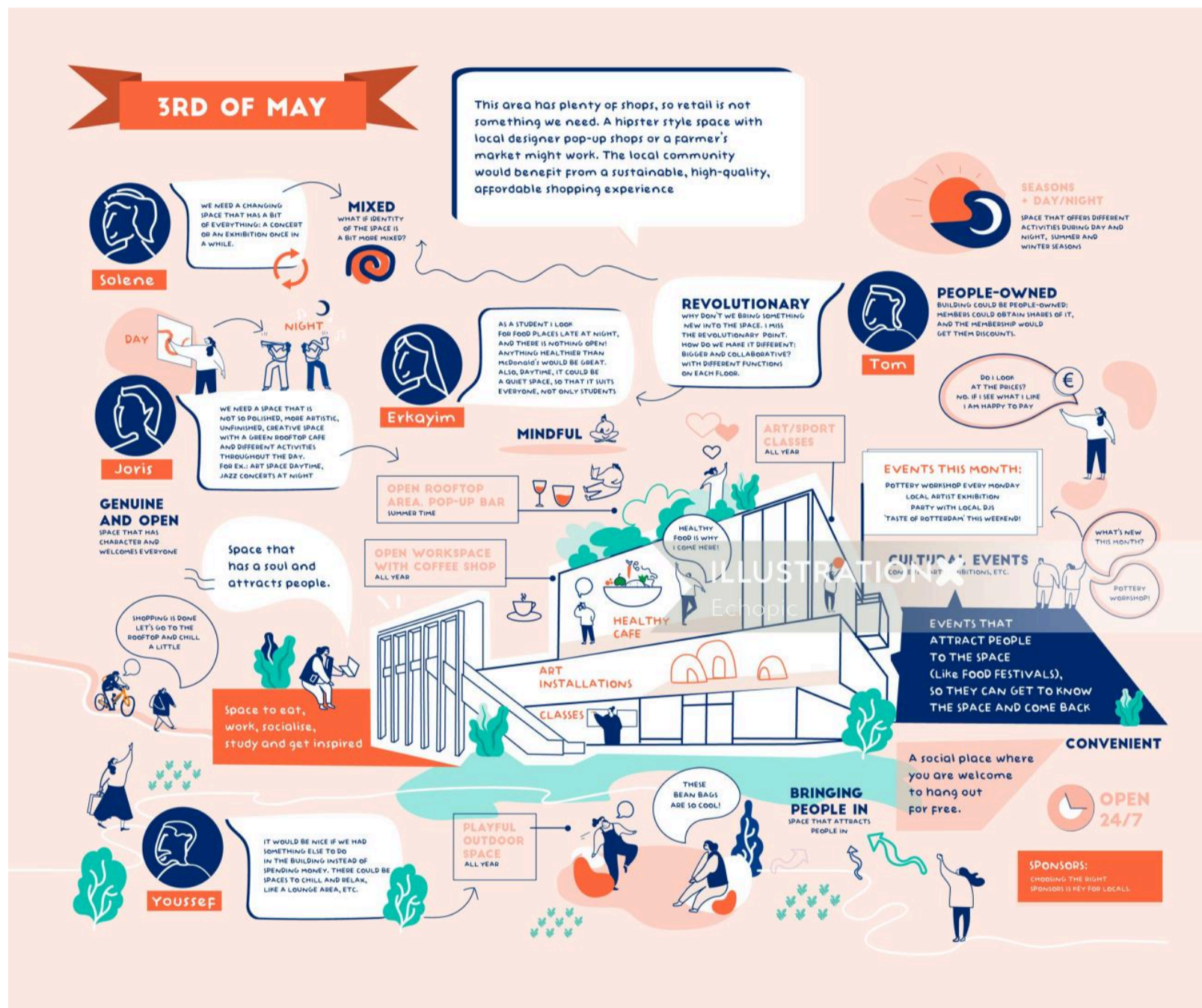
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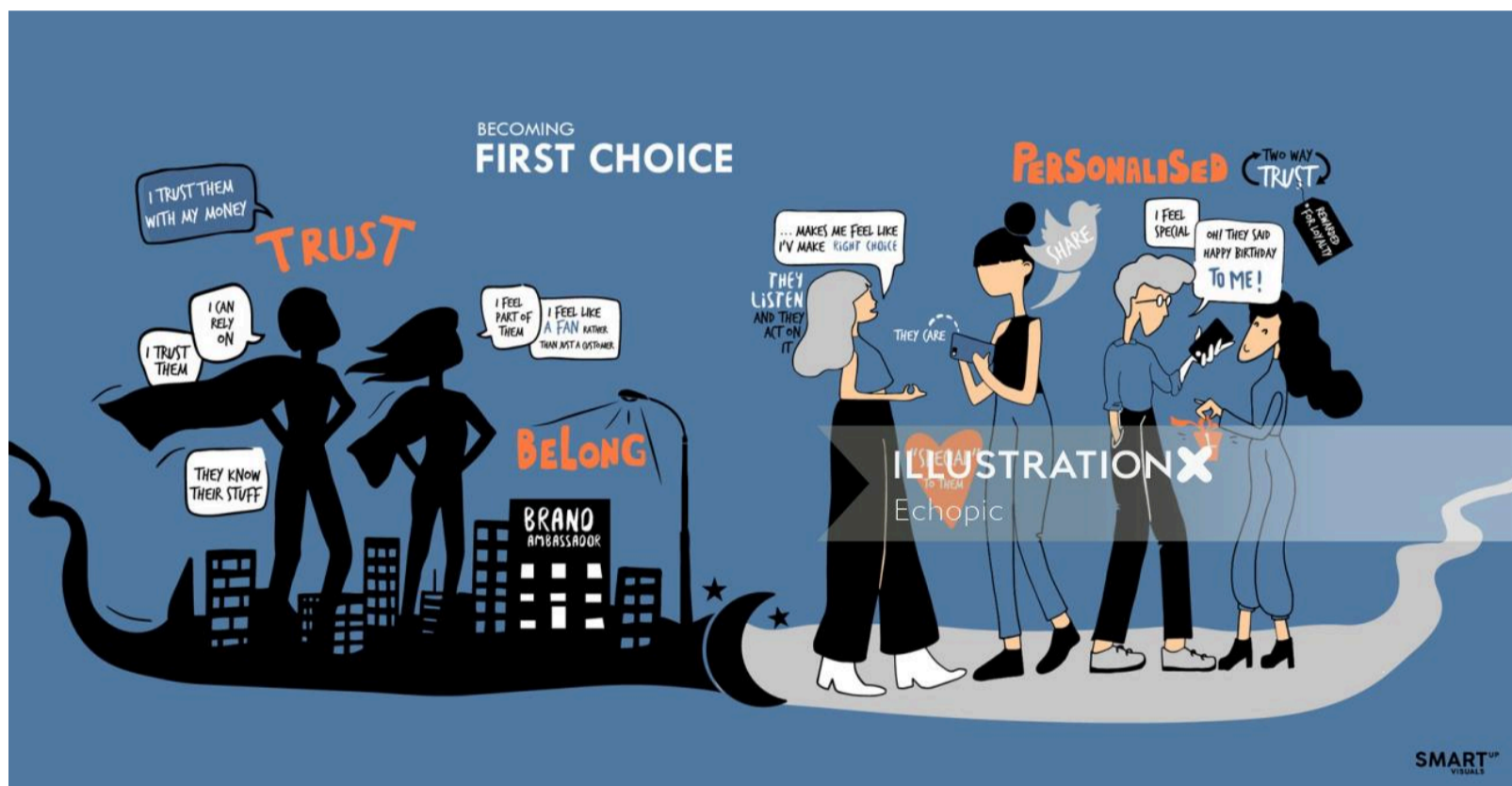
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FUTURE WORLD OF TECHNOLOGY

Physicists believe that at the tiniest scales, space emerges from quanta

Einstein never got very far
Down the black hole

What does the future work look like?

Even if scientists and marketers can't get access to our brains for neurohacking or neuromarketing, can they get access to our data?

Space exploration has taken some hits in the 21st century, with cuts to the U.S. and other international space program budgets.

(MATTER) = SPACETIME • (SQUARED)

What is Spacetime?

Who are you?
What's your measure of success?
You need to inspire a sense of urgency!
You're getting close to the finish line, but what is it?
You can't see outside our atmosphere!
Computer companies encourage forward-looking creativity and some, built as time, even have futures on hand to predict where technology is headed.

WHAT IS OUR IDENTITY?
How do we relate to it?

THIS OUR STORY!

THIS IS WHAT WE WILL DO NEXT!

MANY INVENTIONS ARE BORN IN THE LAB AND NEVER MAKE IT INTO THE CONSUMER MARKET

Futurists can dish out some exciting and downright scary visions for the future of machines and science.

Where are we going and WHY?
What does the 6th sense even mean?

Forecasting the future of technology.

Next, we'll take a look at some sound-biting claims, tiny facts for molecules, huge bunches of data and some disgruntled bands of people who may want to set all of this innovation back with the stroke of a keyboard.

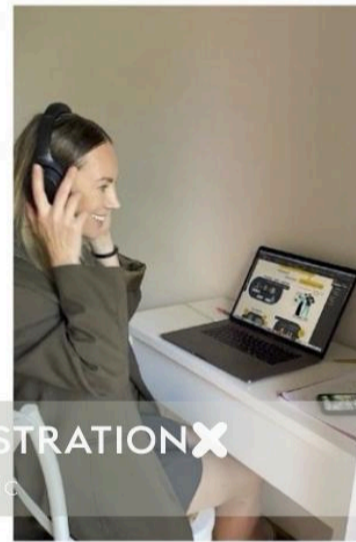
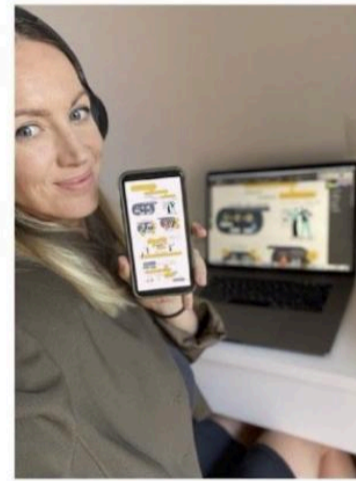
We need to walk the talk

TEAM MINDSET **PLANTING SEEDS**

The VCR became obsolete before many of us learned how to program one.

DISCONNECT

A kitchen magnet neatly demonstrates the problem that physicists face. It can grip a paper clip against the gravity of the entire Earth.



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THIS OUR STORY!

MANY INVENTIONS ARE BORN IN THE LAB AND NEVER MAKE IT INTO THE CONSUMER MARKET

TEAM MINDSET **PLANTING SEEDS**

A PITUITARY PATIENT JOURNEY



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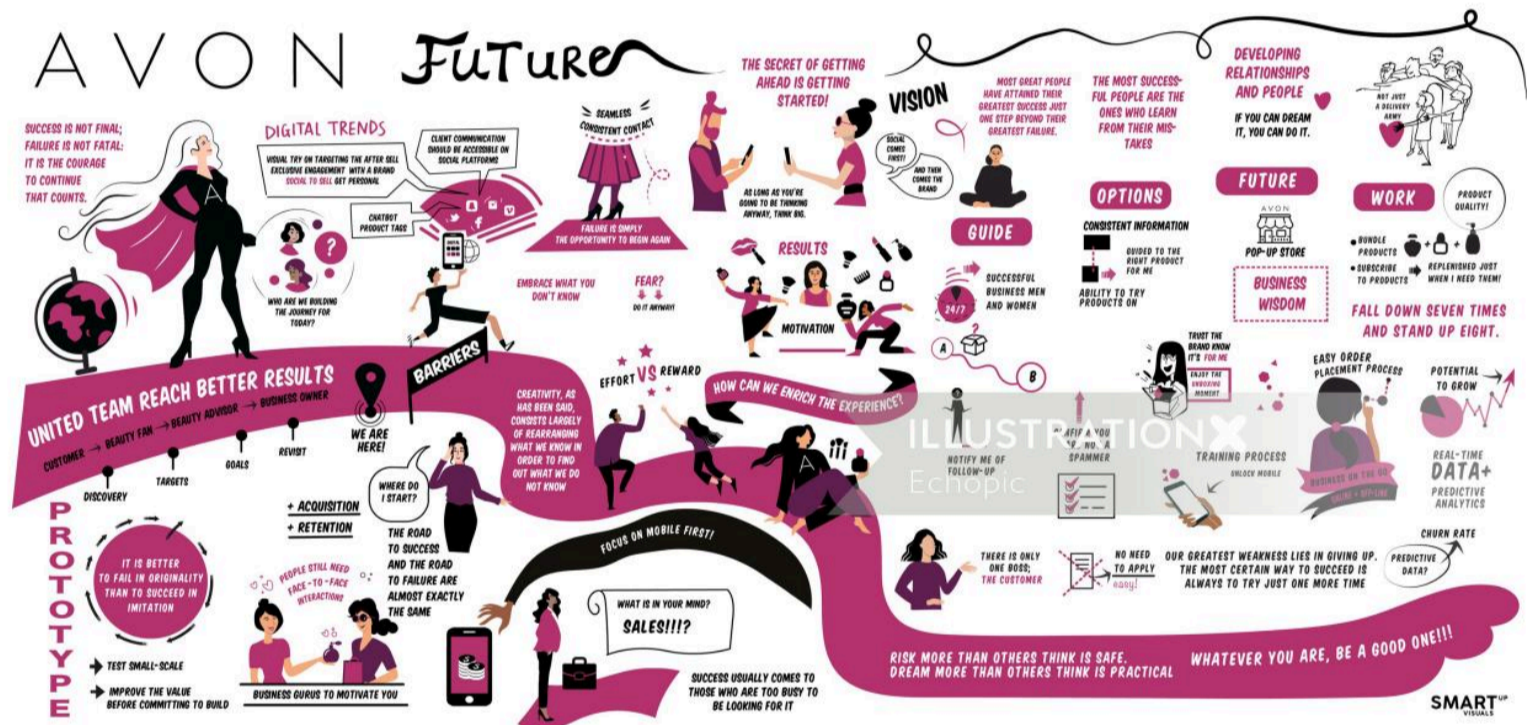
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STAYING AT HOME IS EASIER FOR SOME



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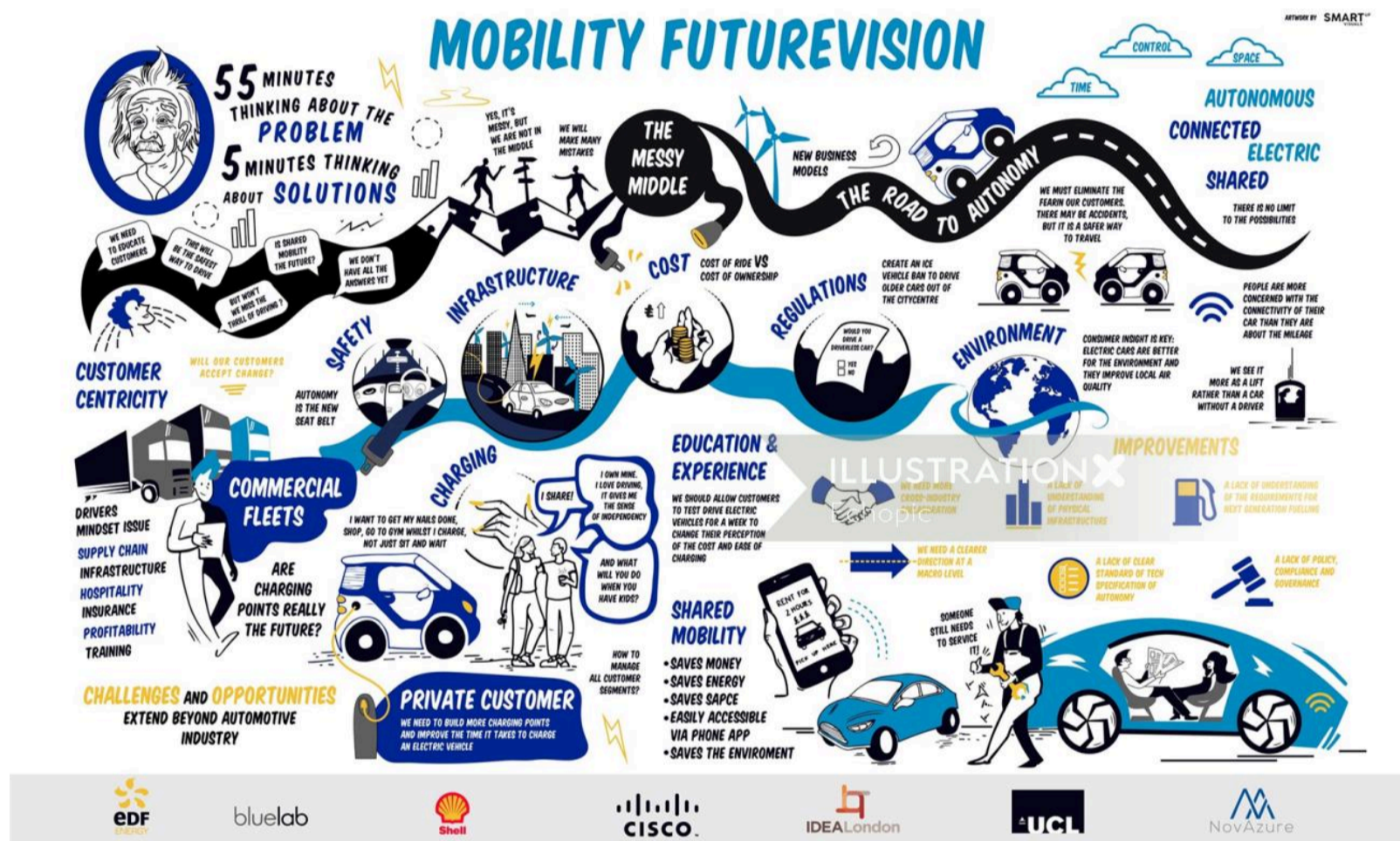
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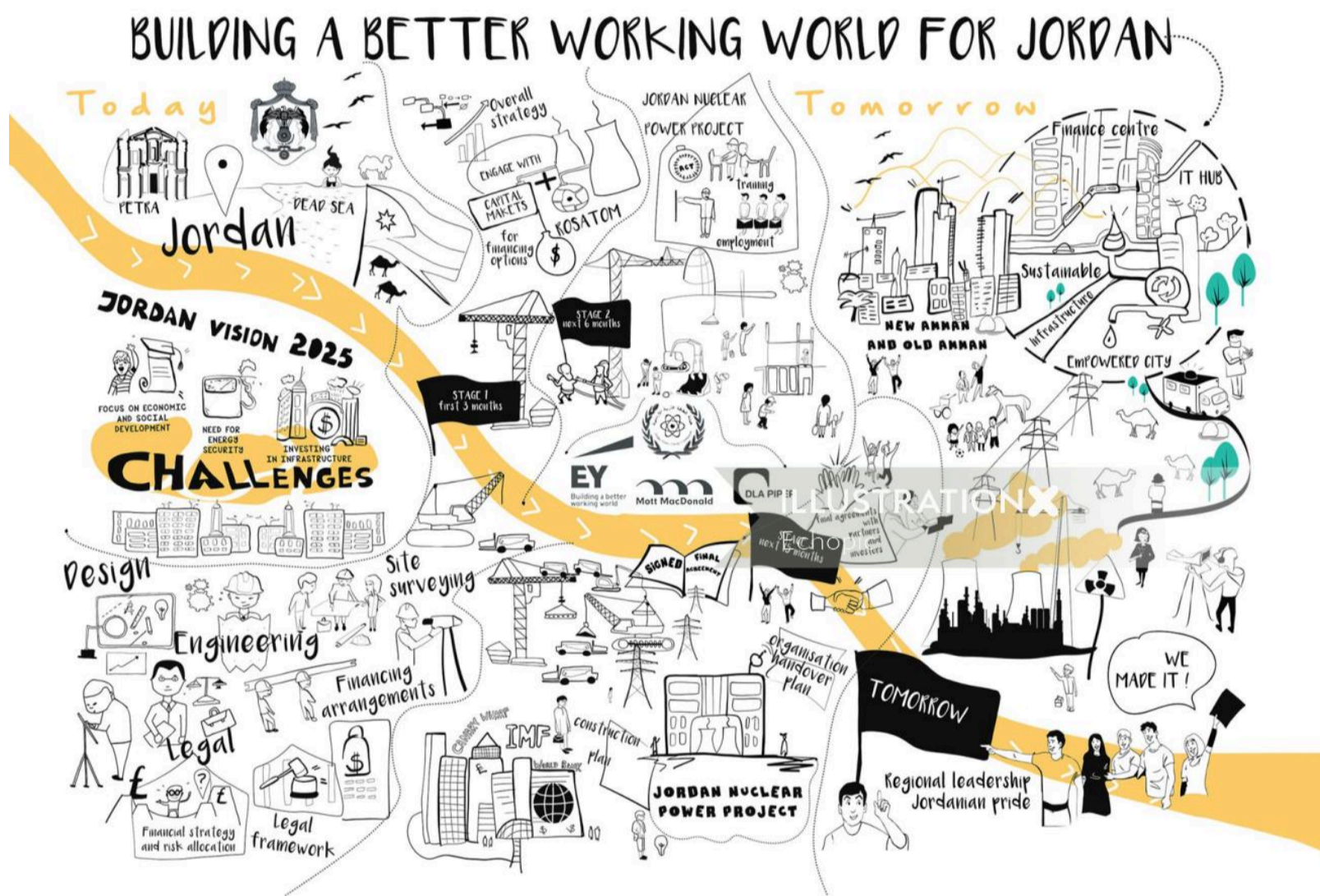
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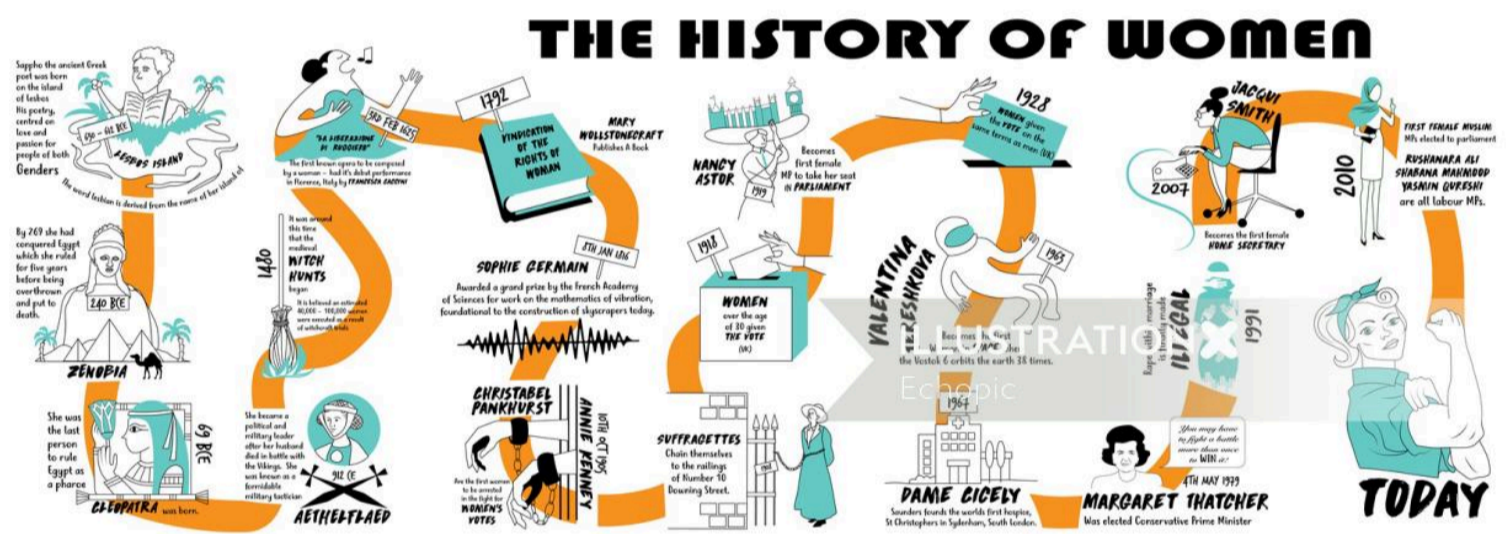
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SMART^{UP}
VISUALS

조언이 필요하신가요?

도와드릴 준비가 되어 있습니다



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