

A close-up photograph of a person's hands sketching mobile application wireframes on a piece of paper. The person is wearing a grey sweater and holding a black pencil. The wireframes include a grid of six square buttons, each with a small icon, and a circular button below. The text 'Title' is written at the bottom of the wireframes. The background is slightly blurred, showing another sheet of paper with more sketches.

H Y L E

Innovation management



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**Profitability, scaling-up &
replicability in the global markets**



Frank Hysa

Senior Innovation Manager & Founder

- Ph.D. in Management
- 4 International universities
- Startup Advisor
- 23 paesi visitati
- EIT- European Innovation & Technology Institute
- Startup Weekend, Founder Institute, Lean Startup Machine Mentor



My global journey



Italia & USA, 2012-16



USA, 2015-2016



Italia, 2017-2018



All around the world, 2017

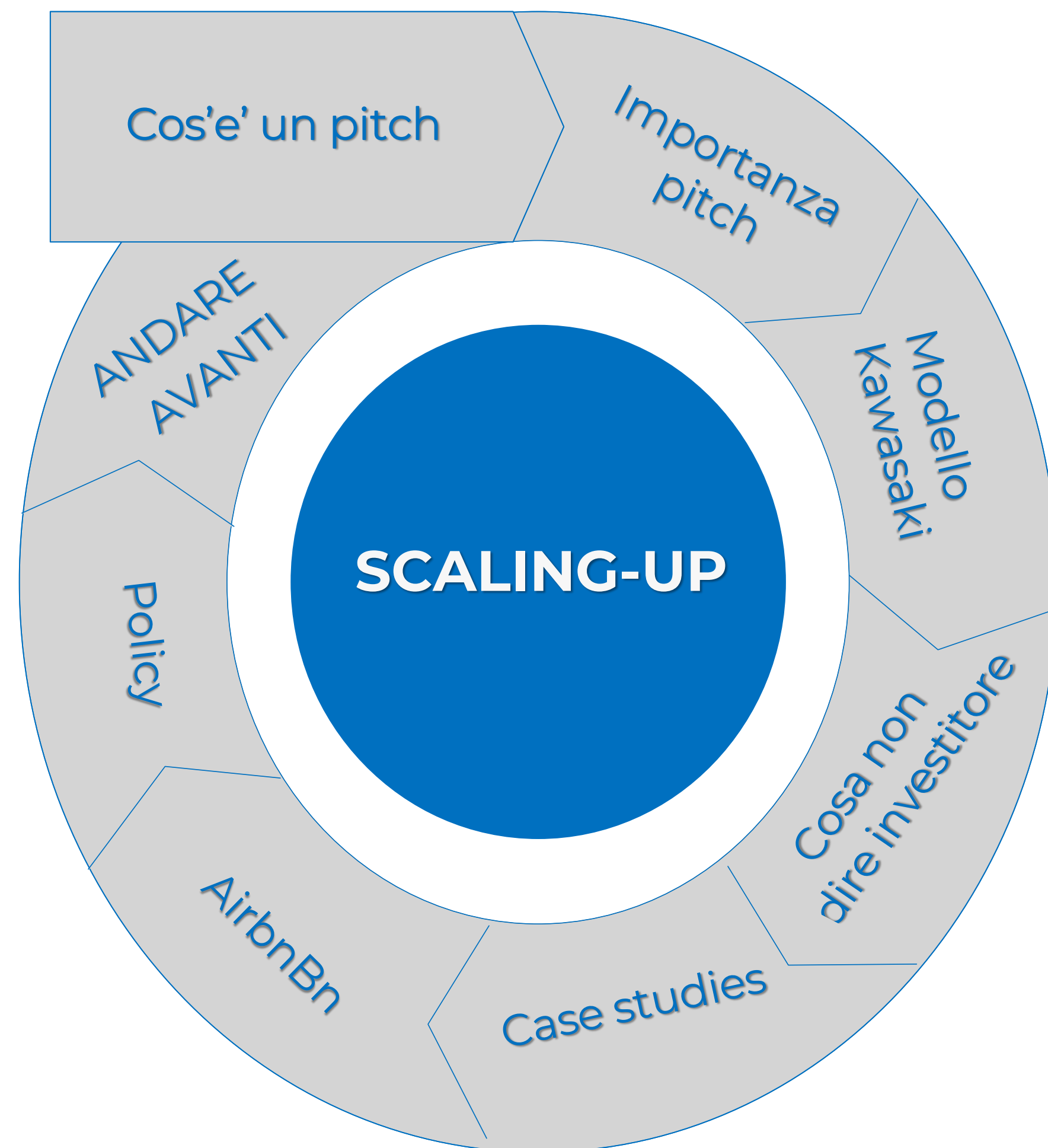


Italia, 2018

H Y L E



AGENDA





1. GROWTH VS. SCALING

- **Growth:** revenue and costs grow at very similar pace
- **Business model:** does not require an increase in spending to trigger an exponential growth in revenue

The number of scaleups in the UK





2. WHEN TO SCALE

- **DEFINE THE RIGHT TIMING**
- ***74% OF STARTUP FAILS BECAUSE OF PREMATURE SCALING**
- **PREMATURE STARTUPS GROW 20 TIMES SLOWER**

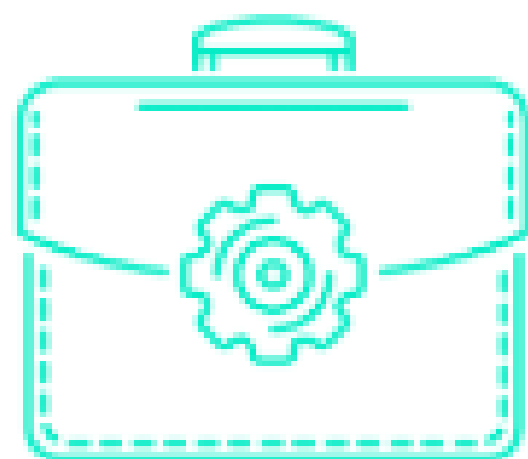
*In 2011, the StartupGenome Report surveyed about 3200 startups.



StartUp

Challenge:

searching for a
scalable
business model



ScaleUp

Challenge:

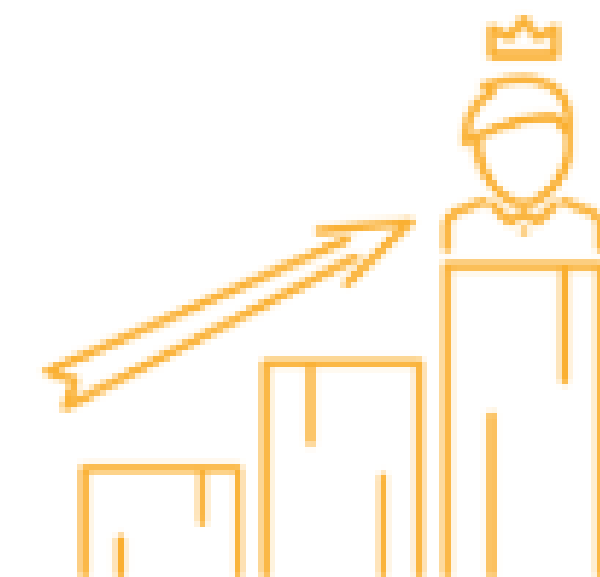
exponential
growth &
market
development



Scaler

Challenge:

sustain market
leadership &
growth

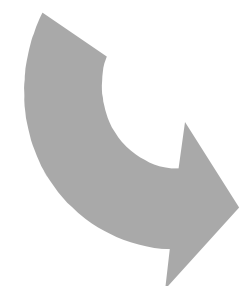




3. FOUR METRICS TO CONSIDER

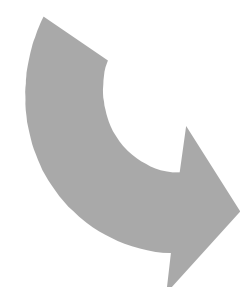
1

GOALS ACHIEVED: meet and exceed previously set goals



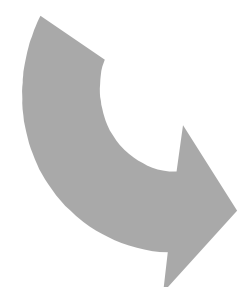
2

STRONG CASHFLOW: have enough money to invest with no ROI before 4 months



3

IT SYSTEM: consider consequences in your ITC



4

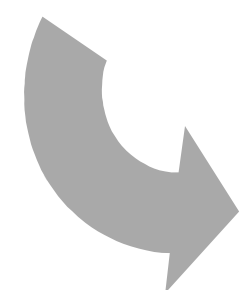
TEAM: scaling up team has to be ready

4 KEY METRICS

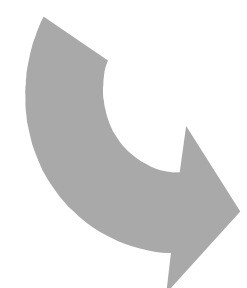


4. HOW TO PREPARE THE STARTUP

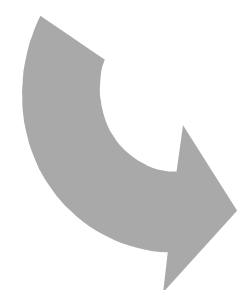
1 STRATEGY: list of strenghts, weaknesses and prospects. Set goals for each quarter, a year. Investors & market analysis



2 INVEST IN TECHNOLOGY: streamline as many processes as you can: CRM, cloud computing, ERP



3 OUTSOURCE: non-essentials such as mobile dovelepoment team for your app



4 MARKETING: direct? Content? SMM? Influencer?

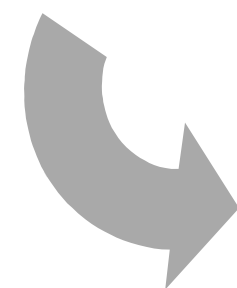
7 STEPS TO SCALE



4. HOW TO PREPARE THE STARTUP

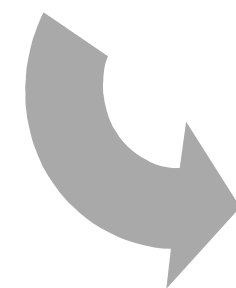
5

REPUTATION: after marketing there is branding: new website, design thinking, UX improvements, etc.



6

HIRING NEW PEOPLE: perform essential tasks, can do what machines cannot, multi-skilled, innovative thinkers

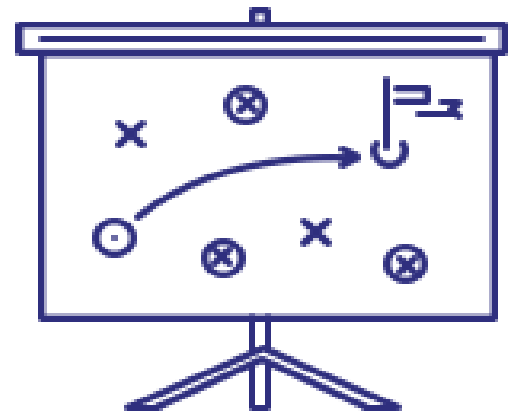


7

STARTUP WITHOUT YOU: make management where startups can run without you

**7 STEPS TO
SCALE**

Prepare your startup to scale up



Develop right strategy



Invest in technology



Outsource non-essentials



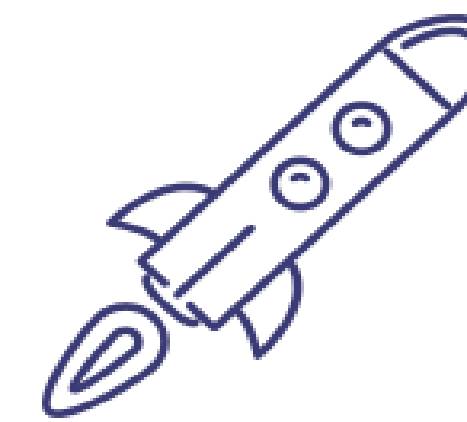
Improve marketing



Improve reputation



Hire the right people



Make startup workable without you



5. WHERE YOU SHOULD NOT GO OVERBOARD

- **Spending:** one of the hardest startup scaling challenges
 - **Hiring:** don't hire too many new people
- **Building:** don't add functionality or new products if not strictly necessary



Frank Hysa

Senior Innovation Manager & Founder

*Our failures are known,
Our successes are not*



#KEEPHYLING

**“Nothing is created, nothing is lost,
everything changes”**



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aka

Ready to answer you!