

The Three Essentials of Scaling

- A Big Enough Market
- An Urgent Want/Need
- An Elegant Solution
- Clear Differentiators
- A Non-Linear Revenue to Cost Relationship

A Scalable Business Model

that allows your business to grow rapidly with a lower cost structure/customer

- A Standardized Offering
- A Short Sales Cycle
- A Quick Cash Conversion Cycle
- A Decent Profit Margin
- Easy-to-Reach Customers

A Systematized Business

that isn't owner-dependent but systems-dependent

- Your ORB
- Policies
- Processes
- Procedures
- Controls
- Drivers

Scalable Resources

that can be accessed quickly to handle any increased demand

- Your Big 3 Resources
- People
- Technology
- Cash