



Would you like to start a high-tech company? Have you developed a new technology and would you like to see an opportunity to start with your own business? With SO Kwadraat you are at the right place!

SO Kwadraat presentation

"From start-up to scale-up: boosting entrepreneurial activity"

19/7/2019

Content

- Introduction to SO Kwadraat.
- Characteristics of a start-up and a scale-up.
- Boosting the transition from a start-up to a scale-up.
- Boosting the entrepreneurial Ecosystem.
- Case studies: 5 successful scale-ups with unicorn potential.
- Conclusions.

Executive Summary

Coaching Hi-Tech Starters

Innovation



Valorisation

The mission of SO Kwadraat is to:

- **Valorize human excellence (PhD's)** at universities and other knowledge centers.
- Stimulate **economic growth** and local **job creation** in strategic **hi-tech markets (Medical, ICT, Environment, Robotics,...)**.

SO Kwadraat's unique value proposition is its:

- **Individual coaching of PhD's and pre-starters by serial entrepreneurs** who successfully developed their own high-tech companies.
- In-house developed **methodology** to guide the coaching process.

SO Kwadraat is:

- An **independent not-for-profit organization** that offers its services free-of charge.
- Advised by Captains of Industry and Entrepreneurs.
- Sponsored by individuals, companies, organizations who share the mission.

168 High-Tech Start-ups out of 560 teams coached (PhD's), 1.6B\$ Market capitalisation, 6000 new jobs (2004 - 2019)

Characteristics of a start-up.

- Minimum viable product/service available.
- Founder(s) have different tasks in the company: task driven actions.
- Testing and exploring the market: what will work, what not?
- Many new ideas are generated.
- Company processes are based on excel tables.
- Flexibility in hiring, housing, terms & conditions and contracts.

Characteristics of a scale-up.

- Proven product profitability.
- Management team in place with clear roles.
- Deviation from the business plan is considered as a risk: no much room for experiments. Profitability rules!
- A-round completed or in progress.
- Professional offices.
- Company processes are well established: CRM, financial planning, ERP,...
- Professional communication at all levels.

Boosting the transition from start-up to scale-up (1).

- Invest in marketing & sales in an early phase:
 - Fast improvement of your market intelligence.
 - Faster convergence to a stable and profitable product/service.
- Invest asap in an experienced management team (CFO, Sales Manager, HR manager, COO,...).
 - Professionalisation of processes, communication, management techniques,...
 - Skip the learning phase at management level.
- “First time right“ strategy:
 - Prepare every step carefully and execute accordingly.

Boosting the transition from start-up to scale-up (2).

- Look for sufficient financial resources:
 - If you take care of the previous recommendations, investors will be prepared to finance your growth path.
- Build/hire experience in attracting external capital.
- Boost market presence through exhibitions/boots/publications
- Build confidence towards all your stakeholders:
 - Employees
 - Customers
 - Investors

Boosting the entrepreneurial Ecosystem

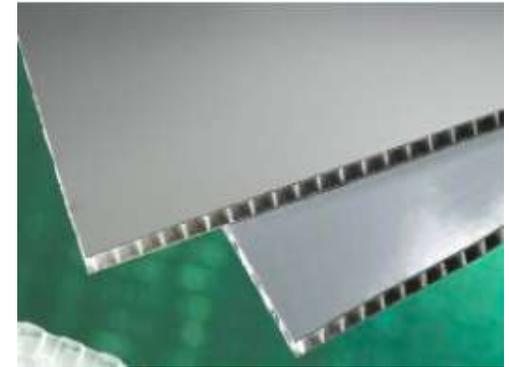
- Promote entrepreneurial Universities: entrepreneurial friendly, giving full support to the starters (e.g. Zweden), focus on excellent education.
- Build coaching organisations with a core of experienced coaches in both start-up and scale-up coaching, supported by big industry players.
- Set-up Business Angels/VC funds: smart money for start-ups and scale-ups.
- Expand the patent offices: IP protection is crucial for both start-ups and scale-ups.
- Improve legislation towards (1) tax reductions, (2) incentives to attract brains, and (3) increase of professional infrastructures.

Case studies: 5 most successful scale-up companies

- Nr 1: Collibra:
 - Big data management software platform
 - Value: 1000M\$, raised 250 M\$ so far (D-round)
 - 300 people active in EU and US.
- Nr. 2: DataCamp (started in 2015):
 - Data science courses platform
 - Value: 150 MEuro, raised 30 MEuro.
 - 150 people active in New York and Brussels.
- Nr. 3: TheoPlayer (started in 2012):
 - Universal video player
 - Market value: 100MEuro, 7 MEuro raised
 - 80 people in New York and Leuven, Belgium.

Case studies: 5 most successful scale-ups

- Nr. 4: ICsense (started in 2005)
 - Analogue and digital IC design services.
 - Value: 30 MEuro, 250K raised at start-up.
 - 110 people in Leuven, Belgium.
- Nr. 5: EconCore (started in 2006)
 - Honeycomb sandwich material production.
 - Value: 20 MEuro, raised 2 Meuro.
 - 50 people in Leuven and Germany (production)



Conclusions

- A start-up can accelerate towards a scale-up using some simple guidelines: build market intelligence, hire experienced people, and become an expert in attracting capital.
- A transparent, responsible and effective ECOSystem can contribute significantly to the generation of more scale-up companies.
- Case studies can trigger and inspire start-up companies to accelerate into scale-ups.



SO KWADRAAT
Coaching Tech Starters

Would you like to start a high-tech company? Have you developed a new technology and would you like to see an opportunity to start with your own business? With SO Kwadraat you are at the right place!

Thank You!