

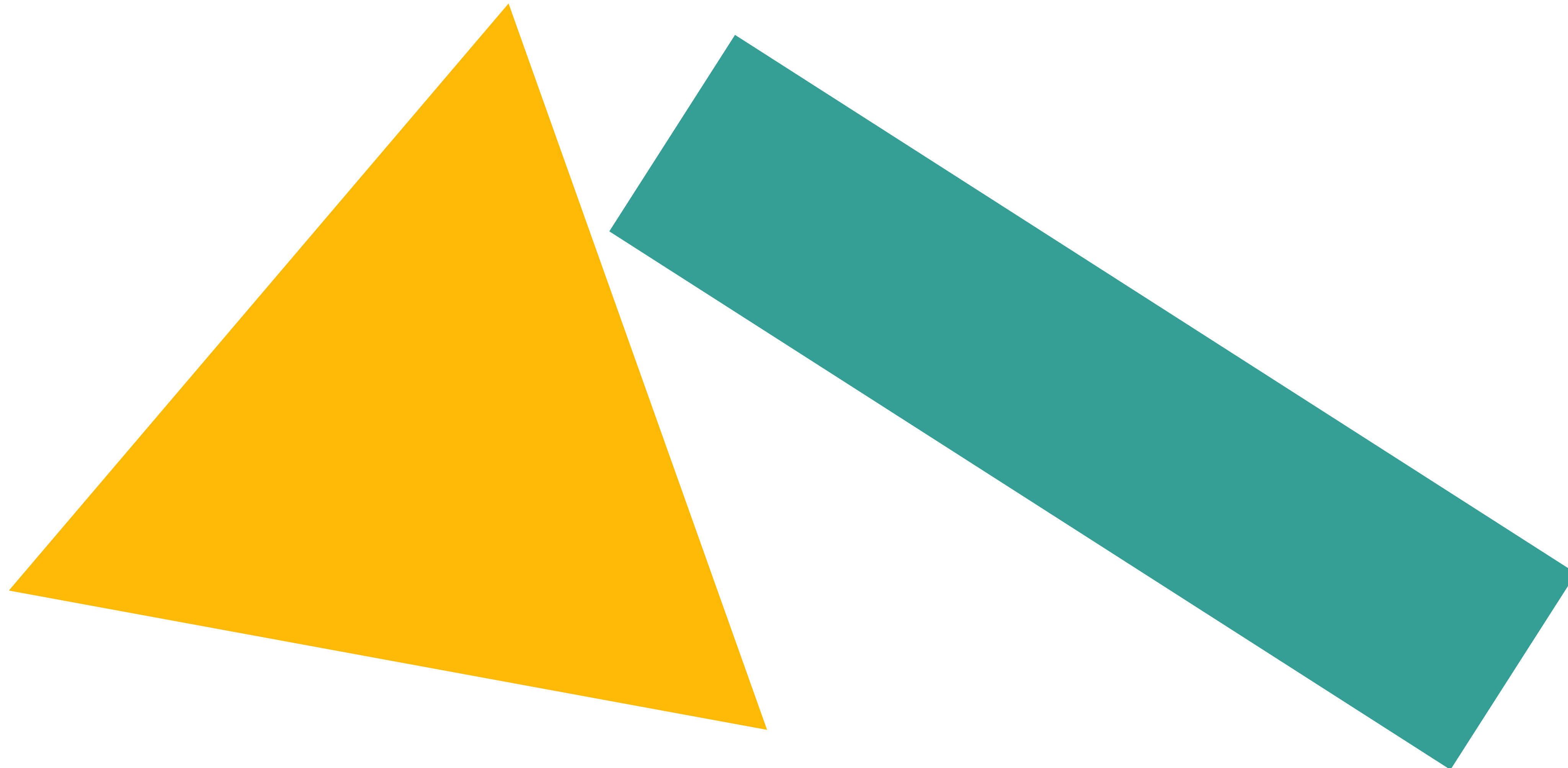
# GROWTH PLAYBOOK

If you're reading this, chances are you're a growing company.

Probably an exhausted one at that.

**WE MAKE GROWING  
YOUR COMPANY SIMPLER**

**YOU ARE NOT ALONE**



# **Being part of a growing company is extremely rewarding and exhilarating but it's also isolating, relentless, consuming and tends to disturb the concept of 8 hours sleep a night.**

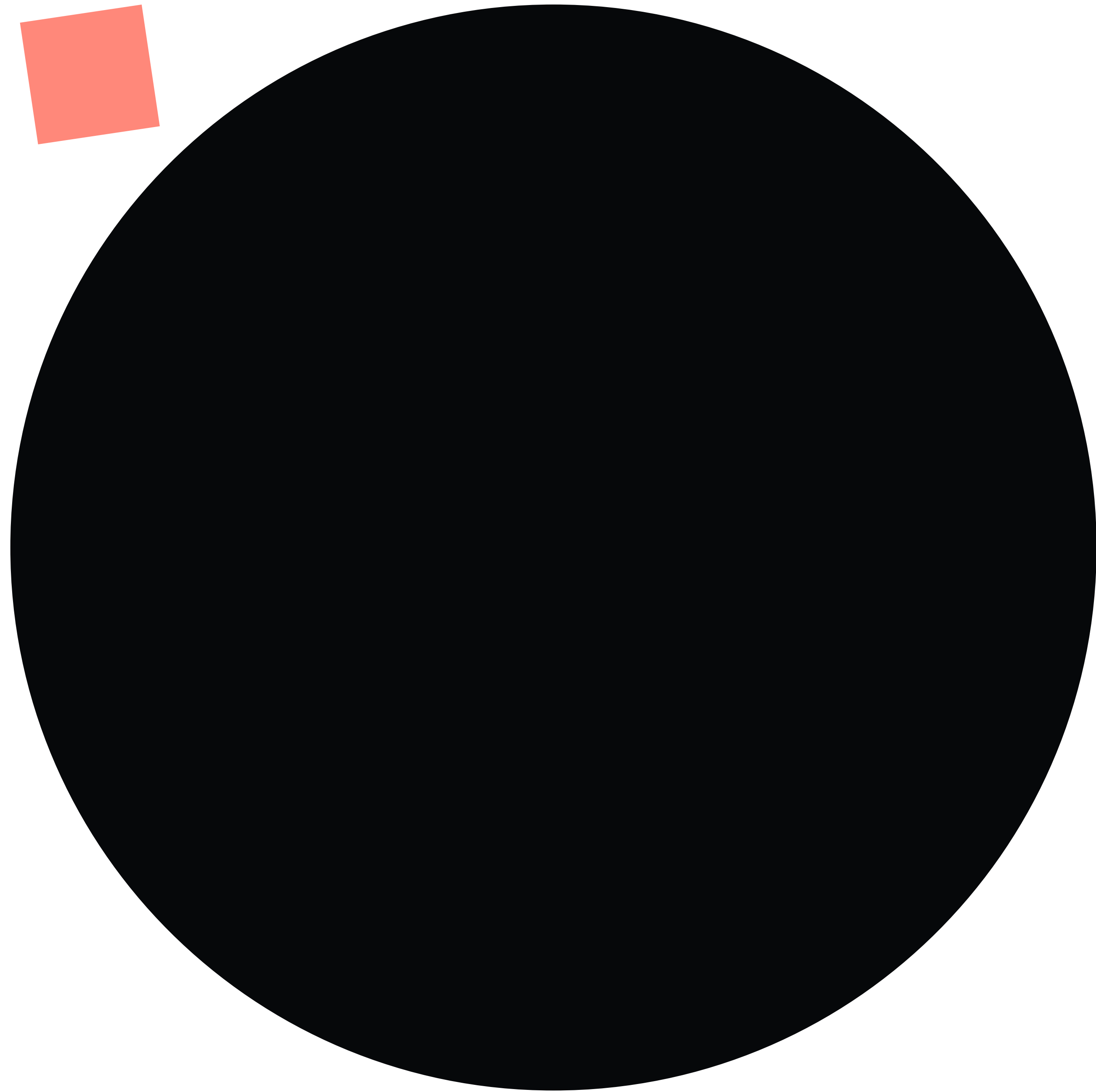
The famous quote is that the art of the entrepreneur is “creating something from nothing”. Whilst that’s certainly true, surely then the second big start-up ‘truth’ is that entrepreneurship is also the art of lurching from one significant challenge to the next. With a smile on your face.

Regardless of global pandemics and the like, opportunity navigation and problem management are what Founder’s and Start-Up C-Suite members need to be comfortable with from the start.

So, to help (with the challenge management... not the lack of sleep I’m afraid) business mix has developed this supportive hug of a growth playbook, based on the collective experience of our extensive network of industry experts, partners and our own C-Suite lessons and examples.

You don’t have to do this alone. We can help you. In fact, you’ll be better off if you don’t try to do it alone. The value is in the collaboration.

**Vicky Young – business mix COO**



**WE UNDERSTAND  
YOUR PAIN.**

## Why should you turn the page?

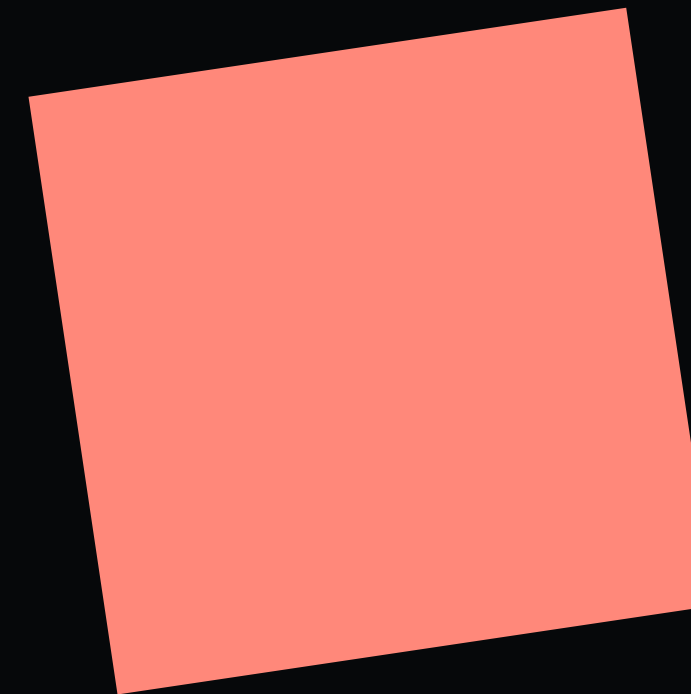
**We've been there, done it before and got the proverbial t-shirt. Our wide network has years (literally decades and decades in some cases!) of relevant experience in a wide range of skills and we know how to apply them to your start-up problem.**



Running out of cash? Falling out of love with your Founding Partner? Not got the time to navigate the complexities of operational management or GDPR?

We understand. We get it. And, you're not alone out there. We're here too. And we CAN help you.

Curious about the box?



**WHAT'S YOUR**

**NEXT**

**BIG**

**CHALLENGE?**





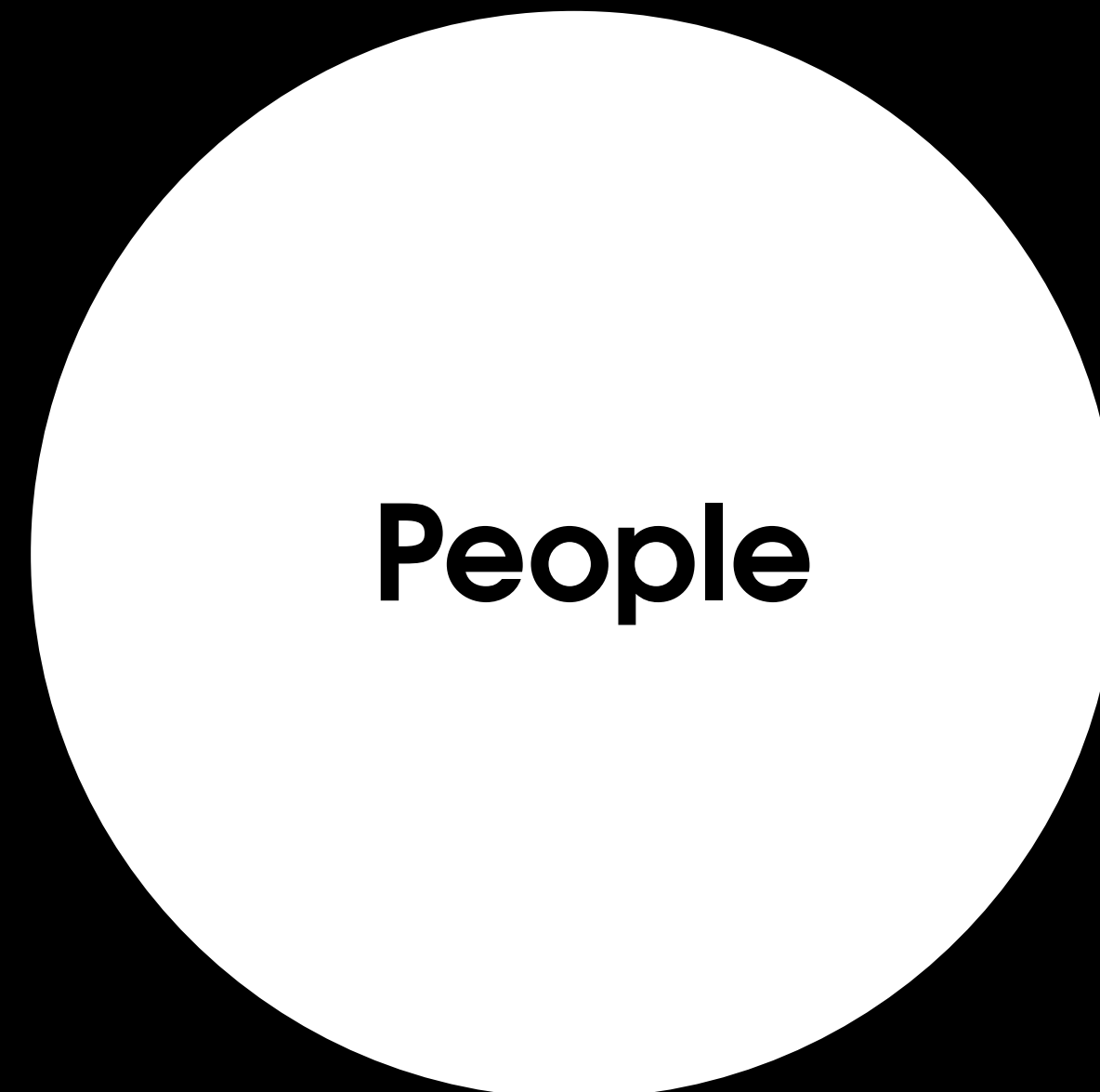
**business mix** offers our growing clients simple packages to meet their big challenges.



Why? Well, we'll bet that what keeps you awake at night (why is it always 3 or 4 o'clock?) fits into one of these 'boxes'.



business mix makes growing  
YOUR company simpler.



# Did we win?

**Backing ourselves here, we know we're right, but the good news is that we also know what to do next.**

**Not only that, but we also know you need us to be flexible on pricing. So we offer our services from hourly rates right through to retainer focussed contracts.**

**This way, you stay in control.**

# Managing the challenge

**As part of a growing company, Founder, CEO, COO etc then at some point over the past quarter, you will have likely deliberated one of these points. Even if it was quietly in your head. Or whilst sobbing into a pint talking to the cat;**

- I don't want my business to fail
- I'm really worried about money. How much do I need? How can I protect the cashflow?
- I don't want to loose what I've created – it's my business baby; I've worked too hard
- I've recruited the wrong people and don't know how to resolve the situation
- The product isn't selling like I thought it would

- My first and marquee client (referenced on my web site, investor decks and every other piece of collateral etc) is cancelling
- I'm confused by all the options for my potential go to market strategy?
- How do I know I'm hitting the right price point?
- Because I'm working ridiculous hours my family life is falling apart
- I don't really understand sales and the commercial bits... and I don't want to either to be honest
- I have promised a client the product will be ready in 4 weeks and it looks more like 6 months
- I can't access the talent I need because I can't pay the rates and/or I can't set up where I want to because of cost
- Should or shouldn't I charge for a PoC?
- My business can't run without me. I'm concerned other people will take the wrong direction/decisions
- I don't understand the ...finances, admin, coffee machine, HR/legal requirements I know I need to follow
- I'm struggling to maintain my early business successes and therefore, my enthusiasm
- I don't know who to trust
- I'm really tired but can't tell that to the team



# LET'S PLAY

# We can help YOU with YOUR... PEOPLE

Leadership

Teams and Individuals

Recruitment

Culture

Values

Wellbeing

Founder Protection

Hiring and Firing

Founder Fall outs

Work Life balance

Decision making

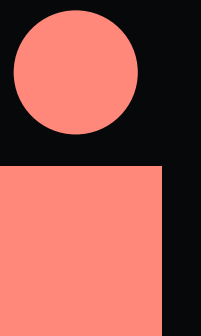
Structuring your organisation

Networking Vs Social Distancing

Remote management and motivation

Time, trust, enthusiasm and engagement

Regulation



# We can help YOU with YOUR... MONEY

Getting it

Keeping it

Managing it

Worrying about it

Understanding it

Investors

Debt

Funding

Cashflow management

Modelling

Forecasting





# We can help YOU with YOUR... PRODUCT

**Sales not going to plan**

**Breaking client promises**

**Marketing**

**Pricing**

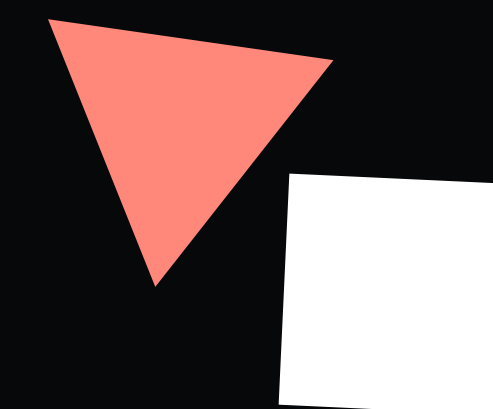
**The value of the PoC**

**Channels**

**Going virtual from physical**

**KYC and KYA (Know Your Audience)**

**To tech or not to tech?**



# We can help YOU with YOUR... OPERATIONS

## Success Vs Failure

I don't understand the ..finances, admin, coffee machine,  
HR/GDPR requirements I know I need to follow

Marquee client is cancelling

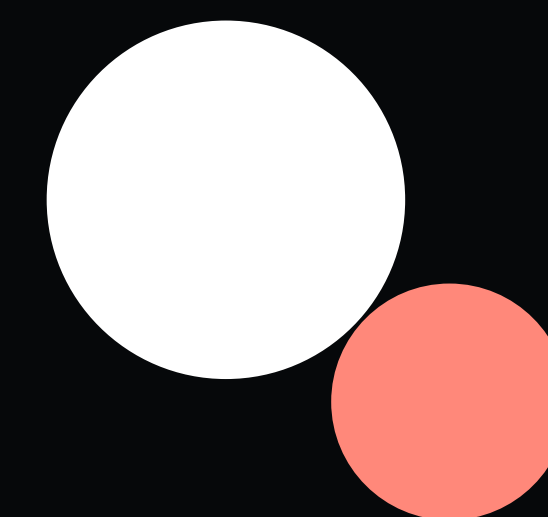
Relevant structures and processes

Supply Chain

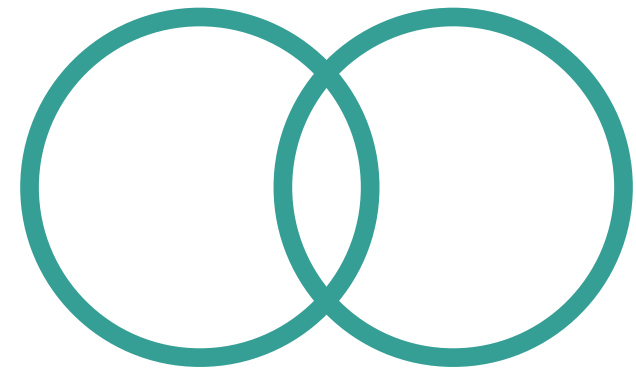
Appropriate governance

Growing from 2 to 20 to 200 – employees and clients

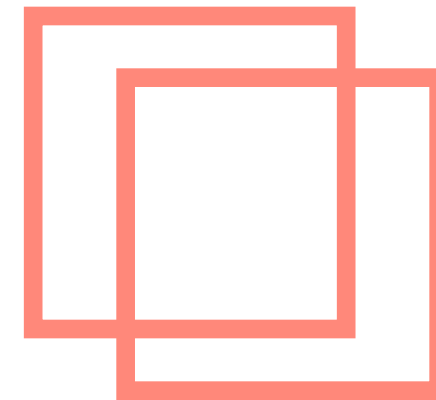
Post Covid-19, how will things change and how do I need to position  
both myself and the company?



How do we help YOU grow?



**Interim support**



**Simple packages**



**Flexible pricing**

# Flexible pricing

- **Hourly/daily/weekly billing**
- **Retainer Agreements**
- **Productised Services**
- ▲ **Outcome Based Pricing**

# Simple packages

Starting Out

£3.5k

rapid impact

Scaling Up

£10k

accelerating to the  
next level safely

Maturing

from

£20k

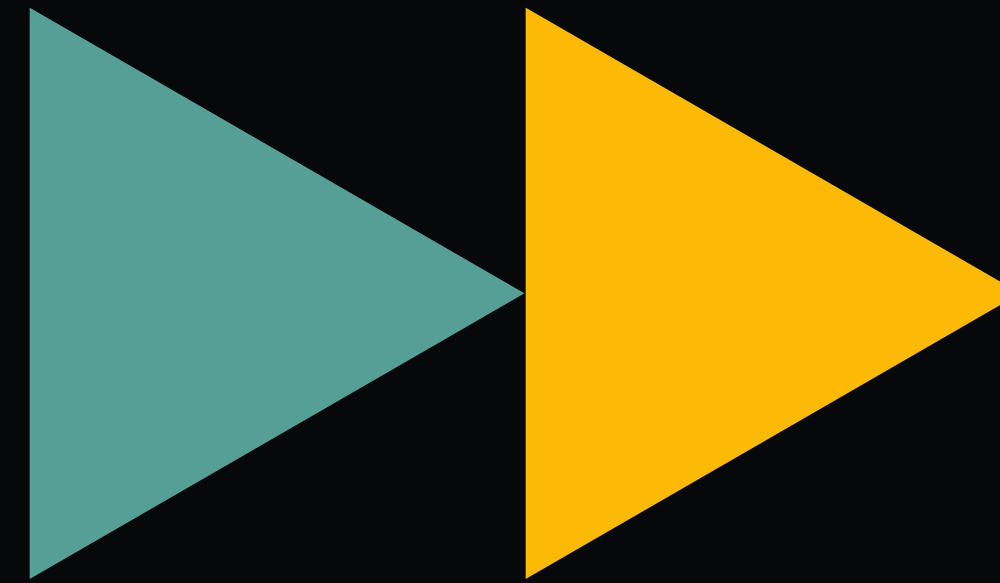
growing from  
start-up to  
established

Executive

£POA

igniting your  
potential

**WHAT NEXT?**



**LET'S**

**GROW**

**IT**

**TOGETHER**



**Get in touch and we'll help.**  
**[enquiries@business-mix.com](mailto:enquiries@business-mix.com)**