



6 .WHAT NEXT?

The vision behind the S4S is shaped by the early phases of the startup life cycle, particularly (i) ideation and (ii) validation/establishment. Ideally the first customer (preferably a paying customer) has been involved and there is an initial validation of the solution. What next? The exponential growth curve points to the stages of (iii) growth and (iv) maturity.

For growth to happen, there typically has to be a major strengthening of customer attraction via advertising, structuring of the sales team and processes etc. if the solution involves physical products, there will normally also be a restructuring of sourcing, manufacturing and distribution activities. As a rule this growth requires proper team structuring and a corresponding increase in the workforce. To support all this growth, a capital injection is probably needed, involving additional investment rounds.

The maturity stage comes close to traditional corporate management, on one hand, with the establishment of departments and well-structured business processes. However, it is desirable for the startup to hold on to its primordial characteristic, the unremitting pursuit of innovation, so that it does not become a dinosaur heading for extinction.

Playbook

Most of the frameworks and tools in this document can easily be found on the internet.

More information about the tools is provided in the section **DEEP INTO**.

