



GROWTH PROGRAMME

A Programme to scale your business

IDEAS | PEOPLE | TRUST

BDO

GROWTH PROGRAMMES

Overview

8-12 scale-ups

The programmes support tech businesses that are ready to rapidly increase traction and scale up operations. We work with high growth, revenue generating scale-ups

Personalised support

We work closely with you over 4 months, so we understand your business to get tailored access to new customers, new channels to market and the full benefit of our extensive corporate community

Commercial connections

We support both large and growing businesses, so we understand the challenges on both sides. We know how to make connections work more effectively



We can help you;

Boost your sales

Opportunities to pitch your products to BDO's extensive network of established, mature businesses to create commercial opportunities



Access expert growth support

Access mentoring from BDO experts and specialists to access the range of business services and advice you need, as part of the programme



Increase your reach

Pitch your products to BDO's partnership, receive coaching, advice and connections to further refine your value proposition to land your messaging



Scale Faster

Through working with over 1,800 growth businesses, our people share exactly what you need to know on your growth journey to take you further



Explore partnerships

Explore partnerships through our combined networks to develop effective routes to market



Benefit from a Tailored resource

Use our network of scale-up focused products and services from us and our partners, specifically tailored to you, to get the best out of your business



POWERED
BY:
**GROWTH
BUILDERS**

Our Growth Programme has been designed by BDO in conjunction with GrowthBuilders.

PROGRAMME STRUCTURE

Use our business to supercharge yours



Programme launch and Kick-off - Late April 2022

We carefully onboard our cohort onto the programme to get things aligned from the off. We work with you to understand your business, curate executives and contacts and to open the right networks to drive opportunities.

Virtual Rolling Masterclasses - May - July 2022 (and beyond)

Our expert masterclasses are delivered virtually for your whole business to benefit. Hear from people who have been there and done it.

Our pool of internal and external proven specialists deliver sessions via a rolling curriculum, which means even after the programme ends and your team grows they have access to learning resources.

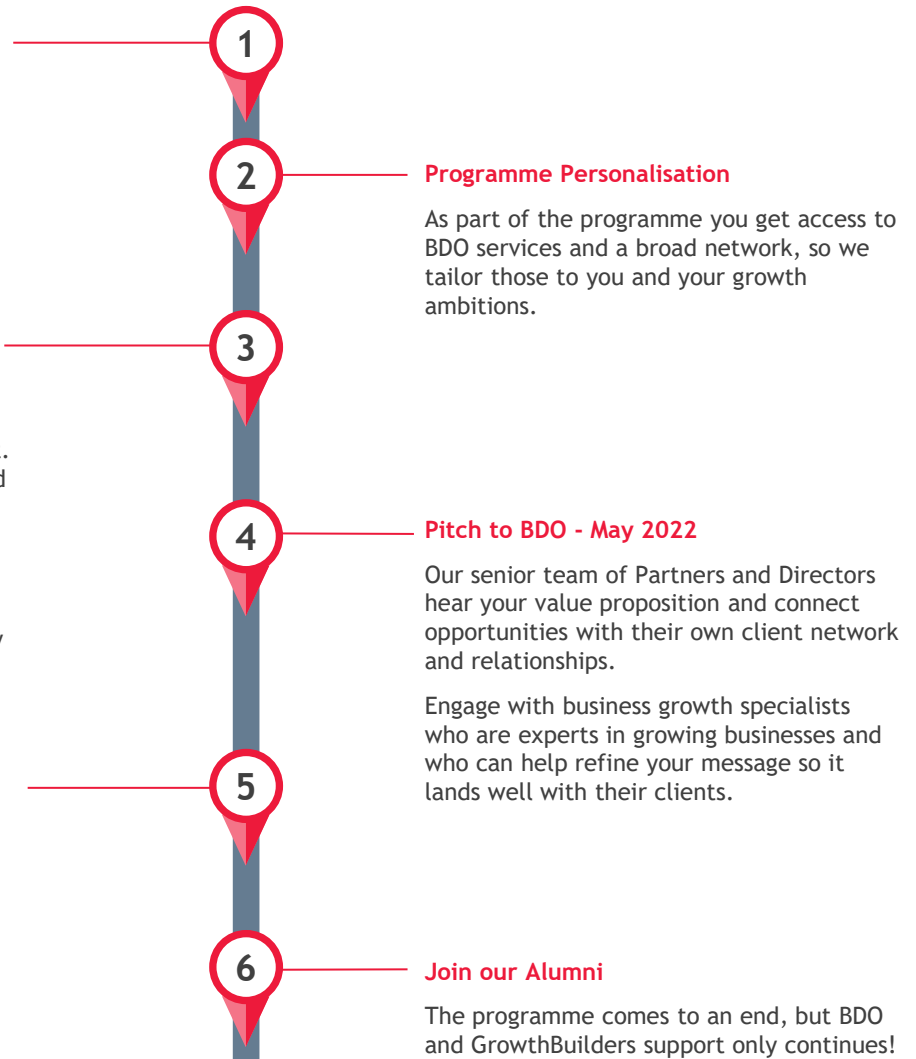
Pitch to BDO clients - June 2022

Pitch in front of our extensive network of corporate decision makers and budget holders from our large and established client network.

Develop collaboration opportunities with interested and motivated business leaders.

Programme fee - £4.5k

Feedback tells us this is a bargain, that's why we've worked with so many great companies. As part of the offer you can redeem half the fee against select services as well as getting all the programme benefits.



Programme Personalisation

As part of the programme you get access to BDO services and a broad network, so we tailor those to you and your growth ambitions.

Pitch to BDO - May 2022

Our senior team of Partners and Directors hear your value proposition and connect opportunities with their own client network and relationships.

Engage with business growth specialists who are experts in growing businesses and who can help refine your message so it lands well with their clients.

Join our Alumni

The programme comes to an end, but BDO and GrowthBuilders support only continues! We will continue to support you with your new client opportunities and growth journey as well as our ongoing masterclass support.

MASTERCLASSES

Support for your entire team

Our proven business masterclasses are delivered by a network of experts curated by BDO and GrowthBuilders to give scale-up teams the knowledge to grow quicker. The actionable, virtual sessions are for later stage companies that can immediately apply the learnings to create commercial impact. You will hear from people who have been there and done it, have a wealth of experience in scaling B2B tech companies and now they're sharing their top tips to get you to where you want to be, faster.

Topics cover

- ▶ **Sales:** Growing your sales team, lead generation, deal closing, partnerships and more
- ▶ **Marketing:** Marketing strategy, social selling, content marketing and PR
- ▶ **Recruitment:** Hiring strategies and building high performance teams
- ▶ **Fundraising:** How to raise your next institutional fundraising round, share schemes and incentives
- ▶ **Operations:** Finance, Legal, Business Resilience, Tax, Cyber Security, Financial Forecasting and International Expansion
- ▶ **Leadership:** Honing your leadership ability to drive your business forward
- ▶ **Technology:** Developing an internal innovation strategy and selling tech into large businesses
- ▶ **Industry specific:** Sessions delivered by leaders within your industry.

Structure

- ▶ All sessions delivered live, virtually and recorded for later use
- ▶ We're here to support you and so all experts are available for no obligation follow up questions after the session, their knowledge is at your disposal.
- ▶ Masterclasses are for all of your company, so you can spread the time commitment across your team, to allow you more time to focus on running your business
- ▶ Rolling masterclasses run periodically. Meaning as your team grows you can give new team members access to sessions long after the programme ends, as part of our alumni network

While most programmes provide high-level content and an occasional introduction, this programme was more detailed, more holistic, and delivered more value. We'd recommend it to any start-up at/around their Series A stage of life.

COO, Navigator CRE
Raised: \$24m

I highly recommend the GrowthBuilders programme! In fact, I would say that it is a requirement, it is mandatory, for all companies wanting to scale quickly, efficiently and compliantly. World-class content and interaction occurred in every session.

VP, AirSlate
Raised: \$80m



ABOUT US

Supporting you as you scale

BDO is the leading adviser to entrepreneurially-minded, high-growth businesses.

We have the expertise to support you as you scale and move throughout the business lifecycle through fundraising, international expansion, M&A activities, IPO and exit.

Our technology team has over 500 people; all of which have extensive experience of the sector, advising over 1800 clients. We operate from 17 locations across the UK so that we can be close to you and the most important locations to this industry.

Our specialists deliver practical, commercial advice with a commitment to quality so your management team can focus on what they do best; attracting and retaining customers, building high performing teams and developing your technology.

GrowthBuilders is our programme partner.

GrowthBuilders solves the biggest corporate innovation challenges through scale-up and corporate collaboration.

We combine our hands on experience of leading corporate innovation teams and working in and with over 500 scale-ups to turn connections into commercial outputs.

High Growth companies we have worked with

Our technology team has over 1800 clients, and supported businesses such as In the Style, Monzo, Starling Bank and Hopin.

BDO has a proven track record of helping businesses to scale. For example advising Zeptolab, a global gaming company, to scale-up from just three staff in the company, to selling in over 140 countries around the world, providing them with a full outsourcing service along with every aspect of accounting and taxation.

“As a fast-growing company that needs to focus on making games, accounting is something we need to have confidence in - and BDO has provided that.”

Misha Lyalin. CEO, Zeptolab - global gaming company and developer of Cut The Rope

“BDO has ingrained in us the need to take day-to-day data. This use of data and clarity in our overall business goals was something that BDO has really helped us to improve and are key areas that investors look to when choosing businesses for their portfolio.”

Andy Cooper, Co-Founder & Creative Director, Draw & Code



“Working with GrowthBuilders was an excellent experience from beginning to end. The content provided was spot on for both start-ups and scale-ups. Combine this with the relationships we built with the other cohorts, and the introductions to industry leaders made the program great value.”

Founder, OnePulse

GrowthBuilders credentials:

- ▶ 50 Programmes
- ▶ 500+ Scale-ups
- ▶ 5,000+ Corporates
- ▶ 6,000+ Connections
- ▶ +£4bn Alumni valuation



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