

SCALING TECH & SERVICES BUSINESSES: KEY STRATEGIES FOR GROWTH

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What is a Scaling Tech & **Services Company?**



- Tech-based & service-driven
- Rapid, efficient growth
- Scalable operations & recurring revenue
- Examples: Intercom, LetsGetChecked, Tines

What makes your business attractive to investors?



- Product-Market Fit: Proven traction
- Growth Metrics: ARR/MRR, NRR (120%+), CAC:LTV, Burn Multiple
- Scalability: Infrastructure & GTM repeatability
- Revenue Predictability: SaaS/subscription

How Wayflyer scaled fast



- User-driven innovation
- Scalable architecture
- Global go-to-market strategy
- Capital-efficient growth

Funding Your Growth Journey 1. Prep: Strong metrics & vision



- 2. Sources: Angels, VCs, PE, revenuebased financing
- 3. Story: Market size, traction, team, moat
- 4. Model: 3-5 year forecast
- 5. Process: Target right investors, tight timeline, smart negotiation

Funding Resources



- SAFE Docs
- Enterprise Ireland: ISF, RD&I Grants, HPSU support

Key Strategies **Scaling**



- 1. Optimise Post-Funding Execution
- 2. Double-down on Product-Market fit
- 3. Build a Scalable Go-to-Market (GTM) Engine
- 4. Data-Driven Decision-Making
- 5. Invest in Team and Culture
- 6.Land & expand
- 7. Geographic and Market Expansion
- 8. Platform & Ecosystem Play
- 9. Build Operational Scalability
- 10. Smart Capital Deployment
- 11. Brand and Thought Leadership

Inside a Scaling

Company



• Transitioning from services to managed offerings

INVESTORS BACK

GROWTH, NOT JUST

TECHNOLOGY

- Using services revenue to build IP
- Blending product and service models

Technology's Role in Growth

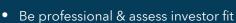


- **Enablers:**
 - Automation
- Global access • Remote teams
- Data-driven ops

Challenges:

- Tech debt
- Compliance risks

Growth Equity Partners



How to Engage with

- Ensure they don't back competitors
- Share info selectively at first
- Bring in a Corporate Finance Advisor
- Prepare for NDAs, due diligence (1-3
- Align on post-investment relationship

Let's Talk

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