



# Scale Up!

The Entrepreneurship Simulator



Teach entrepreneurship skills at scale



Combined offline & digital format



Take your startups beyond “product-market fit”



Strategy Tools Canvases



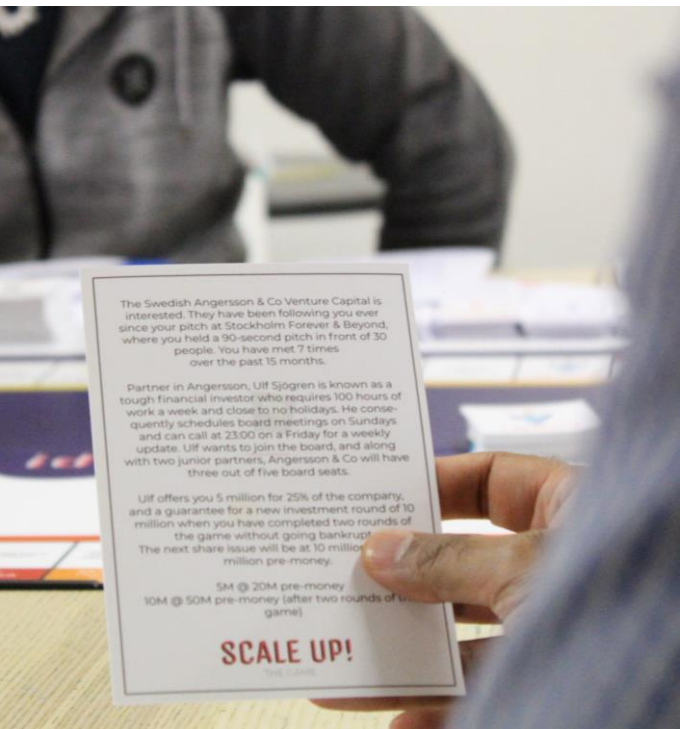
Simulation & software provide a global solution



Programs from 3 hours to 3 days+



For founders, boards and just perfect for accelerators



**Scale Up!**  
An intense  
entrepreneurship  
simulation



## WHAT IS IT?

Scale Up! is a powerful simulation for entrepreneurship, with an emphasis on thinking beyond product-market fit, build a capital strategy and secure the right investors for you. Suitable for groups of 3 – 300 people.

## KEY TAKEAWAYS

- Learn first-hand how to scale a startup
- Develop better growth strategies by building powerful investor syndicates
- Connect the simulation to your real-life scale up with software, strategy canvas and new learning

## WHAT YOU GET

A complete solution for a world-class entrepreneurship simulator.

Kit includes:

- One Scale Up! Simulation Kit
- 6 Strategy Tools Canvases
- 6 Strategy Tools Guidebooks
- Access to Strategy Tools Software Platform
- Master Guidebook
- Facilitator Guide

## HOW IT WORKS

Train & certify your accelerator staff through our 2-day train-the-trainer program – hosted at your location. Can also be delivered by our facilitators.

## WHO IS IT FOR?

Scale Up! Is a perfect tool for future-thinking accelerators. It can be used with start-ups, Scale-Ups, corporates business angels, VCs and other investors. Fits perfectly in your accelerator program.

## KEY CONCEPTS

- Start ups
- Scale ups
- Cap table
- Venture capital
- Growth strategy
- Entrepreneurship
- Investor strategies
- Liquidity management
- Long term funding strategy

## SIMULATION FORMATS

- 3 hours basic introduction
- 1-day executive session
- 2-day standard
- 3-day advanced

## LANGUAGES

Currently available in English and Norwegian. Spanish, French, German, Italian and Mandarin available by request.

## CONTACT

hello@strategytools.io | +47 924 15 949 | www.strategytools.io