Financial Support to Startups and Scaleups
(Scale Post-Accelerator)
VENTURE SCALING PLAN OUTLINE

Please use the provided Venture Scaling Plan template below to structure your document. Upload your response as a single PDF document (max. 5 pages).

File name should be structured: Scaling plan_Project acronym.xlsx

This document helps us understand your company's growth priorities, what you aim to develop, validate, improve, or scale over the next 12 months, and how you plan to utilise the requested funding to support your venture's growth, investment readiness, or scaling journey. Please structure your document according to the sections outlined in the template and ensure all requested information is included.

If selected, this document will also serve as a working roadmap during the programme and will be further refined together with your coach throughout the Kick-Off and the rest of the programme journey.

Focus Area	What Needs to Be Included
1. Towards Scaling	Describe your fundraising strategy in detail: • If currently raising: explain how you will close the round • If recently funded (within 18 months): explain how you will prepare for the next funding round: what needs to be developed, strengthened, tested, validated, or improved over the next 0–3 months, 3–6 months, and 6–12 months to reach the next stage of growth. Include timeline, target investors or funding sources, investor-readiness activities (e.g. financial planning, reporting improvements, due diligence preparation), and expected outcomes.

	Provide a high-level overview of your priorities and growth direction during the programme period, which will be refined together with coaches and mentors. Examples may include: • Strengthening product-market fit • Improving financial planning • Validating commercial traction • Refining the business model • Preparing investor materials • Building partnerships • Expanding the team • Preparing for fundraising conversations
2. Product Development	Clearly explain how your product, technology, infrastructure, or competitive advantage will evolve over the next 0–3, 3–6, and 6–12 months to support scaling. Include: • Key priorities and major development milestones • Operational or technical improvements • A clear implementation timeline Describe how you will build a scalable commercial engine and accelerate revenue growth. Explain your growth model (e.g. sales-led, product-led, partnerships, platform-based), pricing strategy, and customer acquisition approach.
3. Market Growth & Commercial Development	Identify priority markets, target customer segments, and expansion plans (geographic and/or sectoral). Include: • Partnerships, distribution channels, and key commercial initiatives • Activities across 0–3, 3–6, and 6–12 months covering sales scaling, marketing execution, pipeline development, and conversion optimisation • Expected commercial milestones and revenue outcomes linked to scaling

4. Team & Operations	Explain how your organisation will evolve to support growth, including: • Planned hires, leadership strengthening, and governance development • Culture, systems, processes, and operational infrastructure improvements • Any external expertise required and the timing of these changes
5. Funding Allocation & Use of Funds Plan	Explain how the requested funding supports your scaling priorities and roadmap. Ensure alignment between budget and strategy: • Justify key cost areas • Demonstrate expected impact on growth, revenue, and investment readiness Instructions: 1. Complete the provided budget template 2. Export it as a PDF 3. Include it in your Venture Execution Plan document under 'Funding Allocation & Use of Funds Plan'