

THE INTERNATIONAL SCALE UP PROGRAMME

A Springboard to International Success



This certified Programme will provide the very best business training and mentoring support to ambitious scale up companies to help them grow internationally – quickly

THE INTERNATIONAL SCALE UP PROGRAMME

- The Platform 94 goal is simple: **to provide the very best business training and mentoring support to ambitious scale up companies and to enable them to grow internationally.**
- This programme puts together decades of hands-on experience, an international visit, the latest cutting-edge management tools, as well as peer-to-peer and individual one to one mentoring, to equip high-potential companies with the skills, instruments, and passion to grow as fast as possible.
- Platform 94, with OCO Global will develop, coordinate and support companies through an **'Introduction to International Markets Programme'**. This takes the form of a learning and development based in-market visit*, in which companies are exposed to 4 key elements of international trade missions. This is a hands-on learning in real-world settings by providing exposure to live events, translating theory to practice, and building the foundations of an international network for participating companies. Our teams will accompany the programme companies to the market of choice and will provide mentoring and support during the visit.

What will you gain from this Platform 94 programme?

- An understanding of the driving forces of your industry.
- Future growth opportunities and set clear targets.
- A clear strategy for scaling your business internationally
- Develop a business resilience to an uncertain market.
- Experience growth through mock board meetings and ongoing mentoring from experienced entrepreneurs.
- Learning in an international environment with an international trip to see the market in real terms.
- Establish habits and routines to enhance personal and team efficiency and execution capabilities.

Who Should apply ?

- A young business with the appetite and ambition to grow rapidly outside of Ireland.
- A born global mindset in your business.
- A product or service that can be replicated internationally.
- A team that is prepared to work and learn together.
- A resilient team with a reservoir of energy to be directed.

BUSINESS EXPERTS



Mark O'Connell
Chairman, OCO Global

Mark O'Connell is Chairman and founder of OCO. He has worked in more than 80 countries and has cultivated in depth government, industry and trade association networks cross the world.

Mark's diverse experience includes FDI and place attraction, strategy and policy, business, sector and market analysis and evaluation, business planning, project management and performance review. Mark is on the board of the State International Development Organisation (SIDO) in the US, which is funded by the National Governors Association based in Washington DC. This organization exists to promote and share best practice in international trade, tourism and investment. Consequently, Mark has privileged access to state governors across the country and can influence linkages between states and countries with common ambitions.

Mark has organized and hosted official delegations from Florida to Ireland led by Jeb Bush former Florida Governor, Governor Hogan of Maryland, Jay Nixon former Governor of Missouri, and Lt Governor Jervais of Maine. OCO works with the trade and investment agencies of Colorado, Missouri, Ohio, Florida, Maryland, New York, Virginia and Georgia to advance their international agendas. Here again this gives us a privileged channel to leverage and encourage trade linkages and connectivity for Irish companies.

Mark lives in Donegal and is passionate about the potential of western regions



Judith O'Doherty
Founder, Eutopia Strategy

Judith O' Doherty has 18 years experience in place marketing and economic development in both the private and public sector with advisory firm OCO where she was part of the Senior Management Team for more than ten years and with organisations including Invest NI and University of Ulster. She has travelled extensively and worked on place promotion campaigns across the UK, Ireland mainland Europe and the US, often with a focus on economic marketing.

Judith has worked on place campaigns including the development of a place brand for Donegal, development of a place brand and economic marketing strategy for the Cork Region, development of an economic marketing strategy for Tuscany, promotion of Florida as a business destination in Europe and Marketing planning for business parks in towns across the UK and Ireland including Durham and Balbriggan. She has also recently been appointed as an Expert to the High Street Task Force in England and will play a key role as an advisor to Local Authorities in the repurposing of retail centres across England. She is a keen advocate for preservation having grown up in a heritage village in County Tyrone.

Judith is passionate about places and their propositions and potential which led to the establishment of eutopia as an OCO spin out.



Mouna Prenty
Founder, Martinsen Mayer

Mouna Prenty is a senior business leader and CEO with over 10 years experience working in both private and non-for-profit sectors, gained across small to medium size businesses including P&L responsibilities, complex stakeholder management challenges, significant board expertise and the management of high-profile government contracts.

A strong contributor at a strategic level and highly experienced in implementing strategy and delivering results. She is a strong advocate of people and relationship orientated leadership, through the creation of a positive organisational culture, strong compliance and risk management with rapid response to crisis situations. Mouna has an MBA from the Smurfit Business School.

Mouna is the founder of Martinsen Mayer and is now the chairperson of the company. She founded the company in 2013 and it has grown steadily over the years specializing in the start-ups segment of the recruitment market. She is a committee member of the Ireland Women Network and was the winner of the Business Woman of the year Award in 2015. She Sits on the Advisory Committee for Venture Valley which enables nascent entrepreneurs envisage what their future could look like.

IT IS NOT FOR EVERYONE

In the age of the exponential organisation there is no forecast. You must put your faith in a vision, recruit the best people, and work very hard. If you know the outcome, it is not an innovation. If everything is under control, you are not moving fast enough. This course is aimed at those with a growth mindset, who recognise to achieve success they must be growing faster than their competitors and business.

If you believe that real life is the best classroom – we are keen to welcome you into the programme. We will have fun working together and increasing the value of your business.

OUTCOMES

1. The executive team is healthy and aligned.
2. Everyone is aligned with the #1 goal for the year and the quarter.
3. Communication rhythm is established and information moves throughout the organisation fast.
4. Every facet of your business has a person assigned with accountability and goals are met.
5. Ongoing employee feedback is collected to identify obstacles and opportunities.
6. Reporting and analyses of customer feedback is a frequent and accurate.
7. Core values and purpose are alive in your business.
8. Employees can articulate clearly the company strategy, including long-term goals, core customer profiles, and brand promise.
9. Everyone has priorities and KPIs.
10. The company plans and performance are transparent and visible to everyone.



66

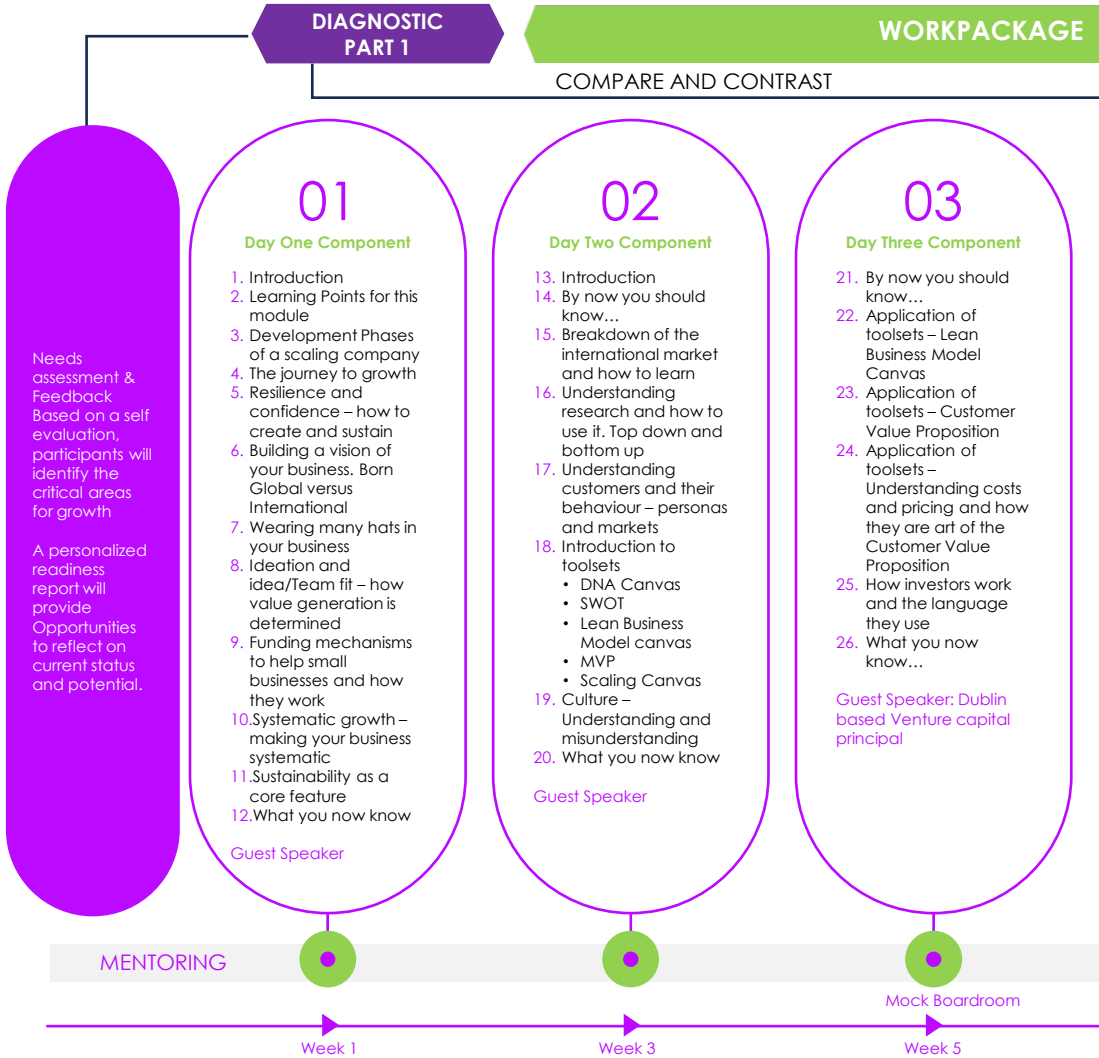
International expansion can be gained from learning from people who have done it before you.

99



HOW THE PROGRAMME WORKS

A comprehensive curriculum using cutting-edge management tools as well as peer-to-peer and individual one to one support to equip attendees and their teams with the skills, discipline and entrepreneurial passion to grow as fast and smart as possible. The 12 week accelerated programme is hosted by Platform 94.



ADDITIONAL BENEFITS OF JOINING THE PROGRAMME

x1

Invited to monthly Scale Up webinars

x2

Receive monthly Scale Up newsletter

x3

Scale Up assessment

HOW THE PROGRAMME WORKS

: SCALING

DIAGNOSTIC
PART 1

COMPARE AND CONTRAST

04

Day Four Component

27. By now you should know...
28. The machinery of running a business
29. Go to Market Strategy
30. Channels to Market and Logistics
31. eCommerce Audit and benchmark
32. Using Social Media and measuring the results
33. How do Trade Shows really work and how can you make them work better for you
34. Using Market studies
35. How to use Key Performance Indices
36. What you now know

05

Day Five Component

37. By now you should know...
38. Building a Go To Market Strategy
39. How to sell
40. Financial Management
41. Business Processes for stability and repeatability
42. What you now know...

06

Day Six Component

43. Task and Prioritisation – the matrix
44. Cash is king how cash flow really works.
45. Bringing it all together – planning execution. Measurement and control
46. The Business Expansion canvas and Business Plan

MENTORING

MENTORING

Mock Boardroom

Week 9

Week 10

Week 11

Week 12

ADDITIONAL BENEFITS OF JOINING THE PROGRAMME

x4

Access to a host of online Scale Up resources

x5

Access to the Scale Up book club

x6

Free books

KEY INFORMATION



“The greatest danger in times of turbulence is not the turbulence –it is to act with yesterday’s logic.”

– Peter Drucker



“If you’re not learning, you’re falling behind. Somebody else is getting better as you’re becoming less valuable.”

– Jill Konrath

LOGISTICS

The programme will commence October 2023 and will run for 12 weeks to December 2023

The location for face to face meetings will be Platform 94 offices at:
IDA Business Park,
Mervue,
Galway
H91 D932.

Virtual meetings will be conducted using zoom. The Scale Up Forums and one to one coaching support will be on Zoom.



“Ultimately, there’s one investment that supersedes all others: Invest in yourself. Nobody can take away what you’ve got in yourself, and everybody has potential they haven’t used yet.”

– Warren Buffett



TO APPLY FOR THE PROGRAMME

APPLY TO US

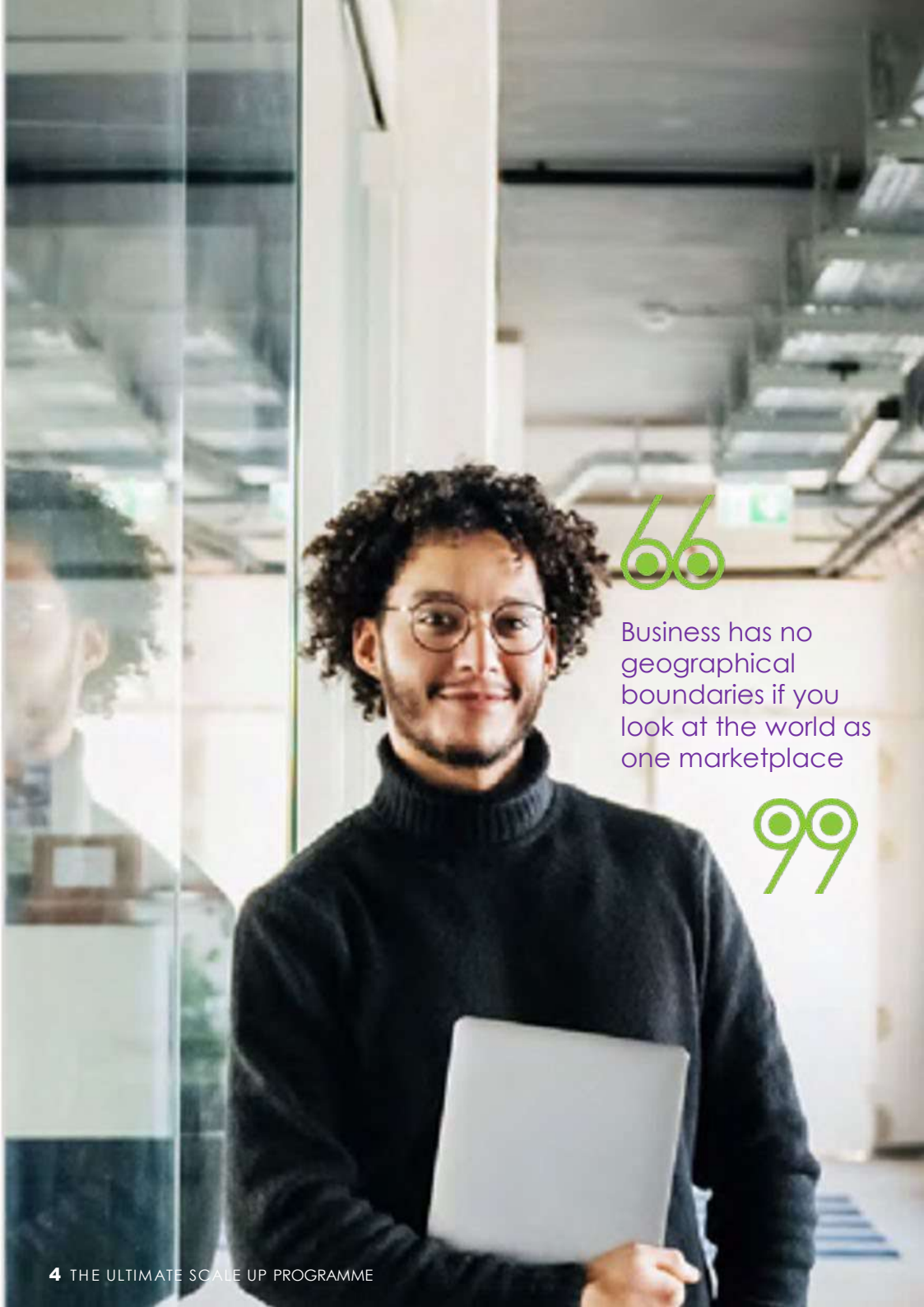
We need a two page application from your company and a 2 minute video that explains:

1. The Founding Team & Team Cohesion
2. Go-To-Market Strategy
3. Innovation: Product Disruptiveness
4. Is it a global product and explain why?
5. Readiness To Scale Up
6. Market Size & Competition
7. Product Confidence & Team Motivation
8. Current revenue and forecast projects including profitability

In your application, you must address each of the eight points. When we receive this, we will interview each company and create a diagnostic platform for you. We will then share the results of the deliberations with you.

Applications must be received by 6th October 2023.

Applications to: brian.muldoon@platform94.ie



“

Business has no geographical boundaries if you look at the world as one marketplace

”



Regional • National • Global