



GLOBAL SUMMIT
OF WOMEN



CATALYST FOR CHANGE

***SCALING UP WOMEN BUSINESSES ENTERPRISES FOR
GROWTH*** A talk with Shannon Kalayanamitr

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Over the last 2 decades, I've not only founded companies both SMEs & Startups but also advised & invested in them, learning as much from missteps as from successes.



2 TYPES OF BUSINESSES

TRADITIONAL BUSINESS



STARTUPS/ TECH BUSINESS



MEDIA & FCMG



ECOMMERCE & CONTENT MEDIA





KEY DIFFERENCES

TRADITIONAL BUSINESS

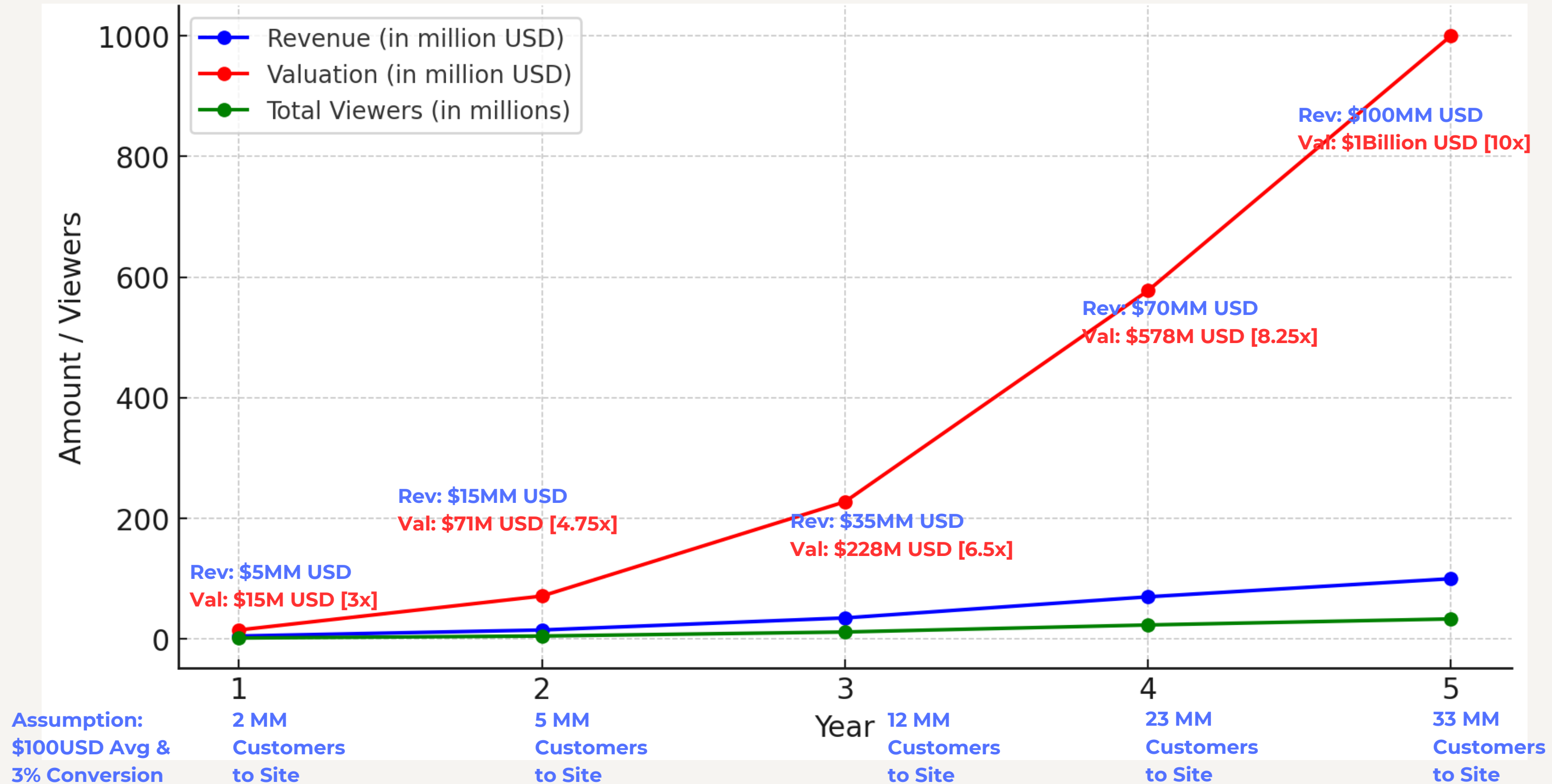
- Clear vision of business before embarking
- Slower
- Larger investment on day 1
- Lower Risk
- Financing Available

START UPS / TECH BUSINESSES

- Iteration along the way
- Agile
- Fast
- Risky
- Less Financing Available
- Tech or IP
- Demands rapid scalability

**6 FRAMEWORKS
& METRICS
FOR
HEALTHY EXPONENTIAL
GROWTH**

1. STRATEGY: 5 YEAR VISION & REVERSE ENGINEERING



2.1 HOW TO HYPERGROWTH

SCALING

Not all parts of your business will scale equally.

= you scale

Identify the components with the **highest growth potential**.
What will boost growth? and what will boost sales in the long run?

My key takeaway?

Pour your resources into **what can scale** - **technology and marketing.**

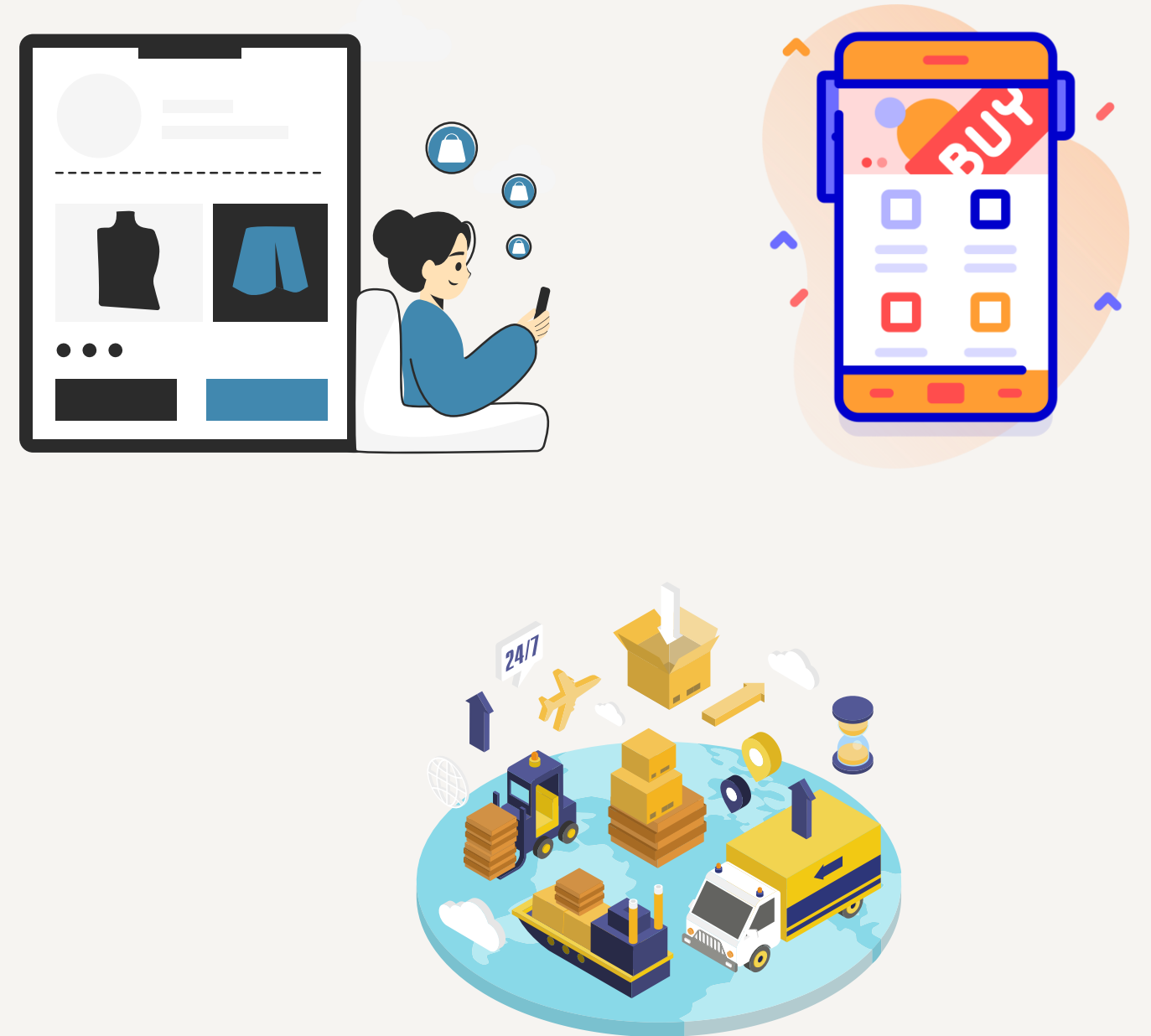
RETAIL SHOPPING MALLS



VS

.

RETAIL E-COMMERCE



2.2. how to hypergrowth

PARTNERSHIPS

Going it alone is not an option anymore.

Partnerships increase success rate of companies
increasing reach
& lowering costs
& time to market

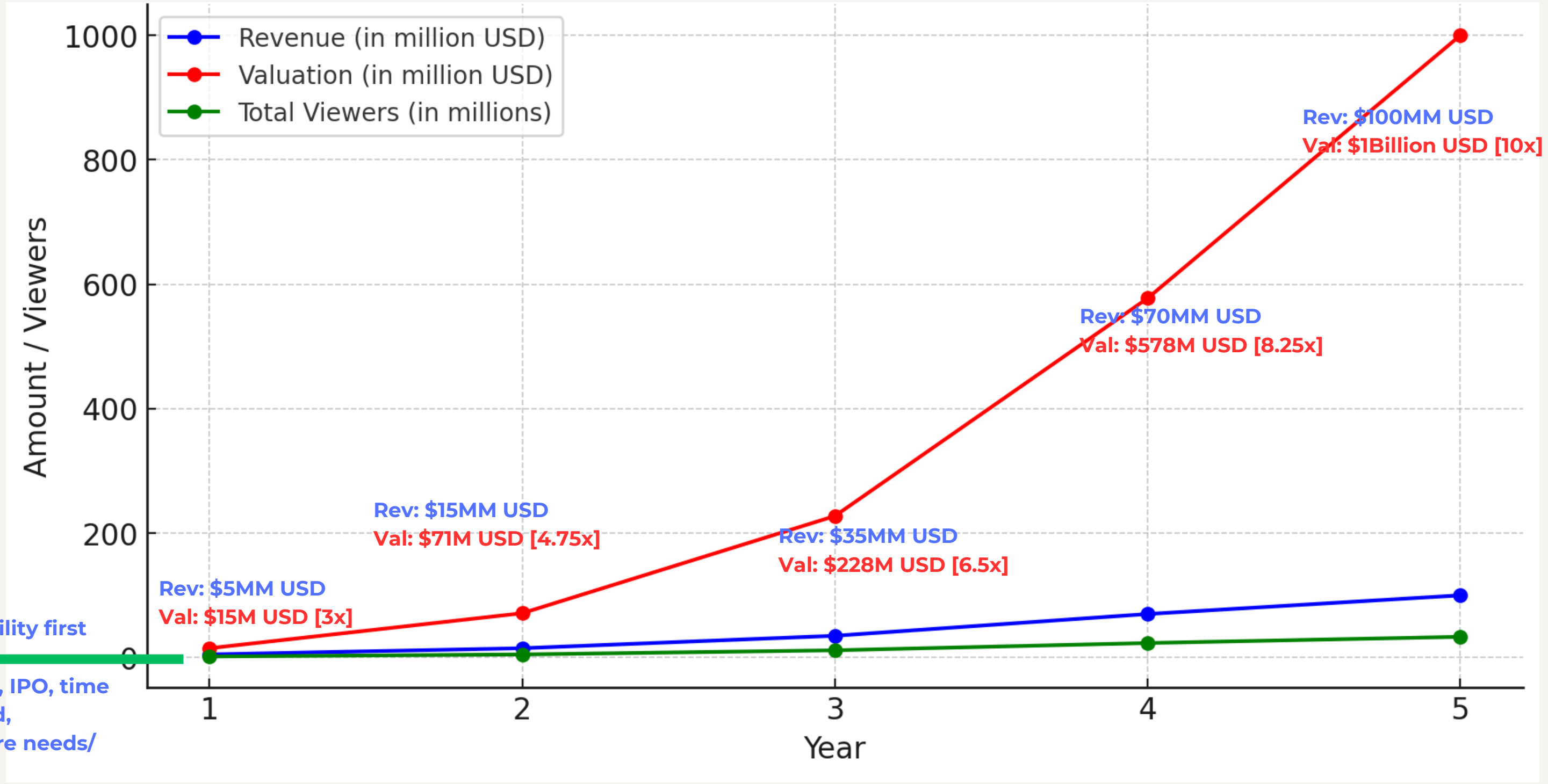
Partnership ROI

Partnership Cycle [Time]



3. FINANCIAL PRUDENCE IN EARLY STAGES

- METRICS:**
- YOY TARGETS
 - CASH
 - RUNWAY,
 - EBITDA
 - MARGINS,
 - BURN RATE



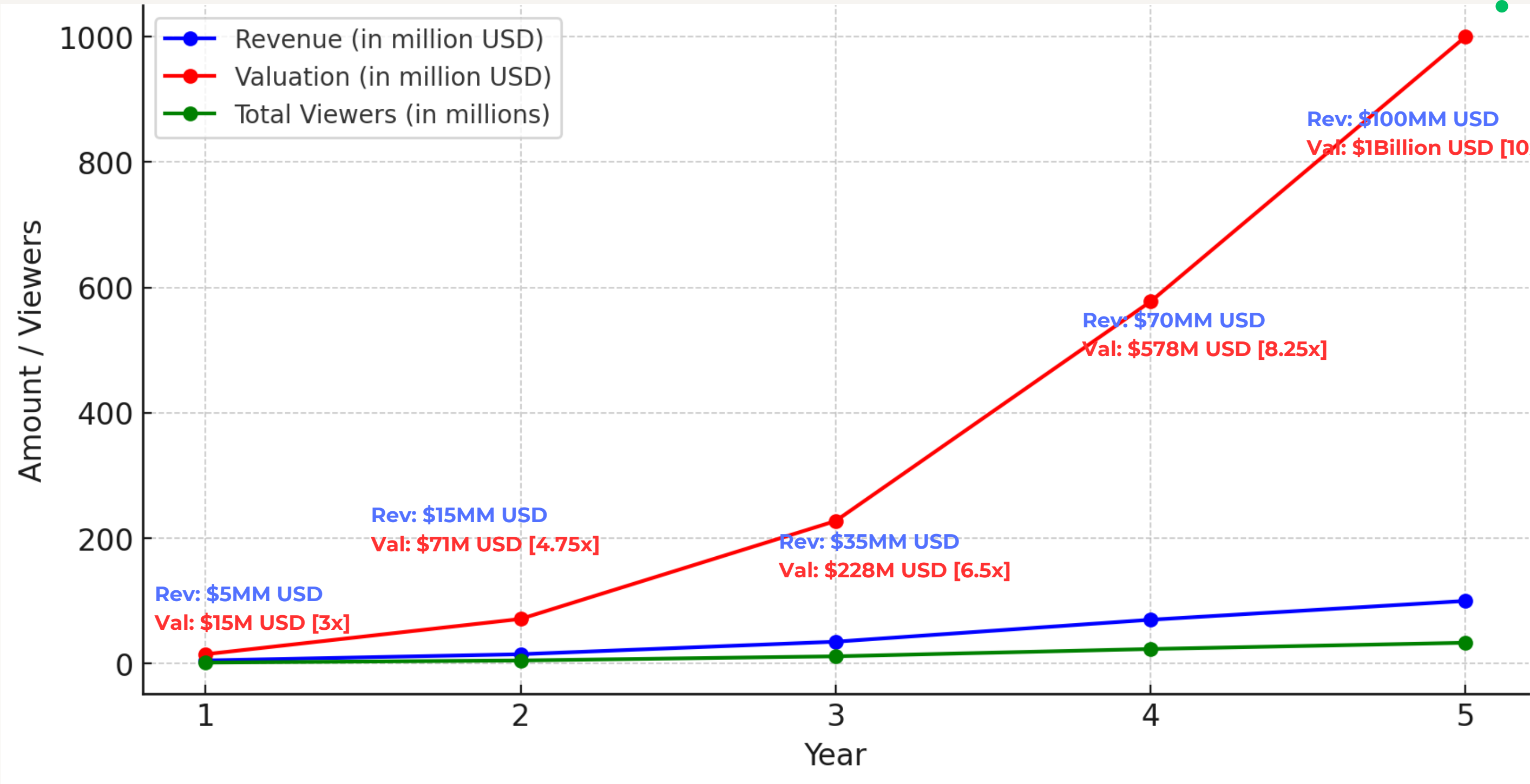
3 years of profitability first

Unlocks financing, IPO, time for culture to build, understanding core needs/fundament

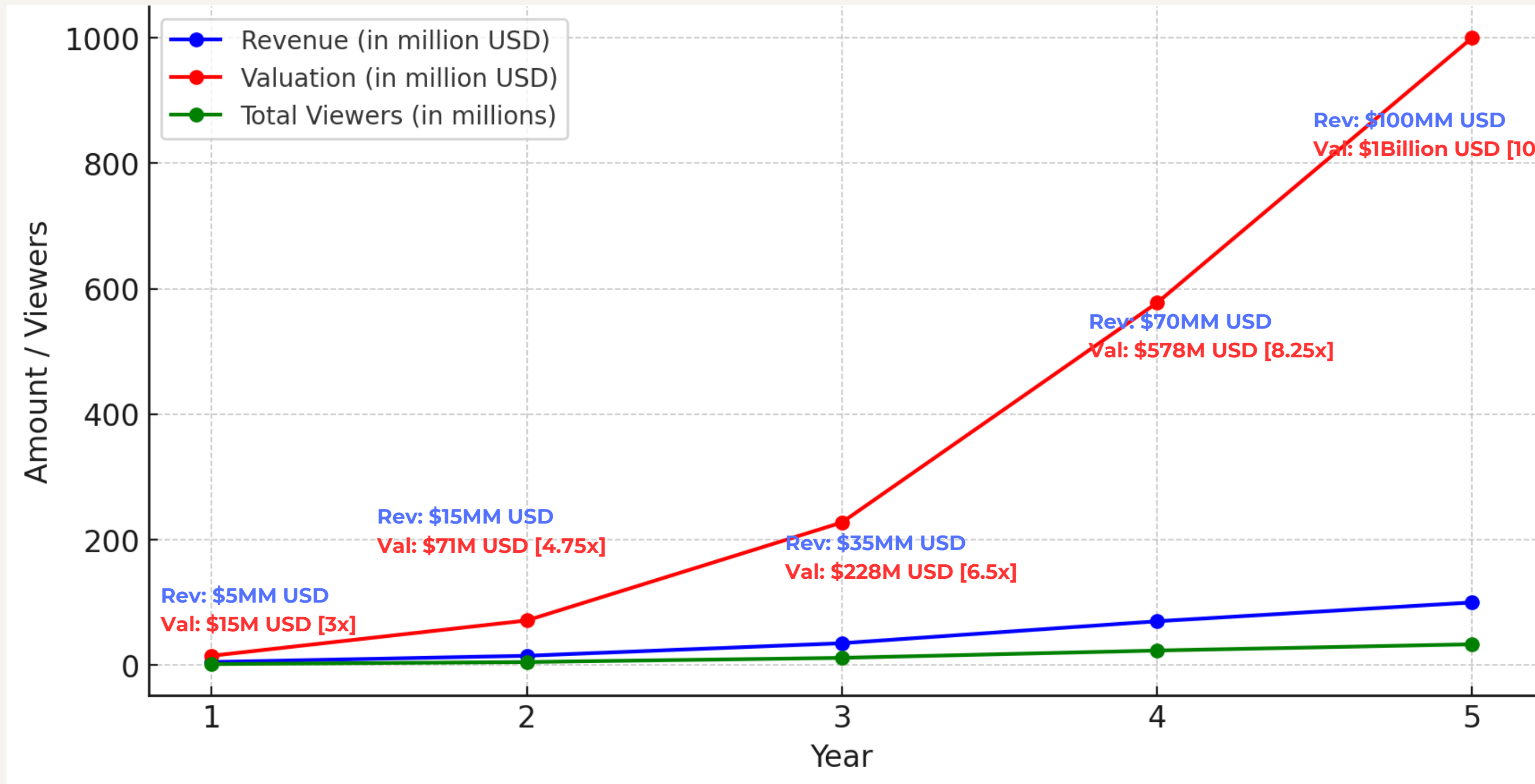
4. OPTIMIZATION FOR GROWTH

METRICS:

- CAC, CLV, GROSS MARGIN
- UNIT ECONOMICS
- COST PER UNIT



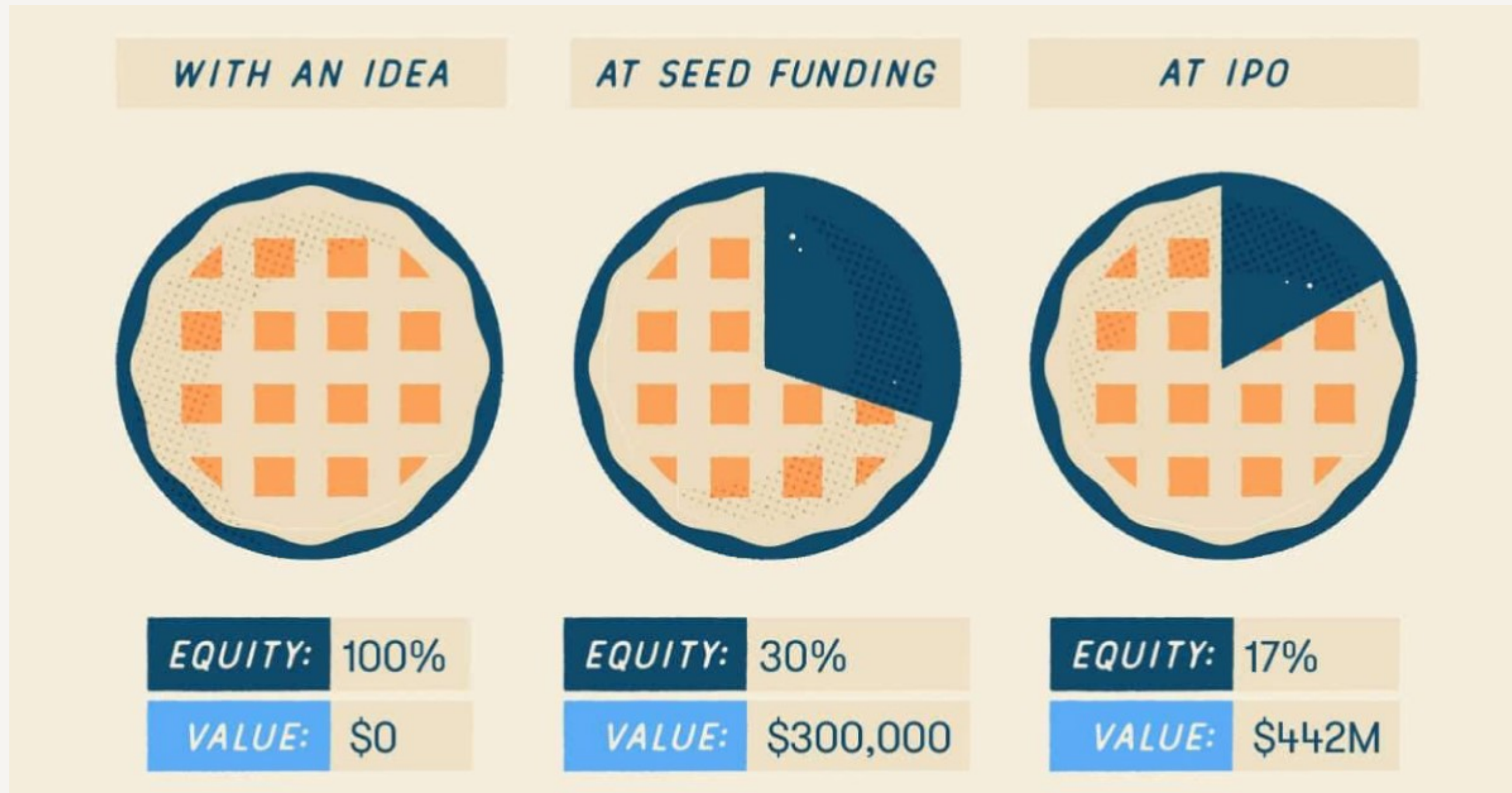
5. EQUITY & MANAGEMENT AND CONTROL



Rule:
15 - 30%
Dilution each
Round

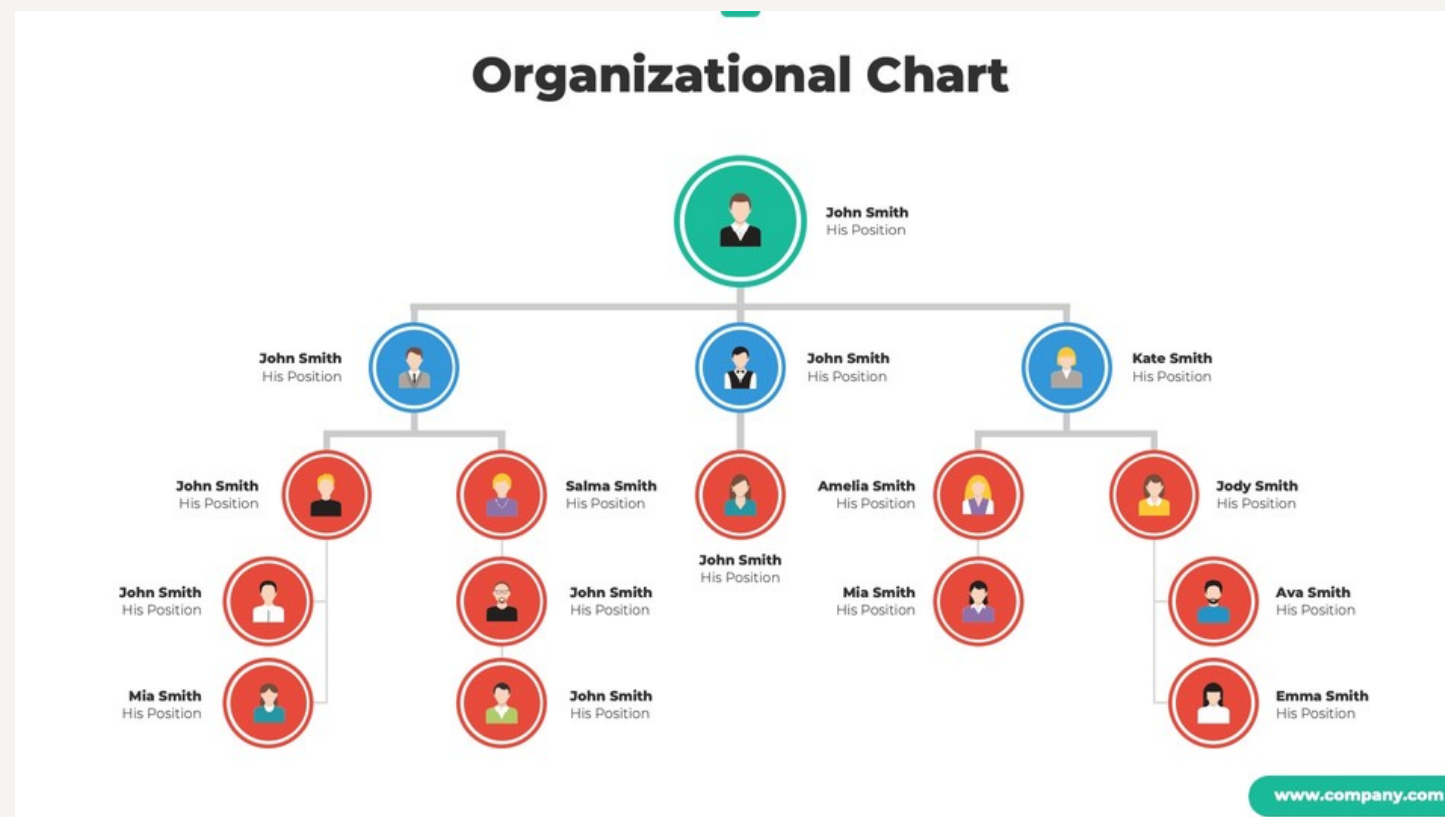
Founders No
Less than
40% by
Series C

EQUITY & MANAGEMENT AND CONTROL



6. HUMAN RESOURCES & TEAM SCALING

A startup's heart is its team. Initially, a few captains steer the ship. As we grow and secure Series B funding, we scale our team carefully, ensuring each new member adds exponential value.



Metrics

- ROI on Employee
- Revenue/ Headcount
- Profit/ Headcount
- Employee Cost to Revenues
- Attrition Rate

Automation

Remote Working

Training ROI

CONCLUSION

Strategic Vision & Financial Health

- a. Key Takeaways: Set clear, ambitious goals and maintain financial discipline to fuel growth. cashflow mgmt. cashflow mgmt. cashflow mgmt
- b. Metrics:
 - i. Revenue Growth: Year-on-year targets.
 - ii. Financial Sustainability: Cash runway, EBITDA margins, burn rate.

Scalability & Operational Efficiency

- a. Key Takeaways: Focus on scalable business models and optimize operations to support growth without adding excessive costs.
- b. Metrics:
 - i. Customer Metrics: CAC, CLV, Gross Margin.
 - ii. Operational Metrics: Cost per unit, automation level.

Partnerships & Team Dynamics

- a. Key Takeaways: Leverage external partnerships and build a robust internal team to enhance market reach and execution capability.
- b. Metrics:
 - i. Partnership Impact: Partnership ROI, market entries.
 - ii. Team Strength: Employee retention rate, team expansion rate, founder ownership percentage post-Series C.

Q&A

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