

500



500 STARTUPS

UNLOCK ENTERPRISE GROWTH

Accelerate Top-line Growth with Proven Techniques from Startups

Our Customizable Program



Our experts support enterprises in re-igniting growth, bringing to bear strategies and tactics used by leading startups throughout the world. Participating teams apply customer-centric thinking to sales, marketing, and product design to generate breakthrough performance.

We work closely with you to design a program that meets your unique needs.

Example topics include:

- Designing and conducting growth experiments
- Lowering the cost of customer acquisition
- Crafting uniquely differentiated value propositions
- Integrating frontline feedback into the product development process
- Building a shared customer-focused culture

Target Results

- Build a culture of growth and innovation through questioning the status quo and experimentation
- Accelerate growth, reaching new and existing customers more efficiently, making better product and marketing decisions
- Develop and prepare high-potential talent for leadership positions
- Prepare your organization to confront disruptive threats from startups and other competitors

Sample Engagement — GS Shop (Korea's Home Shopping Leader)



500 Startups worked closely with GS Shop teams to help aim to re-establish a growth-oriented, innovative culture.

500 growth experts provided training in sales and growth hacking, accelerating internal teams in the fast-moving style of a startup.

A follow-up client survey gave 500 Startups a satisfaction rating of 9.4/10.²

“We’ve developed a growth mindset in our company. Our teams operate on a virtuous cycle of understanding our customer, then doing experiments to learn, test and keep growing our business with our new findings. Growth is now felt as a responsibility of every member of the team”

- Wooseok Seo, Director, GS Shop

About 500 Startups

500 Startups is one of the most active global venture capital firms. Our mission is to discover and back the world’s most talented entrepreneurs, help them create successful companies at scale, and build thriving global ecosystems. With more than 160 corporate partners, we also work with some of the largest companies in the world.

Headquartered in Silicon Valley, 500 Startups has invested in 2,000+ startups in 60 countries around the world¹. Notable portfolio companies include: Twilio (NYSE: TWLO), SendGrid (NASDAQ: SEND), Credit Karma, Grab, Intercom, Canva, Carousell, Udemy, Talkdesk, Makerbot (acquired by SSYS), Wildfire (acquired by GOOG), and Viki (acquired by Rakuten).

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1. As of December 31, 2018.

2. Based on a survey carried out by 500 Startups, the results of which have not been independently verified.