



WHAT IS IT?

ScaleUP! KC is an intense four-month program of training, peer mentoring and business coaching, offered at no cost to qualified and selected entrepreneurs.

SCALE VS. GROW: WHAT'S THE DIFFERENCE?

When you grow a business, you add new resources (capital, people, technology) to drive increased revenues. Revenues rise = expenses rise.

When you scale a business, you increase revenues without substantially increasing resources. Revenues rise = expenses slightly rise (and more bottom-line profit).

WHO SHOULD APPLY?

ScaleUP! KC is for business owners who are ready to define their place in their industry and set their company up to scale in terms of infrastructure, people and processes. ScaleUP! KC has helped coach, train and connect business owners who lead manufacturing, fitness, early education, trade products and services, software, consulting companies and more.

WHAT DO YOU GET?

Over the course of four months, ScaleUP! KC equips participants with the confidence, connections and community to redefine their business and reach the next stage of business.

- **Specialized curriculum** will energize your business and position it to scale.
- **Peer roundtables** and “collisions” unite you with experts and coaches ready to help your business scale.
- You’ll make lifelong connections with your peer cohort and **an alumni network of more than 175 business owners**, who all face similar challenges.
- You will have focused **one-to-one coaching** to apply learned concepts directly to your business.

HOW DO YOU QUALIFY?

- You need the drive and commitment to want to change the trajectory of your business.
- You are committed to the entire length of the program with weekly attendance, peer support and a listening, learning ear.
- You need to lead a company that has been in business at least 2 years with at least 2 employees.
- Your company should generate annual sales over \$250K.
- Your company should have a strong market, allowing you to challenge your place in the market and generate higher volume sales without a substantial increase in resources.

APPLY TO WWW.SCALEUPKC.COM

And pass this on to any colleagues, clients or favorite businesses that you’d like to help reach great heights.