

Commercial Masterclasses

Support for your entire team



We've partnered with GrowthBuilders to create a business curriculum delivered by a network of experts to supercharge scale-up teams growth to new levels. Having delivered over 2,000 hours of actionable, virtual sessions to later stage startups, you can immediately apply the learnings to create impact on and after Launch. .

You will hear from people who have successfully grown and supported scaling B2B tech companies and now they're sharing their top tips to get you to where you want to be, faster.

Topics

 Sales	Growing sales teams and optimizing pricing strategies
 Marketing	Marketing strategy, social selling and market messaging
 Recruitment	Hiring strategies and building high performance teams
 Fundraising	Raising your next institutional fundraising round
 Operations	Optimise you planning, finances and make better informed decisions
 Leadership	Honing your leadership ability to drive your teams forward
 Lloyds insights	Sessions delivered by leaders within the bank

Structure

All sessions are delivered live, virtually and recorded for later use.

Each speaker is on hand for no obligation follow up questions after the session, their knowledge is at your disposal.

Masterclasses are for all of your company, so you can include your team in the growth journey.



I highly recommend the GrowthBuilders programme! In fact, I would say that it is a requirement for all companies wanting to scale quickly, efficiently and compliantly. World-class content and interaction occurred in every session.

VP, AirSlate
Raised: \$80M
Employees: 650

While most programmes provide high-level content and an occasional introduction, this was more detailed, more holistic, and delivered more value. We'd recommend it to any scale-up.

COO, Navigator CRE
Raised: \$24M
Employees: 34













Great masterclasses, seamless delivery and a few light bulb moments. It is really good for our whole team. Best accelerator we have done, we really appreciate all the resources and engagement from the business.

CTO, Paymentology
Merged with Tatuka
Employees: 174

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Session	Overview	Target Audience	Week
 Lloyds Procurement	Get an in-depth view of the procurement process ahead, to help streamline any potential collaboration	Founder/ Management Team	1
 Market Messaging	Refine what makes you stand out to ensure your messaging is noticeable, memorable and creates the right impact with the right person	Founder/ Management Team/Sales/Marketing	1
 Marketing Strategy	Having the right message is one thing, getting the messaging out is another. Learn how to build your brand and marketing engine	Founder/ Management Team/Sales/Marketing	2
 Building your sales team	Learn how to professionalise your sales team with the latest structures, hires and rewards to convert more commercial opportunities	Founder/ Management Team/Sales	3
 Pricing Strategy	Pricing can be the difference between a yes and a no, our pricing experts take you through the different models to land just right	Founder/ Management Team/Sales	4
 Social Selling	Channels to market have changed, you need to be more active than ever over social channels and get all the latest tips to create impact	Founder/ Management Team/Sales/Marketing	5
 Fundraising	Institutional fundraising is a strain on time and resources, get an idea of what to expect at your next stage of funding round	Founder/Management Team / Finance	6
 Valuations	At different stages of growth, valuation methods change, get the upper hand with investors by having a bullet-proof valuation approach	Founder/Management Team / Finance	7
 Operations	Are you really getting enough insight from your operations to make informed decisions? Get a check-up on your decision making data	Founder/Management Team / Finance	8
 Leadership & wellbeing	Leadership has never been more difficult with new ways of working and strain on your team, tips to get the best out of your teams	Founder/Management Team	9
 Recruitment	Hiring is always hard. A bad hire is costly on both time and mental capacity. It doesn't have to cost the earth with this new approach.	Founder/Management Team/Hiring Team	10
 FinTech & Banking	Learn about the developments in the corporate banking world with highly targeted sessions throughout the Lab	Session dependent	

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