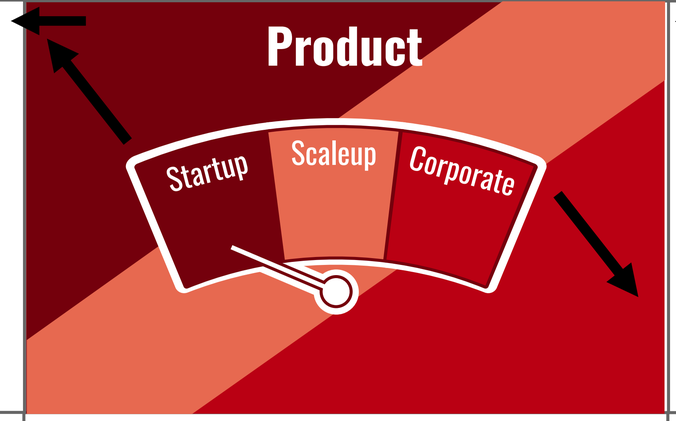
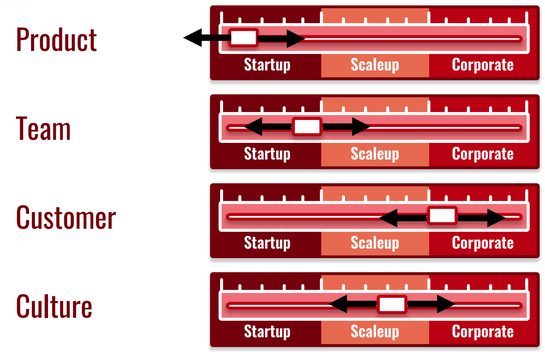
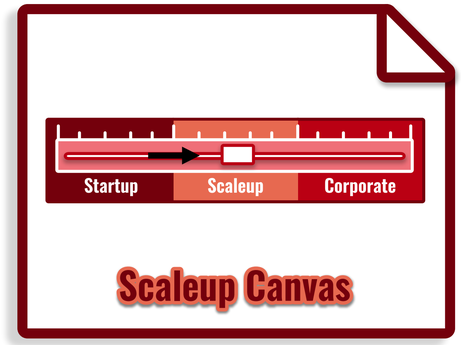
Introduction to MediaModo. Text reveals from left to right, circle appears by text like logo after text is in place.



Gauge indicator moves to beginning of Scaleup stage.



Sliders move left and right to show you can be in each section and also go forwards and backwards.

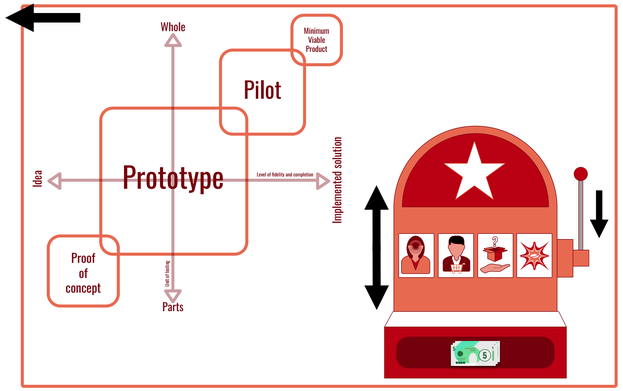


Solution to understanding: <1/4 – Scaleup Canvas>

Scaleup Canvas image appears. slider moves to mid of Scaleup. Then image moves left out of shot.

What does a startup do?

Doing: 1. What does a startup do? <M: text>

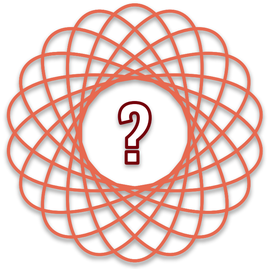


2. Pre-idea / Idea / PoC / Pilot/ MVP <1/8>

Begin with customer pain and Muse and Founder's purpose (these relate forwards and backwards to each other and you can begin with any one) - so spin them like a slot machine

What does a scaleup do?

3. What does a scaleup do? <M: text>

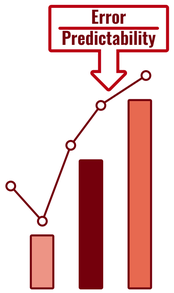


4. Resolving complexity from fast growth <2/3>

Complexity graphic forms into shape.

What does a corporate do?

5. What does a corporate do? <M: text>



6. Predictability <3/3>

Graph line animates and smooths towards the end, the bars animate upwards to meet the line graph.