

INVITATION

Strawberry Workshop

Date: December 15th, 2023
Time: 9:30 AM–3:00 PM CET
Location: World Trade Center Karlskrona,
Strawberry Planet Office

Join us for a day of collaborative exploration and innovative ideation on the Challenge Scaling SaaS – from first customer to business at scale.

Who Should Attend?

This exclusive workshop is tailored for senior architects, heads of development, and CTOs who share our passion for innovation, collaboration, and open-mindedness. If you're eager to dive into exciting discussions, engage in creative brainstorming, and network with like-minded professionals, this event is for you!

Don't miss this unique opportunity where innovation, collaboration, and enjoyment fuse to spark groundbreaking ideas. Let's build a brighter future together, one insightful discussion (and delicious meal) at a time! We're excited to collaborate with you on Strawberry Planet.

Agenda:

9:30–10:00 AM: Drop-In Breakfast, Check-in,
Set the Stage, Challenge Scenario
10:00 AM–12:00 PM: Morning Workshopping Session
12:00–1:00 PM: Lunch
1:00–2:30 PM: Afternoon Workshopping Session
2:30 PM: Wrap Up
3:00 PM: Official Conclusion
(Feel free to stay for a beer or coffee!)

What to Expect:

- Engaging discussions with like-minded senior tech architects
- Hands-on brainstorming sessions
- Networking opportunities
- Fun and creative activities
- The opportunity to contribute to innovative solutions for human growth in the world of work

Refreshments and Meals:

We know that great ideas stem from a well-nourished mind! Here's what we have planned for you:

Morning: Coffee and breakfast to kickstart your day
Lunch: A scrumptious meal to fuel your creativity and discussions
Afternoon: As we wrap up, join us for a well-deserved beer or a relaxing afternoon coffee, celebrating your hard work and fresh ideas.



RSVP:

Please confirm your attendance by December 10th, 2023, through [RSVP link] or by contacting us at sweet@strawberryplanet.se.

Thinking of a friend?

We celebrate the spirit of collaboration and believe that sharing enriches us all. If you wish to bring a friend, please feel free to extend this invitation and notify us via email. We'd love to welcome them into our innovative community.

Warm regards,

PO Bengtsson and the Strawberry Friends



The Challenge:

Scaling SaaS - From First Customers to Business at Scale

Overview:

Embark on the thrilling journey of evolving a nascent SaaS venture from its initial customer base to a flourishing large-scale business. In a landscape marked by recruitment challenges and uneven capital access, each pivotal decision can catapult you ahead or cause setbacks. This workshop calls upon CTOs and Heads of Development to join forces and dissect the distinct strategies of rapid versus sustainable growth amidst these ubiquitous challenges.

The Context:

The tech realm is fraught with recruitment obstacles, with the scramble for prime talent growing ever fiercer. Concurrently, the disparity in capital access leaves some companies acquiring resources with ease, while others must navigate more cautiously. This workshop thrusts these issues into the spotlight, setting them as the framework for our scaling discourse.

The Collaborative Explorations:

Participants will split into two concentrated groups, each probing the intricacies of a selected growth strategy:

The "Fast Growth" Track: Investigate strategies for swift scaling to secure market position, even when hampered by limited capital and talent scarcities. What are the key decision-making processes under stringent time pressures?

The "Sustainable Growth" Track: Engage in a strategy centered on endurance, stability, and adaptability. Uncover tactics for sustaining consistent growth and solidifying your base, particularly when recruiting hurdles loom large.

Networking & Insights:

Mingle with industry frontrunners, exchanging stories of hurdles encountered, lessons assimilated, and triumphs achieved. These dialogues offer more than just pooled knowledge; they open doors to potential real-world collaborations.



Plunge into a day filled with profound insights, collective problem-solving, and strategic contemplation. Together, we'll unlock the secrets of successfully scaling a SaaS enterprise amidst tangible challenges.

Join us in this journey of exploration and growth!

Key Takeaways:

- Navigate the complex dynamics of talent acquisition in a high-stakes environment.
- Grasp the equilibrium between risk and reward inherent in both rapid and sustainable growth avenues.
- Collaborate on tangible challenges and ideate solutions with contemporaries.
- Gain insights into managing and leveraging available capital for optimal growth trajectories.

